



Audience

- Owner / Operators
- Experienced managers
- New managers
- Managers in Training

About the course

In today's competitive industry, great food and service are table stakes. Delivering warm and authentic hospitality experiences to every table, at every shift is a critical element for your restaurant to survive and thrive, and stand-out from the competition.

This course provides a framework with the processes, tools, training, and support for managers to develop a team that consistently delivers memorable experiences that turn guests into raving fans.

The course is available in video or interactive microlearning course format.

Business goals

- Nurture a culture of hospitality
- Attract and retain quality talent
- Develop hospitality 'A' players
- Reduce employee turnover
- Increase average spend and sales
- Increase customer loyalty
- Improve the quality and quantity of online reviews

Success metrics

Included with this course are templates and instructions to benchmark and measure:

- Knowledge lift
- Sustained behaviors
- Business impact

Course Title: Hospitality Playbooks – Nurturing a Hospitality Culture

In today's hyper competitive restaurant scene, delivering great food and attentive service is table stakes. In order to survive and thrive and stand out from your competition, you need to make your guests feel special. Delivering warm and authentic hospitality to every guest, at every table, every shift. Since COVID-19, that includes a new layer of "Safe Hospitality." In this course you are introduced to the manager mindset and how to effectively develop and your team to consistently deliver authentic hospitality.

Key Learning Objectives:

- Understand the manager mindset and the importance of developing a team of hospitality all-stars
- Develop the skills to communicate clearly and effectively when things go right or wrong
- Employ a strategy that builds a culture of hospitality that focuses on the guest experience
- Understand the importance of preparedness, awareness, and a desire to deliver results to achieve ultimate guest satisfaction

Module Title	Summary	Audience
What is Hospitality?	What is hospitality introduces the concept of hospitality vs service and provides a framework for creating a positive guest experience, through a culture of hospitality within the entire operation.	MGR
Ingredient 1: Manager Mindset	Ingredient 1: Manager Mindset introduces the elements needed to develop a success mindset. Resources are provided for making staffing decisions, and checklists and reflection activities are designed to help the manager assess their current skills.	MGR
Ingredient 2: Communication	Ingredient 2: Communication provides a structured approach for setting expectations with the team, steps to take when things don't work as planned, and tips for acknowledging the team when things go well.	MGR
Ingredient 3: Focus	Ingredient 3: Focus introduces the concept of the guest persona and how to identify guest preferences and special needs. Worksheets and reflection activities are provided to help hone the managers skills in this area and provide guidance on how to relay this information to employees.	MGR
Ingredient 4: Bring on the Wow	Ingredient 4: Bring on the Wow ties together everything presented in this course with a focus on the importance of preparedness, awareness, and desire of all members of the team are necessary to create a culture of hospitality and build guest loyalty.	MGR

Course Title: Hospitality Playbooks – Recruiting Hospitality All-Stars

To deliver warm hospitality, you need a team of hospitality-oriented individuals. You can teach front of house skills, but you can't teach someone to smile. It all starts with defining the personal characteristics that are in sync with your operation and culture, then attracting and selecting potential hospitality all-stars. In this course you will be introduced to the three factors in successful recruiting, discover a proven six step process for recruiting, explore recognized methods for locating and attracting talent, and create a strategy for conducting successful interviews.

Key Learning Objectives:

- Describe the three factors of successful recruiting
- Identify the six-step process of recruiting
- Choose appropriate methods for recruiting and attracting new talent
- Develop an interview strategy

Module Title	Summary	Audience
Key Factors in Successful Recruiting	This module introduces the concept of time, money, and the hospitality factor and explores the role each plays in the recruitment process.	MGR
Setting the Stage	Setting the Stage takes the learner through a six-step process designed to instill confidence in the manager regarding good hiring decisions. The six steps that are addressed are: <ol style="list-style-type: none"> 1. Review and re-calibrate 2. Think like a recruiter 3. Know what you're selling 4. Formulate the strategy 5. Set a Timeline 6. Share the Process The steps introduced in this lesson are reinforced with skillbuilders and reflection activities designed to increase confidence in the process.	MGR
Locating and Attracting Talent	This module introduces the learner to several potential sources for recruiting new employees beyond word of mouth or online ads. Skillbuilder activities are provided to help the learner think through a recruiting strategy and practice creating compelling content to be used in the recruitment process.	MGR
The Interview Process	This module begins with planning the interview and continues with techniques for interviewing like a pro and including the team in the interview process. Sample behavioral, service, and leadership questions are provided as a baseline for interviewing a variety of applicants. The module includes activities to develop interviewing and recruiting knowledge and skills.	MGR

Course Title: Hospitality Playbooks – Onboarding for Success

The Onboarding course sets the stage for the manager to create an exceptional experience once the new employee has decided to accept the offer and join the team. The focus of this course is on creating an onboarding plan and process that begins at the time of offer through the end of the first month on the job. Skillbuilder exercises and a variety of sample files are provided that can be customized for each unique operation.

