



Hospitality

by SGEi

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A Note from Shane Green



My journey and love for Hospitality was instilled many years ago, during my time with the Ritz Carlton Hotel Company. My nine years with the company, based in Marina del Rey, and the opportunity to be involved in opening hotels in Asia provided the ideal foundation of what great guest and employee experiences looked like and how to instill them successfully.

Since founding SGEi in 2000, we have been involved in helping hotels open, transform, or elevate their service worldwide. Our team of hospitality experts has been involved in developing standards, writing operating details, designing orientation experiences, creating interactive learning experiences around service, sales, and leadership, building recruitment programs, and developing strategies with senior leadership teams for almost 25-years.

Most importantly, our extensive team of coaches, trainers, and experts means we can be on the ground during the opening or transformation process and become an extension of your team as we train employees on the brand, service, and culture. We have managed and delivered training and facilitation projects of 50,000 employees over two years, down to a dozen new employees over a few days. Our team is available for as little or as much as you need us.

One of the most satisfying aspects of our work has been the fact that we have not been limited to just one level of service, type of brand, nor size. We have opened or transformed luxury resorts and hotels with more than 4,000 rooms all the way down to a lodge with just 20 rooms. We have worked with restaurant groups, offering various cuisines and experiences. We have helped open or transform bars, membership clubs, and provided learning experiences for nightlife and entertainment companies. We have also supported the strategic efforts of businesses in retail, health and wellness, cruise ships, airlines, and sports entertainment.

All of this work and experience has informed our approach and developed our expertise in helping hospitality brands be successful. Most importantly, all of our work and experience means we are a supportive, collaborative, and ideal partner for your hospitality projects, regardless of where you are located in the world.

We hope we can meet and partner with you soon.

Regards,

A handwritten signature in blue ink, appearing to read 'Shane Green', with a stylized flourish at the end.

Shane Green
President & Founder SGE International

SGEi

**Hospitality
Openings**

Gaming

As a Las Vegas-based business, you could say that gaming is in our DNA. We have been fortunate to take the lead in opening the Fontainebleau Las Vegas, Durango Casino and Resort, The Cosmopolitan of Las Vegas, and Baha Mar in the Caribbean.



FONTAINEBLEAU
LAS VEGAS



THE COSMOPOLITAN
of LAS VEGAS




DURANGO
CASINO & RESORT

BAHA  MAR




WE WIN HEARTS



Make A Smile:
We ensure a great impression by serving up a winning attitude.

Make A Moment:
We personalize the interaction and customize our recommendations.

Make A Memory:
We win our Guests' hearts (even if there is a challenge or frustration).

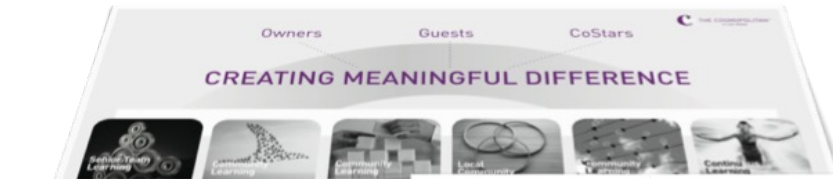




DURANGO
CASINO & RESORT

**TEAM-BUILDING
ACTIVITIES**

<p>PURPOSE</p> <p>We exist to give locals a place to go; we are a destination for people to feel welcome and at home.</p> <p>VISION</p> <p>Durango Casino & Resort is the next generation of Station Casinos properties. Durango is an approachable, luxury destination offering best-in-class hospitality and exciting amenities for all.</p>	<p>OUR VALUES</p> <p>Kind</p> <hr/> <p>Inclusive</p> <hr/> <p>Forward-Thinking</p> <hr/> <p>Reliable</p> <hr/> <p>Passionate</p> <hr/> <p>Self-Aware</p>	<p>MAKE A MOMENT</p> <ul style="list-style-type: none"> • Use the Guest's name • Create conversation through observation • Ask meaningful questions • Listen to learn • Make a recommendation based on what you learn • Leave a positive last impression
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Creating Meaningful Difference
OBJECTIVE: Create lower strategy to unleash the meaningful differences of the resort in a sustainable way for all who touch the brand. Build commitment, prioritize and accountability.

Leadership Learning
OBJECTIVE: Managers learn how to infuse the essence of the brand into every touch point of the CoStar environment. Maximize differentiated experiences for CoStars and guests alike. Articulate what is special, and create rituals to ensure authenticity and believability.

Cultural Culture Immersion
OBJECTIVE: Understand what is different and master about our resort experience. A focus on behaviors our core values to drive The Cosmopolitan Connection. Practice how they will bring community, relations and memorable start to life both inside and Corral to "Count Me In".

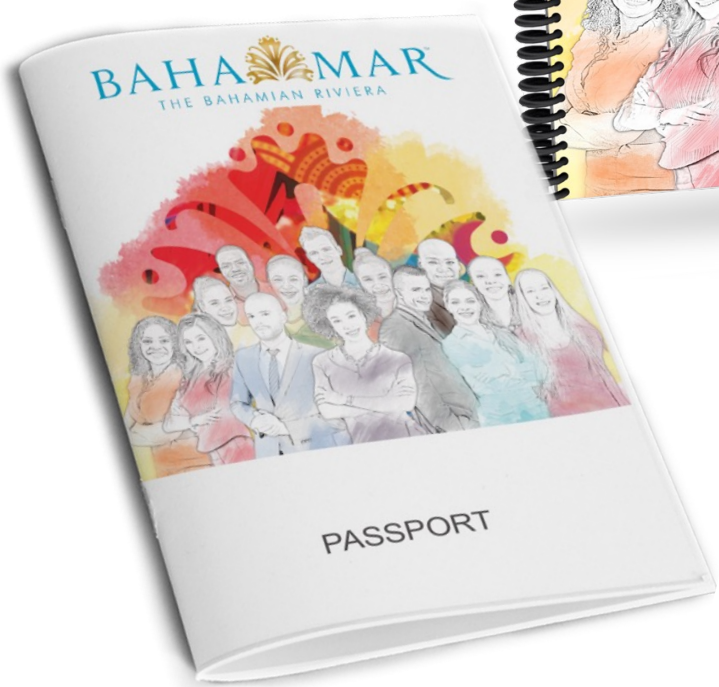
All CoStars
 8 hour in class
 (with daily department follow-up)

Our Brand Foundation, Culture & Vision

Our **FOUNDATION** of core values inform CoStar behavior, attitude and thought.

Our **CULTURE** is defined by being our core values and delivering MORE inside and out.

Our **VISION** is realized by delivering MORE, playing our part and contributing to Good Company.



Lifestyle Brands

We love to be involved in the next “it” brand or property. We were fortunate in the early 2000’s to be involved in many of W hotels openings and working with their corporate and executive teams on reimagining what hospitality could be. This work, along with our partnerships with Cipriani and Ian Schrager provided us a great understanding of the importance of Food & Beverage for any hotel and how to push the boundaries of where food and/or beverage could be served.

