

# REGENT MASTER DAILY MOMENT

## Forbes - Service Energizer

*We Enable Uplifting Experiences*

*For Internal Use Only*

### Day 1. Appropriate verbiage: Slang box

#### Preparation

- You will need a smartphone or other device to use as a timer.
- Prior to the activity, prepare a collection (about 15) of casual or slang words on pieces of paper or notecards. Create three to four copies of this collection of words. Place them in a bowl.
- Use common slang or industry jargon for your department. A few examples of slang words are "you guys," "awesome," "no problem," and "okay." A few examples of industry jargon are "IRD," "MOD," "2-top," and "DND."

#### Activity guide:

1. Divide the team into three to four groups.
  - Have each group choose a collection (4 or 5) slang words from the bowl and place them face down in front of them.
2. Inform the team that each group will take a turn drawing as many words from the collection and reading them aloud to their group. The group must provide a better alternative to that casual or slang word that is considered articulate or well-spoken before selecting another term.
  - If the alternative word or phrase provided by the group is slang or not appropriate, the word gets placed back in the bowl.
3. The groups will have 30 seconds to see how many of the words within the pile or collection can be replaced with a more articulate response.
  - The group with the fewest words left in its collection wins.
4. Celebrate the entire team once the activity has been completed and a winner has been identified.

#### Debrief

Debrief on the conversation and the expectation of using appropriate verbiage. Additional questions to guide your discussion:

- Follow up, if needed, on any words that are still in question or unclear.
- To be consistently well-spoken, it is important to be able to come up with alternative words to replace the most commonly used slang terms.
- Hearing staff use less impressive words and then replace them with polished verbiage is a great way to reinforce professional communication.

**The goal of this activity is to challenge the team to think on its toes when it pertains to articulate verbiage.**

**Many times, the staff members do not have much time to choose words that are appropriate, so this gets them thinking quickly and adds more articulate words to their vocabulary.**

### Day 2. Thoughtful service: Future thinking

Prepare: The team will need paper and pen to fully engage in this energizer.

#### Activity guide:

1. Divide the team into two groups.
  - Ensure there are multiple roles within each group.
2. Assign one group the "R&B" category and the other group the "Hotel Stay" category.
3. The R&B group will focus on anything within the restaurant and the hotel stay group will focus on anything outside the restaurant that can be offered or shared.
  - Inform the groups that they will have an allotted amount of time, about three minutes, to come up with as many anticipatory gestures for their assigned category that they can offer a guest upon departure. Examples include:
    - For restaurant, offer to make a future booking
    - For restaurant, introduce the other restaurant & bar for their enjoyment
    - For hotel stay, offer to make a dining reservation
    - For hotel stay, share the hours of the fitness center
4. Ask the groups to share their lists and verify if their examples are truly thoughtful services.
  - The group with the most anticipatory gestures wins.

#### Debrief

Offering thoughtful services can come in many different forms, shapes and sizes. Being anticipatory can reaffirm the guest's decision in choosing our hotel/ restaurant. Questions to spark further discussion:

- Can anticipatory service be offered even if the guest is in a hurry?
- Why is anticipatory service so important?

**This brainstorming session allows the team to think of multiple anticipatory gestures that can be offered during a departure experience.**

**Guest's experience is not over until the guest has paid the bill and exited the building. Until then, we have an opportunity to personalize the guest experience even further with additional information or intuitive services to end the visit on a high.**





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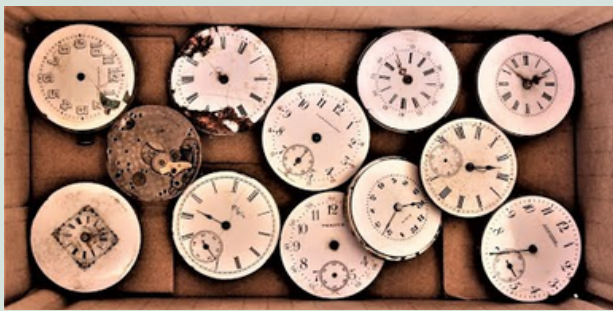
### Day 3. Efficiency: My perception

#### Preparation

- You will need pen and paper to bring this energizer to life.

#### Activity guide:

- Make a list of phrases that reference time that we commonly share with guests. You can also ask the team for phrases they use. For example:
  - "In a moment"
  - "Shortly"
  - "A little while"
  - "In just a bit"
  - "Soon"
  - "In a second"
- Ensure everyone has something to write with and one by one, review the list of phrases used to communicate time and instruct the team to write down how long each of those phrases mean to them, in actual minutes.
  - Have them do this individually and not share their answers just yet.
- Once you have finished reviewing the complete list of phrases, go around the room and ask the team to share the specific time they wrote down for each phrase.
  - You can have the team share their entire list all at once or review the phrases one by one along with each of their times for that specific phrase.



