

SURPRISE AND DELIGHT

Be Confident, Be Empowered, Lead from the Heart



BE EMPOWERED—SURPRISE AND DELIGHT!

HUDDLE #3

(Presenter, to prepare for today's Huddle purchase some Cracker Jacks—I found some at the dollar store and print this Huddle)

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 are going to enjoy a treat that has been around since 1896! 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 in the beginning Cracker Jacks sales weren't that great; but in 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 in every box. It wasn't a product change; it was just a small little delight that made customers come back, again and again, for over 100 years! OOHFFF, AHFFF, FABULOUS! Isn't it incredible that with just one little delight, this company had completely changed their results.

Say: What can we do to surprise and delight our guests to keep them coming back for years and years! (use your brands key phrases: Act of Awe, Memorable Moments, Just Because, Celebrations)

Ask: Do you know that you are EMPOWERED to execute these delighters? To help guide you with your empowerment, lets review the Self Test. (See attached)

Say: What resources do we have to deliver a Surprise and Delight? "Act of Awe"

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

BONUS #1: Let's also add one way that is completely free or almost free!

Samples: Handwritten note, compliment, opening a door, helping with bags, making a restaurant reservation, an amenity, card and candy, towel origami, upgraded room, bottle of water, coloring book, balloon, stickers, lolly-pop, chocolate hammer, birthday sign and balloons, positive quote with 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 "Memorable Moment" for our guests and each other.

Information:

Occupancy:

ADR:

Arrivals:

Marriott Rewards

In-house Meetings:

Groups:

VIP's In-house:

Goals

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

Recognition

Team Recognition

- New Associates:

TRAIN - INFORM - GOALS - RECOGNITION

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 have an emotional impact on the guest?

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

2. Is it low or no cost

We know that more expensive things do not tend to equal more impact.

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

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

3. Is it legal, moral & ethical?

We apply the principals of Trust, Honesty, Integrity & Commitment. Empowerment is about trust, and each of us is responsible for acting with honesty and integrity in our decision making.

If you are not able to get Cracker Jacks you can print this page and hold it up for a demonstration and provide another treat for the team.

