



INSPIRE'18
SUMMIT *Americas*
THE FUTURE OF LUXURY HOSPITALITY



CULTURE HACKER:

REPROGRAMMING YOUR EMPLOYEES' EXPERIENCE IN 2018

THE IMPORTANCE OF ATTITUDE

“A person with a great attitude will always give you great service; a person with a poor attitude will always deliver poor service.”

—Hospitality axiom

ATTITUDE IS A REFLECTION OF THE ENVIRONMENT

When an employee works in an environment where they feel unsafe, disrespected, not cared for, not trusted, or unvalued, why are we surprised when they do not take care of our customers?



CULTURE DEFINES YOUR BRAND

Culture is the collective mindset, attitude, and feeling employees have about what they do and who they do it for. Culture manifests itself in their behaviors. These behaviors define the reputation of a company. A company's reputation is their brand.

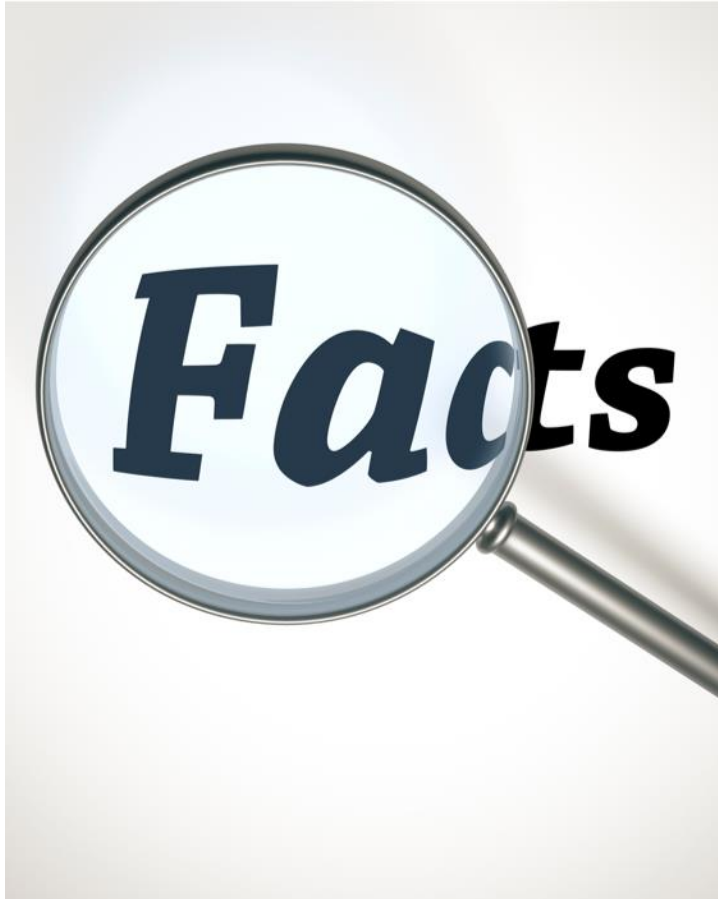
THE MINDSET AND ATTITUDE OF YOUR EMPLOYEES



“60% of consumers have not completed an intended purchase because of poor customer service and employee attitude.”

—Business Insider, 2016

THE MINDSET AND ATTITUDE OF YOUR EMPLOYEES



“A record 47% of the workforce says now is a good time to find a quality job, and more than half of employees (51%) are actively looking for new jobs or watching for openings.”

—Gallup, 2017

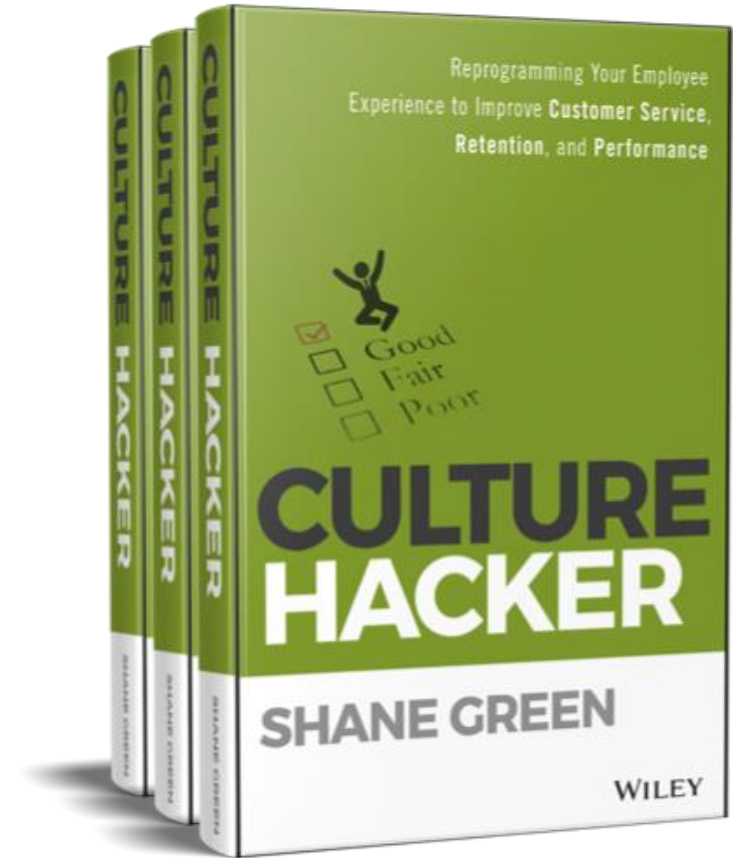
THE MINDSET AND ATTITUDE OF YOUR EMPLOYEES



“A strong, positive culture can result in up to a 19% increase in operating income and a 28% increase in earning growth.”

—PDR, 2016

TOP LESSONS LEARNED IN 2018



SELECTION

Managers want the right fit, but they are still addicted to an applicant's previous experience.

ORIENTATION AND ONBOARDING

Orientation must be a memorable experience for a new employee. Onboarding must certify that the new employee can deliver a memorable experience to your customers.

FEEDBACK

Informal feedback is a series of frequent, casual conversations. It is more important and impactful than formal annual reviews.

RECOGNITION

Recognition is not a technology platform; it is a leadership habit that employees should consistently be receiving.



LEADERSHIP

In most organizations, leadership development is more concerned with managers at the top than those on the front line. As a result, there is more management than leadership for the people on the front line.

CULTURE IS NO LONGER JUST AN HR THING

Culture is no longer just an HR thing. It is a business thing, and every person in the company has a responsibility to ensure those around them have the right mindset, attitude, and positive feeling about what they do.



Thank You

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