

**How to Build a Culture of Hospitality**

The Key To Guest Loyalty,  
Employee Engagement &  
Better Financial Results



**RestaurantOwner.com**

Welcome!  
Today's webinar will be starting shortly.

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**Your Hosts**



Kelli Laube



Jim Laube

**RestaurantOwner.com**

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**What is Hospitality?**



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**The Power of Emotion**

“People are not rational beings with occasional emotion, they are emotional beings with occasional rational thought.”  
- Brene Brown

What does this have to do with the restaurant business?!!

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We are attracted to products, people, places, businesses & RESTAURANTS that make us feel good!

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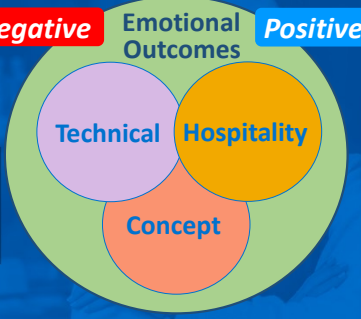
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**Negative** Emotional Outcomes **Positive**

In a Restaurant, What Affects the Guest Experience?



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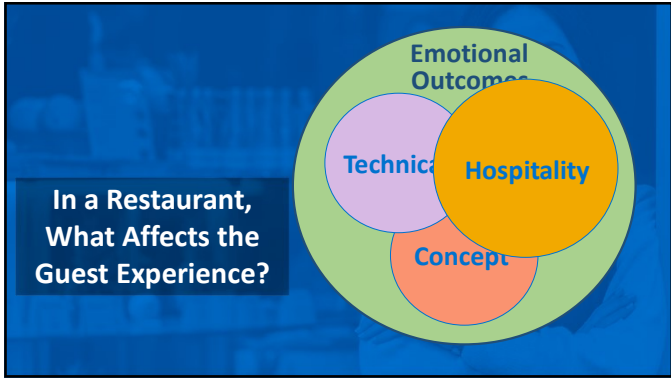
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### What is Hospitality?

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Hospitality is the quality of the personal interactions between your team members & guests.

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**GENUINE** hospitality produces positive feelings in others.
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### Positive Feelings & Emotions

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Welcome	Accepted	Cared About
Important	Warmth	Pampered
Special	Kindness	Heard
Appreciated	Compassion	Understood
Valued	Competent	Respected
Safe/Secure	Reassured	Delight

What would happen if your team began creating more of these feelings & emotions?

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### Team Member Benefits

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More Fun & Rewarding

Connect With Guests



More Confidence

Higher Tips

Repeat Customers

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### Building a Culture of Hospitality

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**Training**



**Culture**

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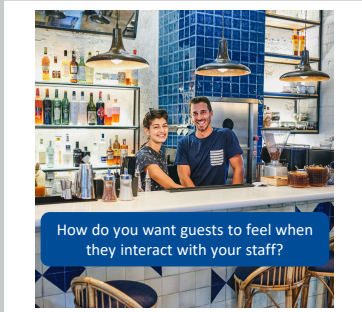
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### The Greeting

- Creates the First Impression
- Must be Practiced Consistently
- Includes -
  - Eye Contact
  - Smiles
  - Timing
  - Posture (torso, hands)
  - Welcoming Language (WHAT is said)
  - Tone of Voice (HOW it's said)



How do you want guests to feel when they interact with your staff?

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**Teach Your Team:**

- The Expected Greeting
- Vocal Variety Matters
- Never Say "No Problem"



**Rate Your First Impression**

**Greeting Over Phone**

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**Table Greetings**

**Teach Your Team:**

- Timing
- Smile & Eye Contact
- Keep Focus on the Guest
- Context Clues



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**Table Greetings**

**Focus Should Be on the Guest, NOT the Server**

“Hi **my** name is **Kelli**, and I’ll be your server.”

“Hi, it’s such a pleasure to welcome all of **you** to Tony’s. Thank **you** so much for joining us.”



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**Table Greetings**

**Focus Should Be On the GUEST, NOT the Server**

“By the way, my name is Kelli. Please let me know if you have questions or need anything at all.”



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**Table Greetings**

**What's Job 1?**

Focus on hospitality and personal connection to give guests a memorable experience.

The ultimate goal is to build a relationship and create loyalty.



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**Teach Your Team:**

- Eliminate Restaurant Lingo
- Give Guests Options
- Match the Guest's Pace
- Give Guests Full Attention

**Rate Your First Impression**

**Host/Hostess Greeting**



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**Create Connections**

**Teach Your Team:**

- To Care
- To Listen
- Be Curious
- Ask Questions



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### We Always "Assume the Best"

Help your staff know that it's always best to give people the benefit of the doubt.

Teach your people that professionals don't take it personally.



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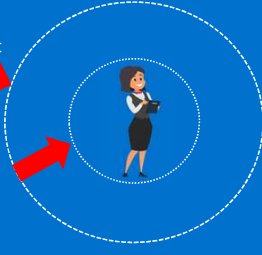
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### The Circle of Hospitality

Within 10 feet – Smile & Eye Contact

Within 5 feet – Verbally Greet



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### Hospitality Training Videos



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### Hospitality Training Videos

**BONUS** Do NOT over apologize

**10/4 RULE**

Adjust my timing to better match the guest's pace

Stop talking things are personal!

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### Building a Culture of Hospitality

Training

➔

Culture

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### What is Culture?