Some of our more recent projects include opening the Arev St. Tropez, Mr. C’s in LA, Public in NYC, the NoMad in Las Vegas, and the Goodtime Hotel in Miami.

the goodtime hotel

PUBLIC

AREV

ST. TROPEZ

Mr. C[®]



BEVERLY HILLS



OUR LEGACY + YOU = PUBLIC

OUR LEGACY
Schrager has revolutionized the way we live
—how we dance and party, how we holiday,
—how we work, and even how we see the world.
—French Vogue

+ YOU
Passionate, Curious,
Sincere, Empathetic, Social.

= PUBLIC
A fine-tuning hotel, impossible to categorize,
a new way of working—no hierarchy, no rules.

**IF YOU ARE CURIOUS FOR MORE,
PLEASE VISIT PUBLICHOTELS.COM.**

PUBLIC
WELCOME TO PUBLIC. We would like to take this opportunity to welcome you to our innovative, service-oriented, yet sophisticated environment.

PUBLIC
PUBLIC HOTELS

PUBLIC is a new class... a new breed of hotel. Its fundamental attributes are innovative, sophisticated, authentic style; spot-on, personalized, empathetic, "sense-of-service" that makes guests feel special; lasting comfort with complete functionality. For the first time, this type of hotel experience will be available for everyone and anyone who wants it. What is unusual is that it is inclusive, rather than exclusive.

PUBLIC is a new class of hotel that delivers a friendly, unique experience for all. Our goal is to consistently anticipate the needs of our Guests and as Team Members of PUBLIC is to maximize your stay with us because to us, service matters most.

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We know that you have demonstrated your passion for hard work and excellent service for others, and that is why you have been selected to join our team. With your help, PUBLIC will be defined by the excellent service we provide. At PUBLIC, we strive to create an inclusive, friendly and authentic environment every day with our Guests as well as each other.

Above all, we want you, the people who work at PUBLIC, to look forward to coming through these doors every day, to work hard and to maximize your potential. We will work hard to ensure that this is the case.

Welcome to our team, and remember to STAY PUBLIC!

— Ian Schrager

PUBLIC Core Values:

- Real
- Passionate
- Fun
- Daring
- Accessible
- Innovative
- Personal
- Smart

PUBLIC
PUBLIC HOTELS

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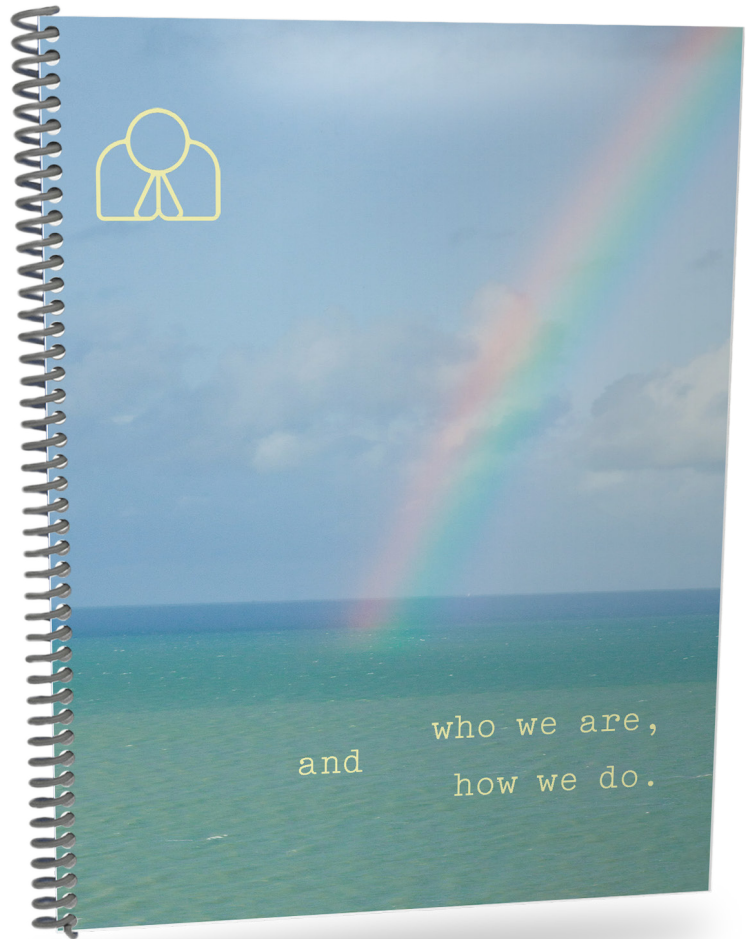
We bring PUBLIC to life through our PUBLIC behaviors:

- I am Passionate and Love what I do
- I am Curious and Eager to Learn more
- I am Real
- I am Proactive and take Initiative
- I am Social in person and online.

AREV
ST. TROPEZ

ACCUEIL
CHALEUREUX

PLAYBOOK
TEAM MEMBER



Luxury

When the Ritz Carlton Hotel Company defines your foundation, then you are always going to be comfortable within luxury hotels. We pride ourselves on knowing the standards expected of any luxury property and being able to bring those to life in our playbooks, training, and coaching.

We have helped define a 6-star luxury brand for Wanda Hotels in China, opened the Savoy in the Seychelles, and built all the operating checklists for the Edition brand of hotels. We have also worked with the Waldorf Astoria, St Regis, and NoMad brands. Our most recent opening in Las Vegas was for the ultra-luxury Fontainebleau Resort and Casino.





LOST AT SEA

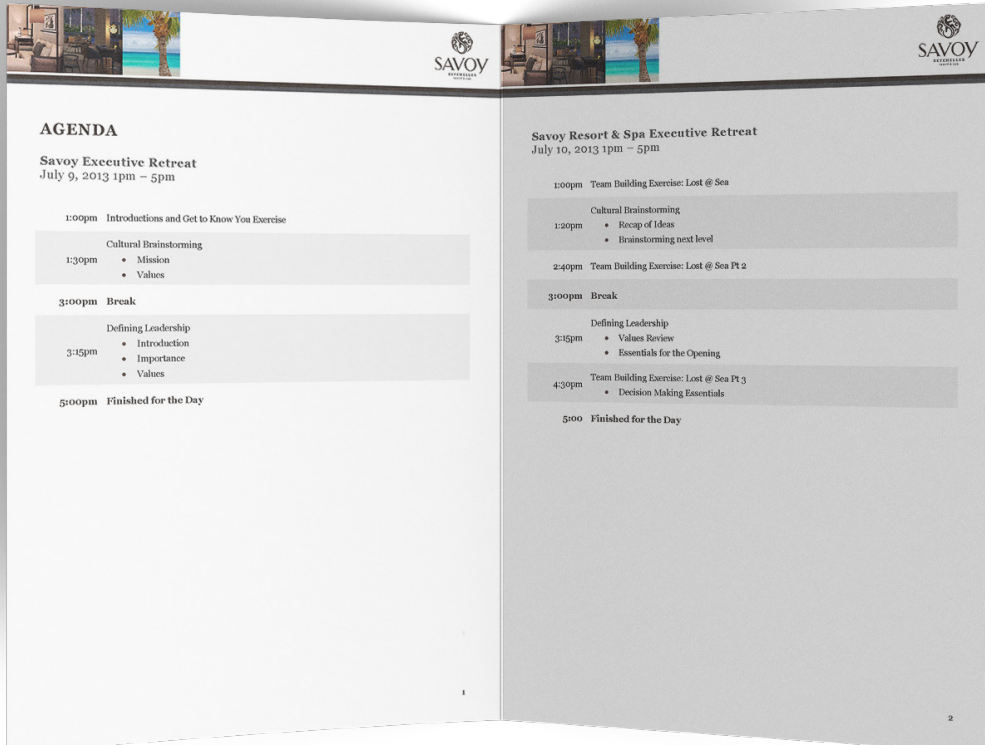
Exercise

YOUR TASK

During this task, do not communicate with anyone. You are to rank the 15 items on the list in order of their importance to your survival on the yacht, in order of their importance. Place a number "1" by the item you believe most important to your survival and a number "2" to the second most important. Rank the entire list so that the number "15" represents the item you believe is least important to your survival. You will have 10 minutes to complete this task. Only complete the ranking under your decision.