Key Learning Objectives:

- Describe the differences between new hire orientation and onboarding
- Identify the key components of a successful onboarding plan
- Explain the importance of preparing for the new team member before they start work
- Develop a first week on the job onboarding schedule for a new employee
- Demonstrate how to conduct an effective coaching session

Module Title	Summary	Audience
Creating an Onboarding Plan	Creating an Onboarding Plan introduces the manager to the elements of onboarding and the importance of having a clear plan and process for welcoming and training each new employee.	MGR
Before the Employee Begins	This module provides a robust strategy for letting the existing team prepare for a new team member, creating an employee file, welcoming the new employee to the team with a letter that answers typical new employee questions, and reinforces why the employee made a good decision to work at your restaurant.	MGR
Week One	Week One introduces a strategy that can be implemented to provide a consistent training experience for all employees and includes a customizable template for each of the first five days on the job.	MGR
Providing Feedback	Providing Feedback introduces proven methods for providing feedback to employees, including how to provide effective praise and recognition and how to coach for performance improvement. Skillbuilder activities and worksheets are provided to help the manager practice these essential skills.	MGR
Week Two and Beyond	This module continues with examples for creating a training strategy for the new employee's first month on the job. This module introduces an observation checklist that can be used with the employee to insure they feel confident and competent performing in the new role.	MGR

Course Title: Hospitality Playbooks – Training and Coaching for Hospitality

Most managers do not have a background in employee training and development. In this course you will discover the difference between managing and leading, and training and coaching. You will learn how to develop a team of ‘A’ players, and how to coach for performance improvement and recognition. This course includes examples for assessing the effectiveness of your coaching using S.M.A.R.T. goals.

Key Learning Objectives:

- Explain the differences between training and coaching
- Identify the types of training and how to prepare for a successful training session
- Describe when to coach for improvement and when to coach for recognition and growth
- Demonstrate how to create a S.M.A.R.T. goal

Module Title	Summary	Audience
What is Training?	What is Training? introduces the different types of training sessions that may occur in a restaurant setting, techniques for effectively training adults, and skillbuilder activities that allow the manager the opportunity to test ideas for different types and styles of training.	MGR
Preparing for Training	Preparing for Training provides a framework for determining the equipment, people, and props needed for an effective training session. The module includes examples of activities that have been proven effective when training restaurant employees. Skillbuilder activities to practice planning a new menu training session are also included.	MGR
What is Coaching?	This module builds on the information introduced in the onboarding playbook.	MGR
Coaching for Performance Improvement	Coaching for Performance Improvement introduces the concept of S.M.A.R.T. for reaching performance related goals, gaining agreement, and creating an action plan. This module provides a framework for effective coaching conversations. Skillbuilder activities and reflection activities are also incorporated in this module.	MGR
Coaching Top Performers	Coaching Top Performers continues to build on the concepts introduced in Coaching for Performance Improvement, with a focus on coaching a high performing employee who may be ready to take on additional responsibilities within the operation.	MGR

Course Title: Hospitality Playbooks – Effective Pre-Shift Meetings

In this module you will be introduced to tools, tips, and techniques to change your pre-shifts from an obligation to an event your team looks forward to each shift. You will discover how to create themes for your pre-shifts, the R.I.M. strategy, and tips for conducting 5-minute trainings. This course includes a Pre-shift handbook with customizable templates and activities to make planning and delivering effective pre-shifts easier than ever.

Key Learning Objectives:

- Explain the value of having a monthly theme for sales and training
- Describe the value of applying R.I.M. (Recognition, Instruction, Motivation) to pre-shift meetings
- Develop a pre-shift plan using provided templates and activities

Module Title	Summary	Audience
Elements of a Pre-Shift Meeting	Elements of a Pre-Shift Meeting introduces the key components of any pre-shift meeting which are Recognition, Instruction, and Motivation. Typical pre-shift topics such as attendance, appearance, specials, and more are also addressed.	MGR
5 Minute Trainings	5 Minute Trainings provides a closer look at the effectiveness and efficiency that can be gained when presenting targeted training topics each pre-shift. This module includes several sample activities that can be quickly customized for any restaurant operation.	MGR
Planning for Pre-Shift	Planning for Pre-Shift introduces the concept of creating a themed calendar to allow for consistent training and to make the manager's life easier with topics planned out for the month. A calendar template is provided to help make the planning process easier.	MGR