The unique personality and character of your restaurant

Reflects the common beliefs, values & behaviors

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**What is Culture?**  
Your culture determines what it's like to work in your restaurant

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How do restaurant employees want to feel at work?

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**Positive Feelings & Emotions**

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✓ Appreciated	Compassion	✓ Understood
✓ Valued	✓ Competent	✓ Respected
✓ Safe/Secure	Reassured	Enriched

**Your People Need Positive Feelings & Emotions Too**

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**Workplace Cultural Health**

WEAK			STRONG	
<b>Dysfunctional</b> Open conflict, chaotic, rudeness, intimidation, agitation, walk-outs	<b>Tense</b> Cliques, gossip, blaming others, drama, whining & complaining	<b>Civil</b> Formal, professional, safe but distant, impersonal, not engaged	<b>Supportive</b> Flexibility, cooperation, extra effort, attention to detail, productivity	<b>Inspirational</b> Energy, fun, creativity, best job, trust, humor, caring, connection, teamwork
<i>Feeling on the job?</i> <b>Unhappy &amp; Insecure</b>			<i>Feeling on the job?</i> <b>Content &amp; Engaged</b>	

**Where is your culture today?**

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**Hospitality Training**

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**Improve Your Culture**

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### Quick Culture Feedback

**EMPLOYEE SURVEY**  
Rest. Owner

**Restaurant Owner.com**

**Survey**

**Instructions:**  
Please read each of the statements below carefully. Circle the number or mark on 5 in the box that best indicates the extent to which you agree with each statement.  
5 = Strongly Agree, 4 = Agree, 3 = Neither Agree nor Disagree, 2 = Disagree, 1 = Strongly Disagree.  
All feedback is anonymous. We will not share your responses for the purpose of identifying individuals. We will only use the data to improve our services. We will not share your responses for the purpose of identifying individuals.

Statement	1	2	3	4	5
1. My team willingly work-related advice and suggestions.					
2. My team cares about me as a person.					
3. My team shares and respects one another.					
4. I am a valued member of the team.					
5. Team members are considerate to one another.					
6. Roles and positions are awarded fairly.					
7. Team members are treated and treat each other with courtesy.					
8. My team values me as much as others value each other within the team/restaurant.					
9. My team shares duties and assignments and assigned.					
10. My team is comfortable asking for help or assistance when needed.					

**Scoring Report**

**Culture Score Summary**

**OVERALL: 3.5**

Safe: 3.7

Respected: 3.5

Valued: 3.7

Courtesy: 3.9

Fairness: 2.3

**Low Culture Responses**

Safe: 12 (27%)

Respected: 2 (5%)

Valued: 12 (27%)

Courtesy: 7 (16%)

Fairness: 20 (46%)

SURVEY #	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
001	5	5	4	5	5	5	5	4	1	2
002	5	5	4	5	5	5	5	4	1	2
003	5	5	4	5	5	5	5	4	1	2
004	5	5	4	5	5	5	5	4	1	2

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### Quick Culture Feedback

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**Low Culture Responses**

1's & 2's: # %

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002	5	5	4	5	5	5	5	4	1	2
003	5	5	4	5	5	5	5	4	1	2
004	5	5	4	5	5	5	5	4	1	2

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### What Creates Culture

**Positive**

Management is continually creating employee experiences

**Negative**

**EXPERIENCES**

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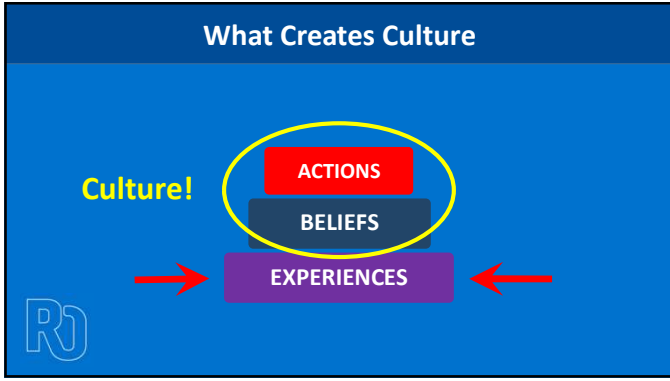
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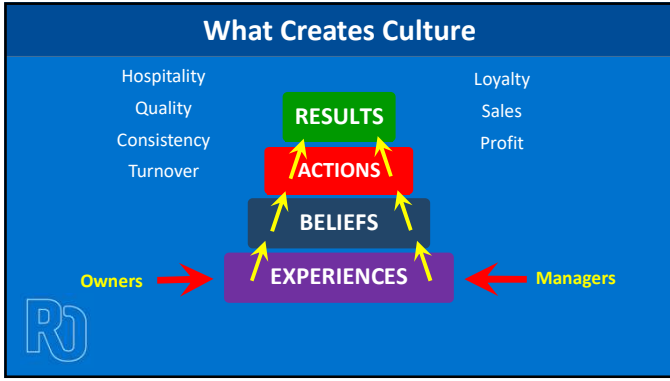
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**Make Your Restaurant a "Safe Zone"**

Customers will never love a company until the employees love it first.  
- Simon Sinek

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**Online Courses on Culture & Leadership**

In RO Learning System

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**Please Give Us Your Feedback**

Just 4 very short questions!

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**How to Build a Culture of Hospitality**

**Q&A**

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**How to Build a Culture of Hospitality**

The Key To Guest Loyalty,  
Employee Engagement &  
Better Financial Results



**Thanks for attending!**

**RO Restaurant owner.com**

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