YOUR DECISION

Rank	Answer	Difference
___	15 feet of nylon rope	___
___	Fishing Kit	___
___	5-gallon can of water	___
___	Maps of the Pacific Ocean	___
___	Mosquito netting	___
___	Case of US Army C rations	___
___	Quart of 160 proof Puerto Rican Rum	___
___	Seat cushion (flotation device)	___
___	Sextant	___
___	Shark repellent	___
___	Shaving mirror	___
___	Small transistor radio	___
___	20 square feet of opaque plastic	___
___	2 boxes of chocolate bars	___
___	2-gallon can of oil-gasoline mixture	___
	Total	___
	Average Score	___



AGENDA

Savoy Executive Retreat July 9, 2013 1pm - 5pm

1:00pm Introductions and Get to Know You Exercise

Cultural Brainstorming

- 1:30pm • Mission
- Values

3:00pm Break

Defining Leadership

- 3:15pm • Introduction
- Importance
- Values

5:00pm Finished for the Day

Savoy Resort & Spa Executive Retreat July 10, 2013 1pm - 5pm

1:00pm Team Building Exercise: Lost @ Sea

Cultural Brainstorming

- 1:30pm • Recap of Ideas
- Brainstorming next level

2:40pm Team Building Exercise: Lost @ Sea Pt 2

3:00pm Break

Defining Leadership

- 3:15pm • Values Review
- Essentials for the Opening

4:30pm Team Building Exercise: Lost @ Sea Pt 3

- Decision Making Essentials

5:00pm Finished for the Day

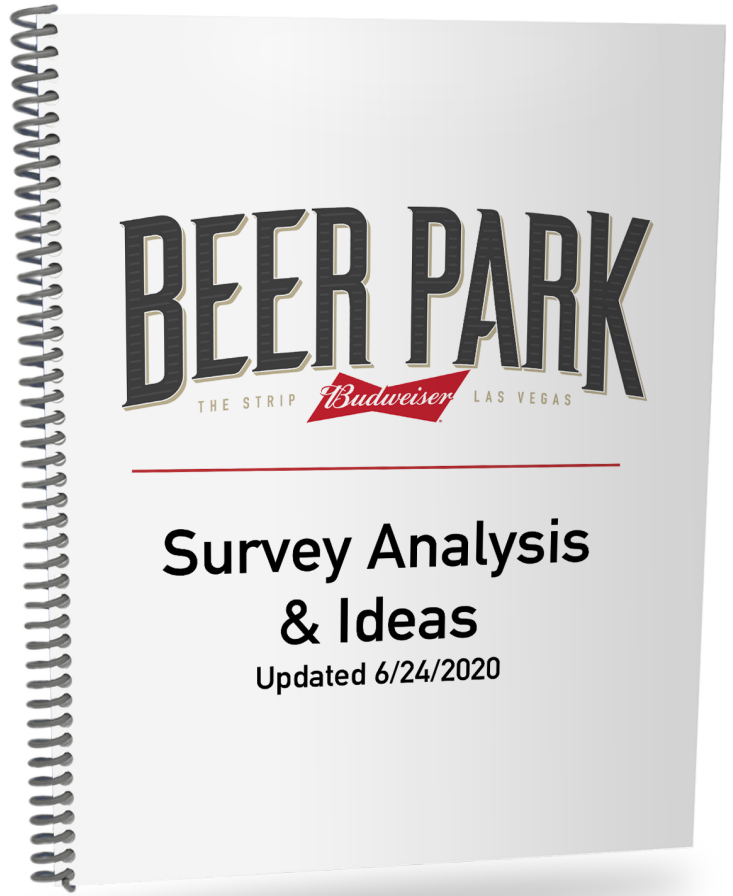
Restaurants and Bars

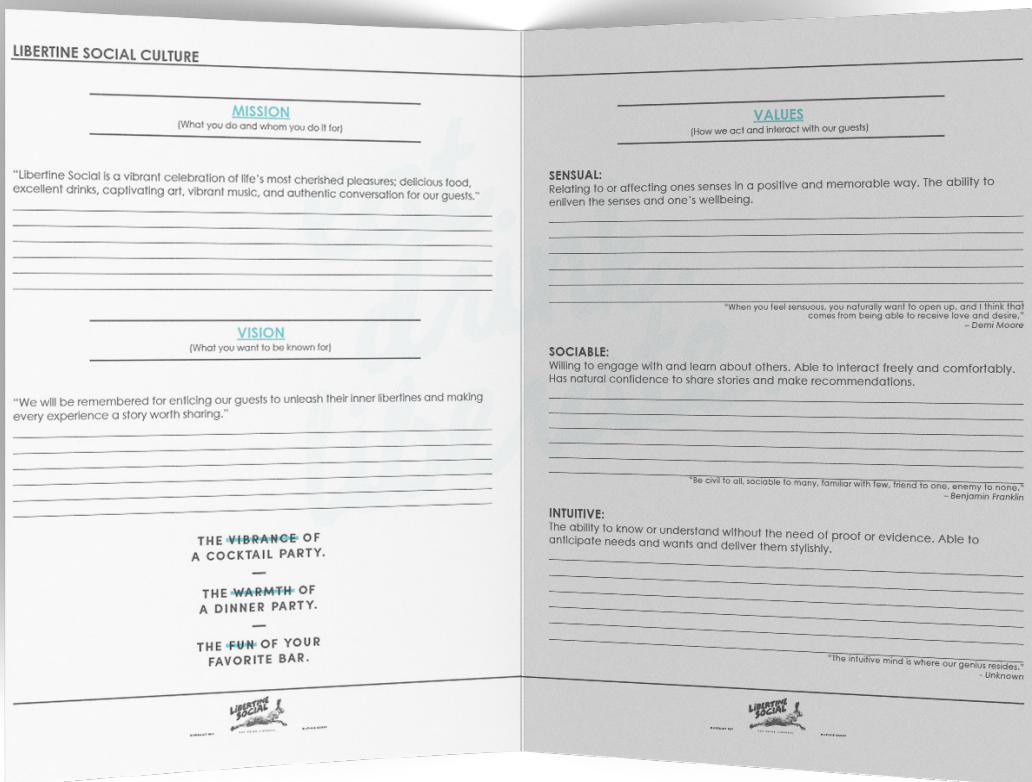
We love food and beverage and so do your guests. Giuseppe Cipriani and Ian Schrager have been inspirations for us over the years as we have learned the importance of great food and beverage.

