



ALL IN!

EMPOWERMENT

(Presenter: To prepare, read through the material. Find your Spade ACE cards. Have some small prizes available, as well as one larger grand prize.)

Empowerment is taking the initiative and making decisions to solve problems and improve service and performance.

Today we will focus on our guests that have experienced a problem and use the LEARN/HEART module to be empowered and take care of our guests.

Ask: Who can tell me what each letter of the LEARN /HEART represents?

- L: Listen—H: Hear
- E: Empathize. What is the feeling/emotion the guest is having with the problem?
- A: Apology. Connect with the feeling the guest is having along with the actual problem.
- R: React. Ensure the guest feels heard and the “problem” is solved to their satisfaction.
- N: Notify. Name all key associates that should be informed of the problem. T: Thank. Always thank our guests in every interaction.

Ask: What are some of the top problems we experience at our hotel?

Ask: Who feels comfortable resolving these top problems with our guests? How could we feel more comfortable?

Ask: Who has ever played on a sports team, played an instrument, or even has a hobby? If so, were you really good at the activity the first time you tried it, the second time, or even the third time?

· To fully understand how to activate the LEARN / HEART process or any process, we must Practice, Practice, Practice.

-What is the hardest part of the LEARN/HEART model? (Empathizing before apologizing) We miss this key part in nearly every BSA/QA. Using feeling words and “I would” or “I understand” statements will help you convey empathy. (Give an example: “I would feel so frustrated.” I understand how upset this would make me feel!”)

Ask: What are some feeling words? (Frustrated, disappointed, exasperated, upset, angry, let down!)

Say: Let’s begin PRACTICING our LEARN/HEART skills. We will be using our ACE training scenarios to help us. Once we can understand the concern and the guest’s true feelings, we can then react or be EMPOWERED to resolve the concern to the guest’s satisfaction.

Say: Each card with a spade has a problem you may encounter with a guest. Using the LEARN / HEART model, let’s have two associates; one acts as the guest, and the other the associate. The “guest” will draw a “problem” card and practice the situation; the “associate” will use the LEARN /HEART model to resolve the issue.

Ask: What was the actual problem the guest had in this scenario? Did the associate show/relate to the emotion/ empathize? Provide an apology? What was the reaction or empowerment the associate did for the guest? How did the way they handled the situation make you feel?

Today’s Key Message: To convey understanding is to truly listen to the guest and express how they are feeling. We may know what the LEARN/HEART model stands for, but we need to PRACTICE it to resolve problems like a pro!



Welcome



Daily Service Reminder



Daily Ops and Service Scores



Recognition



Close and Next Steps

♣ BUILDING LOYALTY THROUGH

◇ ARRIVAL ♥ CONNECTION ♠ EMPOWERMENT