#### Debrief

When we are vague with timing, guests may have a very different perception of what we mean. "Soon" to one person may mean something very different to another. When timeliness needs to be addressed with the guest, it may be helpful to be specific or provide a little more information to avoid miscommunication.

#### Additional discussion points:

- When should we communicate specific times with the guest?
- How do we keep the guest informed if we fall behind?
- What are other ways to communicate time?

#### Foundations

The guest's time is precious. We need to demonstrate we value their time and when necessary, be specific when getting back to them with information, deliveries and wait times.

This activity highlights how staff and guests may not always be on the same page when it comes to timing.

### Day 4. Menu knowledge: Prepared with

#### Prepare:

- Prior to the activity, and with the support of the culinary team, prepare a tray with four to six bowls of ingredients that are used in dishes on the menu. Label each of the bowls of ingredients with a letter, e.g., A, B, C, D, etc.
- Use items like flour, eggs, butter or onions. For added difficulty, use ingredients that pertain to common allergens or dietary restrictions.
- You will also need pens and paper for the team to take notes.
- Use a photo of the ingredients or write them on index cards as an alternative to real ingredients.

#### Activity guide:

- Distribute blank pieces of paper to staff members and have them write their names on the top, as well as column headers corresponding to the different bowls and their assigned letters.
- The team must name all the menu items that use the ingredients.
  - For example, under column B - eggs, and for column D - onions, they should list an omelet.
- Once complete, review the results with the team.
  - Ask for volunteers to read aloud a different column of menu items that correspond to one ingredient.

#### Debrief

Reinforce the importance of knowing the menu well and being aware of the ingredients used throughout the menu.

#### Food & BeverageD

This exercise tests the application of ingredient knowledge. It's relatively easy to memorize ingredients, but can the team apply that knowledge differently?





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### Day 5. Genuine interest: Active listening

#### Preparation

- You will need a space for you and your team to meet together.

#### Activity guide:

- Ask the group to form a circle.
- Starting with yourself, share something that you like to do in your leisure time.
- Ask the team member on your right such as asking what they like to do in their free time or what type of food they enjoy eating.
- That person needs to first provide a statement of care to what you shared, then answer your question.
  - Remember that a statement of care is a response or reaction to demonstrate you were listening. For example, "I'm so happy to hear that" or "I'm so sorry to hear that."
- The next person needs to repeat the same three steps and this continues around the circle:
  - Statement of care to the previous person's response.
  - Answer their question.
  - Ask a related question or repeat the same question to the next person in the circle.



#### Debrief

Ask the team how they feel and debrief on the following points:

- Active listening is very important. Only when you listen carefully on what the previous person said, you can provide an appropriate statement of care and ask a related question.
- Responding with a statement of care builds an emotional connection with the other person and will make that person feel willing to share more.
- We need to show interest in others in order to build comfort in holding conversations around a variety of topics, specifically property amenities and local attractions.

#### Foundations

This activity allows the team to practice appropriate statements of care to demonstrate genuine interest. Genuine interest comes to life when we respond with an appropriate response or additional dialogue. It shows the other person we truly care.

### Day 6. Departure service: Thoughtful gestures

Prepare: A whiteboard, flip chart or piece of paper will be used to take notes during this energizer.

#### Activity guide:

- Ask the group to share the various transportation options a guest uses to leave the hotel. For example:
  - Personal vehicle
  - Arranged transportation
  - Taxi
  - Uber
- Ask the group to share a variety of thoughtful gestures that can be offered for each of the transportation options listed. Listen for:
  - Offering directions to the next location
  - Providing the destination to the taxi driver
  - Asking for the vehicle type and license plate number of the uber/ arranged transportation to anticipate the car's arrival

#### Debrief

Recap how the interaction with each guest, regardless of how the person departs the property, can be exceptional and personalized in such a short time.

#### For additional insight and conversation:

How else can we be thoughtful for each of the ways the guest departs the hotel, e.g., calls for luggage assistance, stops by the front desk to obtain a copy of the folio or self-parks the vehicle?

#### Rooms

Our goal is to offer a personalized and exceptional departure experience for every guest.

Extending thoughtful gestures during departure can enhance guests' overall satisfaction with their stay and allow them to leave the property on a positive note.

#### Modification:

F&B: A departure experience from the restaurant or bar/lounge can be substituted.