We have transformed our insights to help restaurants and bars such Beer Park, Libertine Social, and Alexxa to open in Las Vegas.

We worked with the Hakkasan team to bring its Yauatcha brand to the US and helped Hilton Hotels launch its Made Market and Herb n' Kitchen brands to various hotels.







SGEi

**Hospitality
Guest/Employee
Experience
Transformations**

Gaming

We don't just open hotels when everything is all shiny and new. Some of our best work has come in our ability to help properties transform from one brand to another or to upgrade their service culture.

In the Gaming space, we partnered with MGMRI to transform the Monte Carlo into the Park MGM. This project required us to reimagine the recruitment, orientation, and communication processes. We spent over a year working with the management teams to evolve leadership habits to inspire their people to help transform the brand and property. We have also worked with MGMRI on implementing a new company culture and values and then changing their approach and programming for leadership development.

We have also been involved in large scale transformation projects for The Strat in Las Vegas, Greektown in Detroit, Turning Stone in upstate New York, and the Venetian hotel in Las Vegas.

THE VENETIAN® | THE PALAZZO®

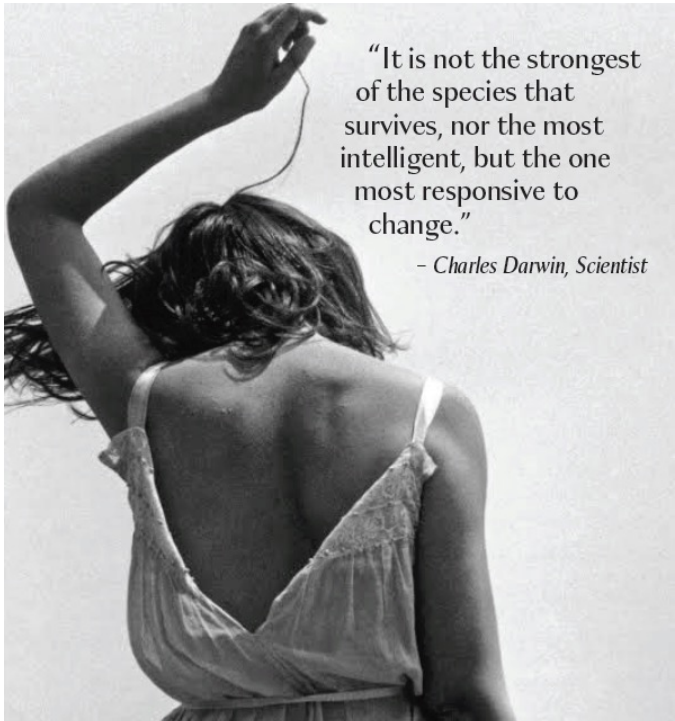
 Turning Stone®
Resort • Casino

 MGM RESORTS
INTERNATIONAL®


GREEKTOWN
CASINO-HOTEL™


PARK MGM
LAS VEGAS

THE
STRAT
HOTEL • CASINO • TOWER™



“It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change.”

– Charles Darwin, Scientist



Show guests where to go, escorting when possible



Give guests the right of way



Smile and be first to greet guests and each other



CULTURE & EMPLOYEE ENGAGEMENT INSIGHTS

THIS WEEK'S FOCUS:
RECOGNITION

"If employees don't value the form of recognition they're receiving, they may not think they're getting any at all."

—Katie Dill,
VP Design, LYFT

NG

social recognition positively impact and how targeted, e feedback helps you r leader.

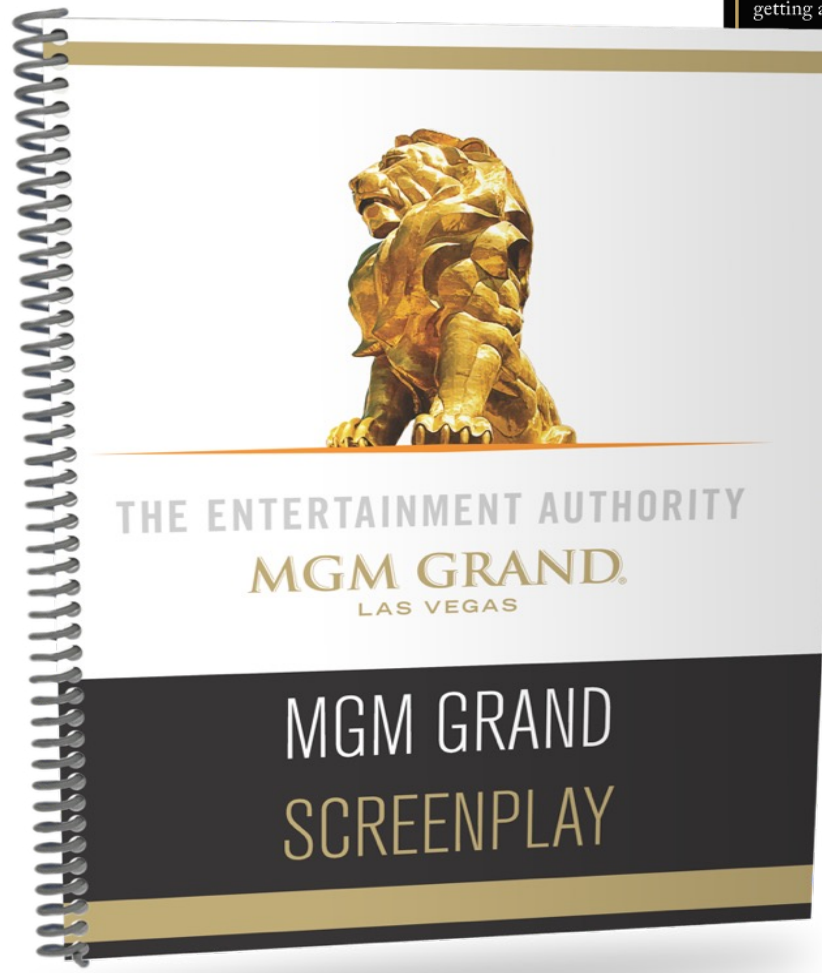
out how employee ongly influences and any culture.



DID YOU KNOW ...

