

# DAILY HUDDLE

Be Confident – Be Empowered – **Lead from the Heart**

Sweet Results

**AT THE END OF THE DAY**  
PEOPLE WON'T REMEMBER WHAT YOU SAID OR DID  
**THEY'LL REMEMBER**  
**HOW YOU MADE THEM FEEL**

## INFORMATION

Arrivals/Departures - Departments – VIPS – Groups – Meetings - Local

## RECOGNITION

New Hires – Anniversaries – Birthdays - Shout Outs!

## COACHING

### TODAY'S FOCUS: BECOMING EXTRAORDINARY WITH A SURPRISE AND DELIGHT!

**Host:** To prepare for today's Huddle, purchase some Cracker Jacks—I found some at the dollar store, and print this Huddle, or print the Cracker Jacks image on page 3 and the Sweet Surprise Self-Test.

**Say: Start with an energetic "Good Morning/Afternoon!"** Who remembers the three qualities of being a Wise Pineapple? (Stand Tall— Be Confident, Wear a Crown—Be Empowered, Be Sweet—Lead from the Heart) Today we will focus on being empowered to surprise and delight our guests and each other!

**Act:** Pass out Cracker Jacks – either a box or a sample.

**Say:** Today, we will enjoy a treat that has been around since 1893! That's a pretty successful product. Don't you think?

**Ask:** What do you like the most about Cracker Jacks? (Get feedback, list answers.)

**Say:** It is rumored that Cracker Jack's sales weren't that great initially, but on February 19<sup>th</sup>, 1912 they changed something in their product. What do you think that was? (Get feedback list answers. Someone is bound to say the surprise!)

**Say:** Yes! In 1912, they added a toy to every box. It wasn't a product change; it was just a tiny little surprise & delight that made customers come back, again and again, for over 100 years! OOHFFF, AHFFF, FABULOUS! Isn't that incredible? This company had completely changed its results with just one little delight?

**Say:** What can we do to surprise and delight our guests to keep them coming back for years and years! (Use your brand key phrases: Act of Awe, Memorable Moments, Just Because, Celebrations, Sweet Surprise, etc.)

**Ask:** Do you know that you are EMPOWERED to deliver these delighters? To help guide you with your empowerment, let's review the Self-Test. (See attached)

**Say:** What resources do we have to deliver a Surprise and Delight?

**Act:** Let's go around the circle, and share an example of how you can, in your role, surprise and delight our guests.

#### **BONUS #1: Let's also add one free or almost free way!**

**Samples:** Handwritten note, compliment, opening a door, helping with bags, making a restaurant reservation, an amenity, card, candy, towel origami, upgraded room, a bottle of water, coloring book, balloon, stickers, lolly-pop, chocolate hammer, birthday sign, balloons, positive quote with a meal, write a note on their to-go bag, use/remember their name.

#### **BONUS #2: What would a surprise and delight look like for a fellow associate?**

**Energy x Execution = Results:** Today, let's commit to doing at least one "Sweet Surprise" for our guests and each other.

**GOALS** Daily Goal! - Guest Service Goal! -Follow-up from Yesterday

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## THE WISE PINEAPPLE SURPRISE AND DELIGHT SELF-TEST:

Being empowered isn't just about fixing problems. It's about making transactions extraordinary experiences!

### **1. Is it a highly personalized gesture that will emotionally impact the guest?**

Highly personalized means it is specific to the guest: Something they like, are interested in and need.

### **2. Is it low or no cost**

More expensive things do not equal more impact.

Therefore, as responsible business professionals, we want to make smart financial decisions.

This means if a no-cost or lower-cost option would have a similar emotional impact on the guest, the lowest-cost option is the best decision. For example, a personalized, handwritten note can mean more to the guest than a generic fruit plate.

### **3. Is it legal, moral & ethical?**

Apply the principles of trust, honesty, integrity & commitment. Empowerment is about trust, and we are responsible for acting honestly in our decision-making.

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### CRACKER JACKS

If you cannot get Cracker Jacks, you can print this page, hold it up for a demonstration, and provide another treat for the team.

