

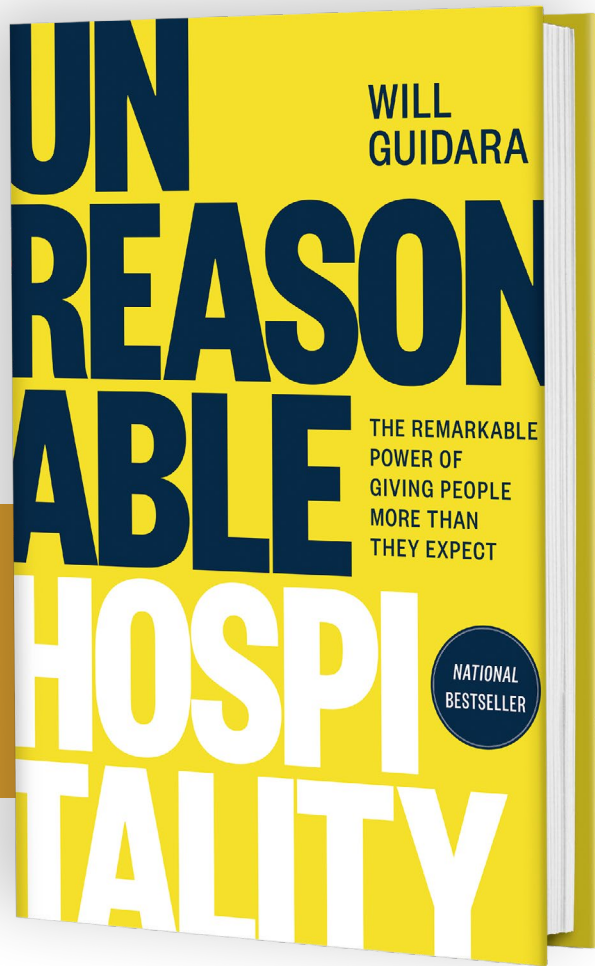
SESSION ONE

UNREASONABLE HOSPITALITY

KEY TAKE-AWAYS



SESSION ONE: UNREASONABLE HOSPITALITY



UNREASONABLE HOSPITALITY:
The Remarkable Power of Giving
People More Than They Expect

By Will Guidara

**PURCHASE
THE BOOK**



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THEME

The speaker shares insights on 'unreasonable hospitality,' emphasizing the importance of making guests feel seen and appreciated through personalized gestures. Drawing from experiences at 11 Madison Park and collaborations with brands like Tiffany & Co., The speaker illustrates how small, thoughtful actions can significantly enhance customer satisfaction. The concept of improving overlooked touch points and the impact of high team morale on hospitality are discussed. The speaker encourages businesses to focus on creating memorable experiences, transforming transactional interactions into relational ones, and ultimately achieving long-term success.

TAKEAWAYS

1. The speaker shares a nostalgic story about a day spent with Will in New York City on December 6th, 1986.
2. Will had his first skating lesson at Rockefeller Center and met Vivian, an ice skating pro.
3. They had breakfast at the American Festival Cafe, a notable restaurant at Rockefeller Center.
4. Will experienced his first New York City pretzel and visited the speaker's office.
5. The speaker emphasizes the importance of making others feel seen in hospitality.
6. The speaker's foundation in hospitality was built within Restaurant Associates.
7. The speaker was part of the team that elevated 11 Madison Park from a middling restaurant to one of the best in the world.
8. The speaker focused on improving the quality of the product and service at 11 Madison Park.
9. The restaurant went from zero Michelin stars to three stars in a single year.
10. The speaker received a letter inviting them to the 50 Best Restaurants in the World ceremony in London.

HIGHLIGHTS

- "Adversity is a terrible thing to waste."-- Speaker's dad
- "What would you attempt to do if you knew you could not fail?"--Speaker's dad
- "Perspective has an expiration date."
- "Hospitality is about making other people feel seen."
- "Unreasonable hospitality, one size fits one."
- "People will forget what you say, they will forget what you do, but they'll never forget how you made them feel."-- Maya Angelou
- "Sometimes magic is just being willing to invest more time into something than anyone else would reasonably expect."-- Teller
- "Hospitality is being creative and intentional in pursuit of relationships, with customers, colleagues, people in your life."



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CHAPTERS & TOPICS

Unreasonable Hospitality

A concept introduced by the speaker to elevate the guest experience by being exceptionally attentive and thoughtful.

Key points

- Focus on making guests feel seen and appreciated.
- Identify and elevate various touch points in the guest experience.
- Incorporate small gestures that create memorable experiences.

Examples

The speaker introduced the idea of offering a bottle of cognac with the check to make the experience more hospitable and memorable.

- No one ever had to ask for the check again.
- No one could think they were being rushed out.
- The gesture matched the big bill with a gesture of appreciation.

Enhancing Overlooked Touch Points

The concept of improving small, often overlooked aspects of the customer experience to create a significant impact.

Keypoints

- Identifying touch points that are often ignored.
- Making small enhancements to these touch points.
- Observing the overall impact on the customer experience.

Examples

Five Guys provides peanuts for customers to eat while waiting for their burgers.

- Recognized waiting time as a touch point.
- Provided peanuts to enhance the waiting experience.



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CHAPTERS & TOPICS

Being Present

The importance of focusing entirely on the person you are with, rather than inefficiency or other tasks.

Keypoints

- Caring deeply about the person you're with.
- Not being distracted by other tasks.
- Creating a meaningful connection.

Unreasonable Hospitality

Providing highly personalized and specific gestures to make customers feel unique and valued.

Keypoints

- One size fits one approach.
- Creating specific, memorable experiences.
- Investing time and effort into hospitality.

Examples

A restaurant provided a hot dog to a customer who mentioned missing a hotdog from a previous experience.

- Listened to the customer's specific desire.
- Provided a personalized gesture that made a significant impact.



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CHAPTERS & TOPICS

Unreasonable Hospitality

The practice of going above and beyond to create memorable experiences for customers, making them feel valued and special.

Keypoints

- Small gestures can have a significant impact on customer satisfaction.
- Creating unique and memorable experiences can differentiate a business from its competitors.
- Hospitality should be systemized to ensure consistent customer experiences.

Examples

The speaker collaborated with Tiffany & Co. to provide 1,000 iconic Tiffany blue boxes, each containing two champagne flutes, for engaged couples at their restaurant.

- The speaker convinced Tiffany & Co. to provide the boxes.
- The boxes were used to surprise engaged couples with unique champagne flutes.
- This gesture created a memorable experience for the couples, enhancing their overall satisfaction.

A hotel employee named Oscar improved customer experiences by following a system of hospitality, which eventually led him to go above and beyond in his gestures.

- Oscar initially followed a system of hospitality.
- He became more enthusiastic and started making additional hospitable gestures.
- This improved the overall customer experience at the hotel.

A pilot transformed the energy on a delayed flight by engaging with passengers, particularly families, and offering cockpit tours.

- The pilot left the cockpit to engage with passengers.
- He offered cockpit tours to families, changing the energy on the plane.
- This gesture improved the overall experience for passengers during the delay.

ASSIGNMENTS & SUGGESTIONS

Go back to your businesses and within the next month, improve one overlooked touch point to make it more awesome.





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