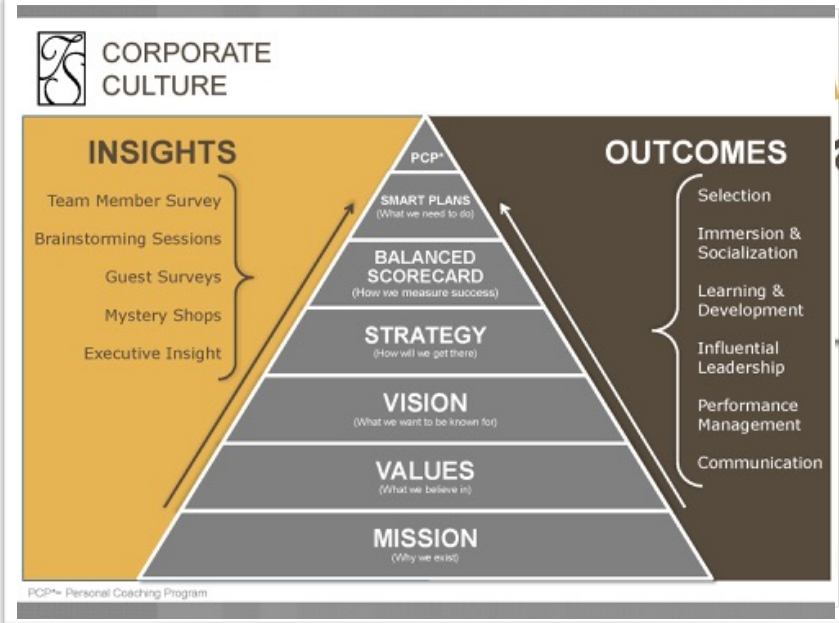
Appreciated employees are happy employees. When we show our team members that we see and appreciate their efforts—and take the time to recognize their impact—they feel good about what they do, and they take those feelings (and stories) home with them. Here are some tips for employee recognition:

- Highlight an employee's specific action/achievement
- Tie the recognition to our SHOW Standards
- Recognize regularly





Blueprint for
Success



COACHING HABITS FOR LEADERSHIP SUCCESS

- Make time for communication
- Explain the why & what
- Lead by example
- Listen to understand
- Provide effective feedback
- Recognize a job well done

GREENTOWN GARDEN HOTEL



OUR 3 STEPS OF SERVICE

SMILE & GREET
Make welcoming eye contact with guests, engaging them before they engage you. Warmly greet all guests. Acknowledge waiting guests.

ANTICIPATE & ASSIST
Be friendly and proactive; offer assistance with a "can do" attitude. Practice good listening skills. Anticipate guest needs.

THANK
Smile and make eye contact. Thank guest first. Welcome comments and feedback. Provide a warm invitation to return. Bid good-bye.

"If my actions inspire others to dream more, learn more, do more and become more, I am a leader."



THE VENETIAN® | THE PALAZZO®

THE VENETIAN® | THE PALAZZO®

CULTURE CARD

The most important emotional experience of our brand is the experience communicated through our people.



“Step up for the team.”

| Collaborate | Appreciate

THE PALAZZO SANDS EXPO

BRAND AND CULTURE ASSESSMENT

April and May 2024

THE STRAT
HOTEL • CASINO • TOWER

Luxury

In the luxury space, we helped transform the Park Lane Hotel in New York City back into a 5-star luxury property. In New York city, we also reopened the CORE Club on Fifth Avenue in 2024. In both cases, we worked on new standards and operating details, designed a new orientation, and provided extensive service training.

We also worked with Robertson Lodges in New Zealand on defining its property culture, retraining managers and staff, and helped prepare the three lodges to become Rosewood properties.

PARK LANE

ROBERTSON LODGES





Variety, experience, a stunning environment, and a fantastic team!

Kauri Cliffs

...y seeking a gardener.
...ing maintain the beautiful
...ge, suites, pool, and car park
...areas.

...nce in large-scale garden
...ticultural background, plus a
...oy being part of a team, please
...touch with us.

If you would like to join our world-class team and have the attributes listed above, we would love to hear from you. Connect with us at info@kauricliffs.com.

ROBERTSON LODGES

Personalise Conversations and Customise Recommendations



"Connecting is one of the most important business and life skills you ever learn. Why? Because, flat out, people do business with people they know and like."
—Keith Ferrassi, author

The style of service at Robertson Lodges is Relais & Chateaux-inspired, luxury-infused, and founded in authentic kiwi hospitality.

ROBERTSON LODGES

Our Mission



What We Do, How We Do It, and for Whom We Do It

Robertson Lodges provides lifetime memories for each of our valued guests through legendary service, the finest amenities, and uniquely Kiwi experiences.



Thank you for your amazing effort and commitment.

Lifestyle Brands

Our work with established hospitality brands in the lifestyle space is on organizing brand standards and developing interactive and fun learning experiences, for classroom and online, to help introduce new staff to the brand and service standards.

We have worked with Lone Mountain Ranch on developing its brand and culture. We developed a series of eLearning experiences for the Independent Collection to help orient and onboard new staff successfully. For Destination Hotels we worked on creating communication pieces so that employees from different brands will understand what Destination Hotels is all about.





Destination: **Life** with us is a little different...



Lone Mountain Ranch is a destination where guests disconnect from the world, while connecting with others through unforgettable adventures and a truly amazing environment. Moments are crafted through discovery, exceptional people, fun activities, and a truly amazing environment.

Lone Mountain Ranch delivers unique and authentic experiences that are life-inspiring.

- I am Hardworking.** I will deliver something special and memorable every time. I follow up and follow through.
- I am Friendly.** I make people feel good with my outgoing and passionate nature. I love what I do.
- I am Knowledgeable.** My expertise ensures a safe and fun experience for all. I use discovery to make personal recommendations to enhance every experience.
- I am Collaborative.** I interact with others in a respectful, professional and genuine manner. I embrace my community.



When this training is finished you should:

1. Understanding the unique offerings of the IC and what makes us different from other hotels.
2. Awareness of how our hotel fits into the IC while embracing our local neighborhood.
3. Insight into the IC Declaration of Independents and our unique culture.
4. Expectations of the roles that we play in creating Simply sophisticated, Localized, and Personalized experiences.

ic INDEPENDENT COLLECTION

...is perceptive
...ferences from which our

...forget what you said, people will forget what you did, but people will never forget how you made them feel."
-Maya Angelou, American Poet



2017

ic INDEPENDENT COLLECTION

Budget Brands

We have also supported the service culture efforts of budget-oriented properties. We have supported the service culture for Super 8 hotels for more than ten years with online training and communications via their own learning management system.

We have also provided training programs and materials for the Red Roof Inn and Line brands.



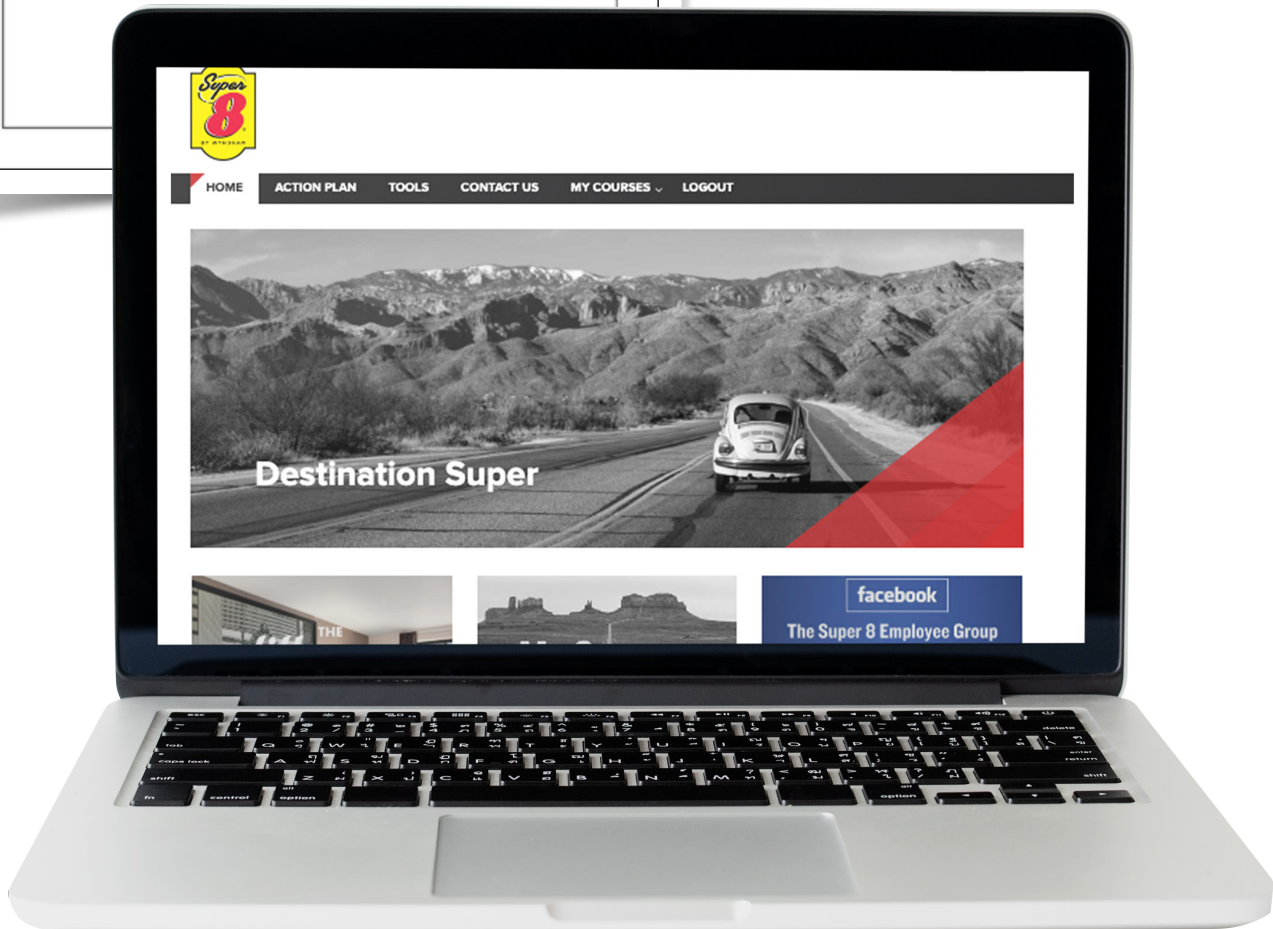
Best Practice : Recognition



There are many ways...

you can let your team members know that you appreciate their efforts:

- Say "thank you" every day, particularly at the end of the day.
- Utilize cards, certificates, posters, e-mails, voicemail and letters to say thank you to your employees for a job well done.
- Personalize your comments towards the person. When recognizing a team member, personalize your remarks for each person, recognizing each person's contribution in some way .
- Acknowledge your team on an office wall or on a banner.
- Use your morning meetings to recognize individuals on a daily basis.
- Promote and energize the associate of the month through monthly, quarterly, or yearly programs.
- Take the time to send thank-you cards to the families of your team members, acknowledging their efforts and hard work. For parents or spouses of other members, this has a huge impact on them and the individual being praised.
- Have celebrations. It is important to note that these must include everyone. This may be done in and outside of the workplace. Bringing candy, coffee, doughnuts, ice cream, etc. to work for your team is a great way to say thank you. For larger departments, have potluck lunches where the team members bring their favorite dishes or arrange to have quarterly events.
- Honor associates on specific days of the week. On that day, allow preferential parking, etc.
- Have a pass-around trophy for the week or month that goes to a team or an individual.
- Be willing to arrange events outside the office where your team can interact in a casual and informal atmosphere. Involve other members of your leadership team and other departments.
- For Mother's Day, Father's Day, Valentine's Day, and any other holidays, recognize those people working with a small gesture of your appreciation.
- Recognize birthdays and date-of-hire anniversaries with a song, acknowledgement, or card.



Restaurant Groups

SGEi worked with Cipriani for over three years to solidify standards, improve training, and launch their Mr. C's brand.

We also worked with Hakkasan to provide service, sales, and leadership training to their nightlife and restaurant teams.

H A K K A S A N ✱ G R O U P



HAKKASAN GROUP | ORIENTATION

CONGRATULATIONS!

You are invited to our Hakkasan Group Nightlife Retreat hosted at the Hilton Lake Las Vegas Resort & Spa at 1610 Lake Las Vegas Parkway, Henderson, NV 89019.

Please arrive and check in by 3:30 pm on Monday, August 6th. Please be prepared to participate in the following activities and discussions:

8/6/18 4:45 pm	Meet at the Lake Las Vegas Marina (next to the hotel) ready to get wet!
8/6/18 7:30 pm	Meet at the Luna Rosa Restaurant (next to the hotel) ready to eat and hear some great stories about the history of Las Vegas and our Hakkasan Group.
8/7/18 7:00 am	Meet at the lagoon located just outside the Spa Ravella ready to work out.
8/7/18 8:30 am	Meet in Montelago II for breakfast and get ready for your day.
8/7/18 9:00 am	Meet in Montelago I for a series of presentations and discussions. Please note that laptops, phones, or iPads will not be permitted during the sessions. There will be breaks throughout the day where you can reconnect with the world, but you cannot work. We suggest sitting at the important people in your life know that you are unavailable this day. You will be free to go at your own discretion. We need both locally and globally to achieve our vision of building a successful global hospitality company. We also want your input on the values and behaviors that you believe are essential to ensure a person's success in our company now and in the future.

IN PREPARATION FOR THE RETREAT, PLEASE READ THE FOLLOWING ARTICLES:
 Golden Knights Establishing Winning Culture Early in Excellence
 Lessons Learned: What Military Service Taught These Veteran Business Owners

HAKKASAN ✱ GROUP

HAKKASAN ✱ GROUP

Data Quality

- First Name
 - How client likes to be addressed and viewed on emails
- Last Name
 - As it appears on their IDs; no extra coded information
- Phone Number
- Email Address
- Type and Class
 - On the very first line of the notes field, include both
 - Example: Type: Client; Class: VIP

Type and Class of Customer

- Client - Someone who gets bottle service
- Client VIP - Clients who spend more, come in more often, or come with a better looking group
- Feeder - Someone who sends you clients and guest lists count on in a pinch
- Guest - Someone who comes to the club, but doesn't get bottle service and doesn't send town, guests of important client/feeder, their personal importance to you, etc.
- Guest VIP - Good-looking girls that you can count on for girl comps or to come hang out with

Types of Touchpoints

"One of the challenges in networking is everybody thinks it's making cold calls to strangers. Actually, it's the people who already have relationships with you, who know you're dedicated, smart, a team player, who can help you."
 - Reid Hoffman, Internet entrepreneur

Prioritization

- A: Client VIP/Feeder VIP (10% of contacts)
 - Highest spend and repeat visits - more than \$35,000 and/or 4 visits per year
 - 12 touchpoints - 4 meetings, 2 events, 6 check-ins
- B: Client/Feeder (25% of contacts)
 - More than \$15,000 and/or 2 visits per year
 - 8 touchpoints - 2 meetings, 1 event, 5 check-ins
- C: Guest VIP/Guest VIF (30% of contacts)
 - Includes new customers
 - 4 touchpoints - 1 meeting/event, 3 check-ins
- D: Guests (35% of contacts)
 - 1 touchpoint - 1 check-in

Touchpoint Plan

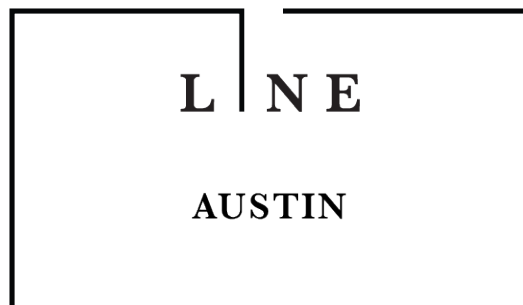
	MEETING	EVENT	CHECK-INS
A			
B			
C			
D			

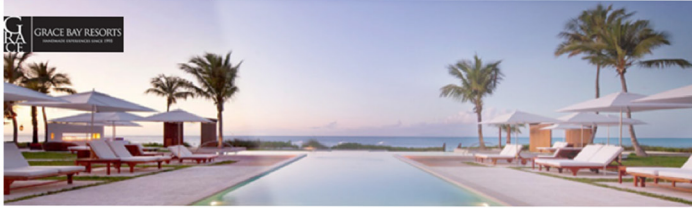
"Setting goals is the first step to turning the invisible into the visible."
 - Tony Robbins, Motivational Coach

Leadership Training

Every partnership discussed so far involved some level of leadership training. At SGEi, management (the ability to run an operation) and leadership (the ability to inspire people) are different. While we have developed standards and processes to help managers run their businesses, we have developed many leadership frameworks and learning experiences to help managers select, engage, and retain their best people.

We have been involved in helping managers coach and lead their teams for MSC Cruises based out of Italy, Grace Bay Resort in Turks & Caicos, EVT Hospitality in Australia, and Dolce Hotels globally.





Grace Bay Leadership Workshop Overview:

Day 1:

1. Defining Leadership
2. Promote Meaning and a Sense of Purpose

Day 2:

1. Build Relationships and Teamwork
2. Drive Continuous Improvement

Day 3:

1. Develop Talent
2. Manage Performance

Day 4:

1. Manage My Time Correctly
2. My Leadership Priorities

Day 5:

1. Executive Presentation – A Brand Commitment
2. Leading Myself – A Personal Commitment

Values: we are **GRACEFUL**

Genuine: We are authentic, passionate, and love what we do
Responsible: We take ownership, are accountable, and have integrity in all that we do
Adaptive: We are knowledgeable, open-minded, and creative in our thinking
Collaborative: We communicate effectively, are reliable, and always respectful
Execute: We are results driven, consistent, and detail-orientated
Friendly: We are positive, engaging, and like to have fun
Understanding: We are empathetic, responsive, and always caring
Lead: We are proactive, empowered, and inspire others

Vision:
 Grace Bay Resorts is known for the Exceptional and Unforgettable - a Handmade Caribbean Experience.

Mission:
 Grace Bay Resorts operates luxury hotels and residential properties that deliver memorable handmade experiences to guests and an excellent level of care and return on investment to owners. It creates education and career opportunities for employees within the local community. A brand everyone can be proud of.

Pillars:

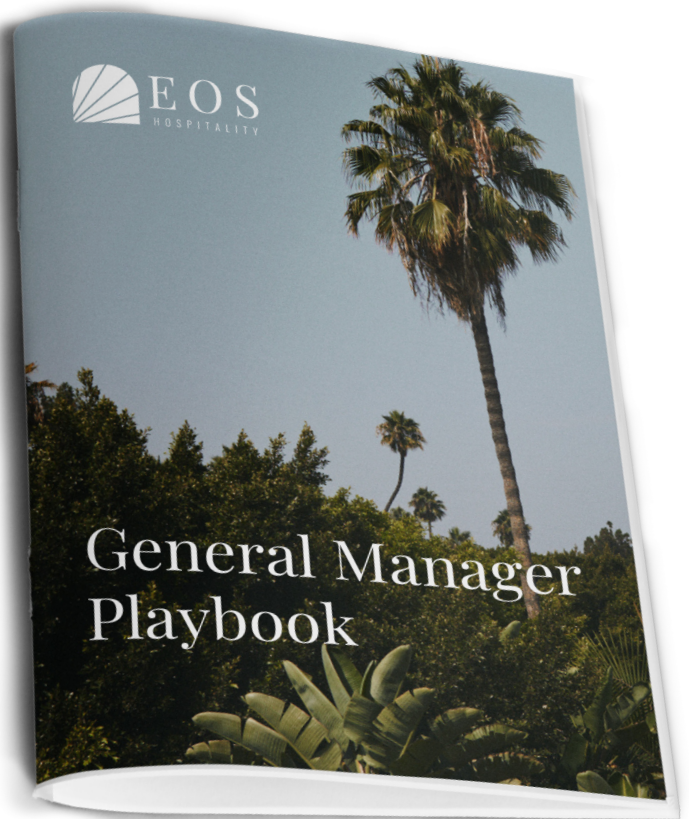
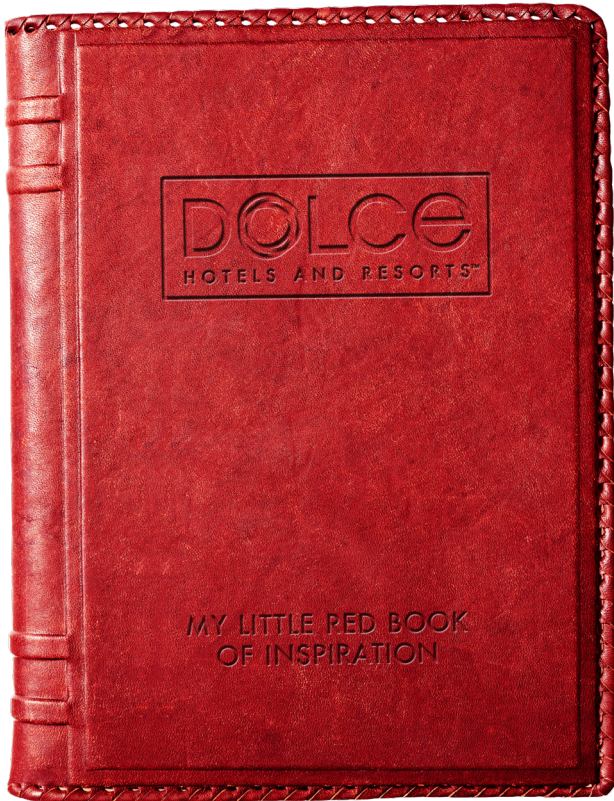
- 1 - Outstanding employees delivering exceptional service.
- 2 - An authentic Turks & Caicos Culture delivered with a relaxed island feel.
- 3 - The Grace Bay beachfront, waters, and views made beautiful by nature.
- 4 - An exclusive destination accessorized by creative culinary, stylish accommodations, and distinct amenities.

The Manager's Mindset: Leading and Supervising Facilitator Guide

EVT

ELEVATE

EVENT | ELEVATE



Brand Standards and Operating Procedures

As we have mentioned throughout this book, we have helped define the standards and operating procedures or details for several hospitality brands and hotels at all levels and for all sizes.

We developed the brand standards for four different brands for Wanda Hotels in China. We developed standards for hotels at a 6-star Wanda Reign, 5-star Wanda Vista, 4-star Wanda Realm, and 3-star level Wanda Jin. We also created the SOPs for the Edition and NoMad hotels in the luxury space and for the Hard Rock Hotels in the entertainment space.

SKILLS CHECK

EDITION™

DEPARTMENT: FOOD & BEVERAGE	NAME:
POSITION: CASUAL DINING FOOD SERVER	DATE:

- ✓ Global Skills Check
- ✓ Operational Skills Check
- ✓ Hotel Knowledge Skills Check
- ✓ Brand Knowledge Skills Check

GLOBAL SKILLS CHECK

1. What is the 15-5 rule?
2. What is the proper verbiage we use to greet each guest?
3. Once known, how many times should you use the guest name during each interaction?
4. What question should you ask at the end of every guest service interaction?
5. In addition to your smile, what are three important uniform standards?

OPERATIONAL SKILLS CHECK

FRIENDLY FACES, CLEAN SPACES, PERSONALIZED, EFFICIENT SERVICE

GENERAL INFORMATION

1. What time do we open for breakfast/lunch/dinner?
2. What is the phone number of the restaurant?
3. What are the opening hours for brunch?
4. What time do we call last orders at the bar?

Last review reservation sheet and review section assignments
 supervisor?
 Is for assigning stations?
 Portion method for produce handling?
 Net service?
 Accessible (disabled) restrooms?
 Location of the "Google Drive" where our menu descriptions can be found?
 Safety objects, what is the most important safety precaution?
 What happens if broken glass has gotten into an ice bin, what are the steps to take?
 If a guest has a concern or complaint?
 What do we do for lost and found guest items?
 How do we schedule parties?
 How do we like to change a shift, what is the procedure?
 What happens during the Daily EDITION?

What do we have?
 What do we offer for our full English breakfast?

CONFIDENTIAL AND PROPRIETARY
 Casual Food Server | Skills Check 1.16

Position Training Guide | Introduction

Introduction

Welcome to the Hard Rock Hotel's Position Training Guide. This is a tool to help you train your staff to meet the standards of Hard Rock Hotels.

Before a new hire can begin their position specific training, they must complete their two day induction training. This means that they have already received training on the following topics:

- The Hard Rock Brand and Culture
- The All Staff Service Standards
- The Employee Handbook
- Company Policies and Procedures

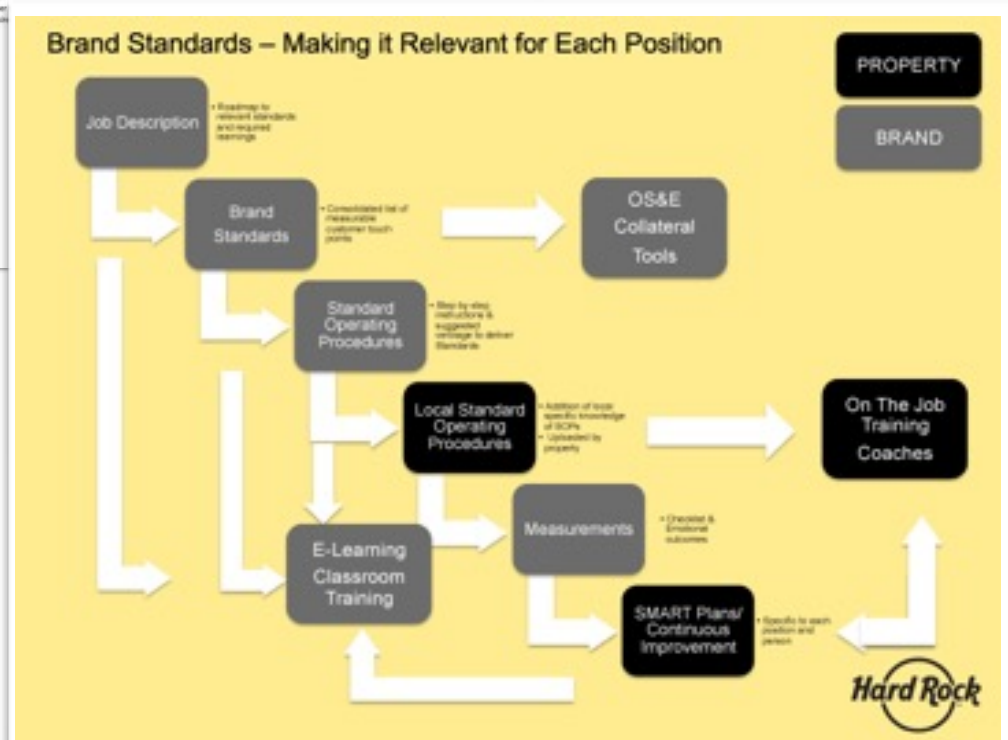
They have also had a property tour and interviewed one of their managers to understand how the department is setup. All of this has been done to give them the knowledge and skills to be comfortable in their new environment. Now we will give them the knowledge and skills they need to be comfortable and successful doing the specific job they were hired for.

Your new employee has a lot to learn, and how well you prepare for and execute this training will go a long way in determining their success and ultimately your success as well. Here are some ideas that can help:

- All instruction should come from a manager, supervisor, or dedicated department trainer; you won't get a consistent result any other way. Shadowing or mentoring is a great practice, but only after the training is complete. If you are responsible for somebody's performance, then who else would you want to train them on how to do the job?
- Give yourself and your trainee time to learn without excessive interruptions and distractions.
- Train where the employee will be doing the work, and have all of the tools and supplies that they will use on the job every day.
- Be patient, answer questions, and practice with the trainee until they get it right. Getting training right the first time is faster than doing it quickly and putting out fires later.
- Consistency in + consistency out, so use the guide and don't skip over information or tasks. If you train without a guide every employee gets different training and every Guest gets different service.

Because each Hard Rock Hotel is a unique design, with unique amenities, no guide could contain everything that your trainee needs to know. That is why there are training parts listed on the next page that don't have content in this guide. They are listed to remind you as the trainer methods. All parts of the training described are required.

Brand Standards – Making it Relevant for Each Position



NO MAD

DESIGN & INSPIRATION

• Design by French designer Jacques Garcia, who was also



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caffè



WandaVista
万达文华酒店

BRAND STANDARDS 2014

v.1.0

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