

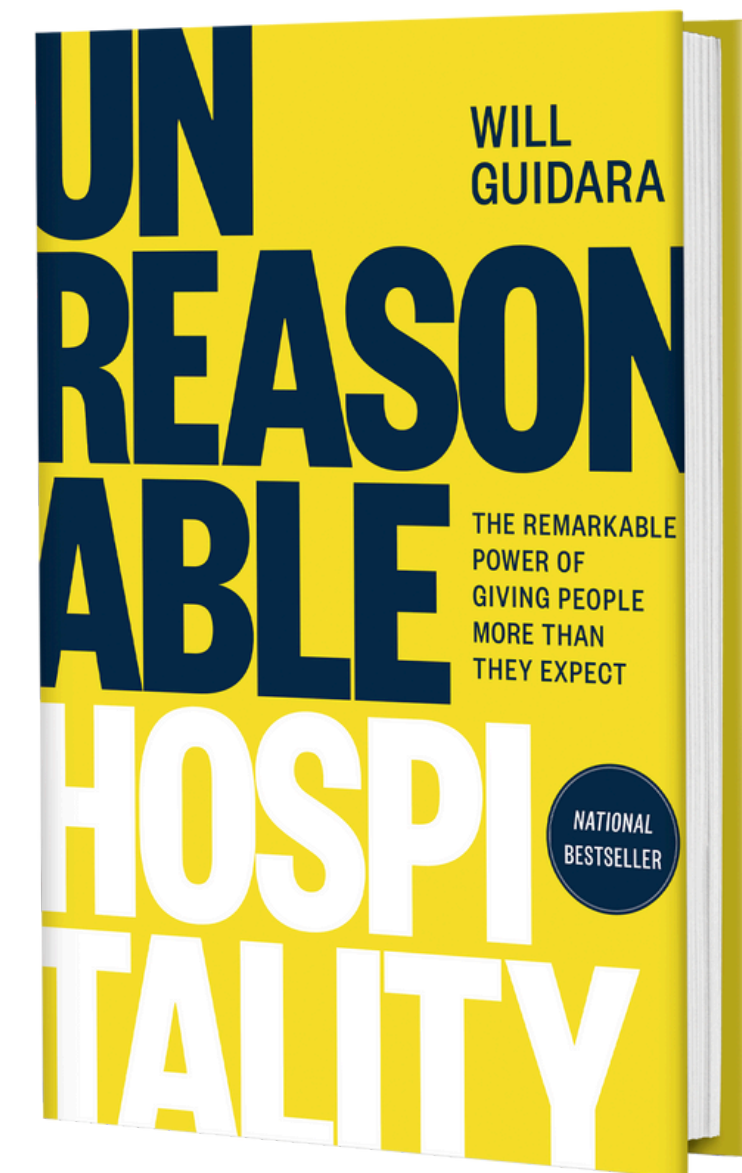
THE
UNREASONABLE
HOSPITALITY
WORKSHOP

An in person practical covering the many lessons from Will Guidara's **UNREASONABLE HOSPITALITY**

Legendary restaurant Eleven Madison Park became iconic for delivering extraordinary hospitality through its “relentless, skillful campaign to spread joy” (Pete Wells, The New York Times). In this workshop, designed by Will Guidara, his team shares with leaders from all industries seeking to elevate ordinary transactions into unforgettable experiences with the principles of leadership and service through the lens of Unreasonable Hospitality.

The team famed for giving people more than they expect – such as filling private dining rooms with sand, mai tais, and beach chairs to console a couple after a canceled vacation – lived out a hospitality-first culture that worked because it extended beyond the guests to their own team. This workshop will teach you how to deliver praise and criticism with intention; the best way to build your bottom line by giving more, not less; and the magic that happens when every employee is empowered to be their most generous selves.

Today, any business can choose to be in the hospitality industry – and you don't have to be a luxury business to do it. This workshop teaches the lessons about both service and leadership celebrating the one principle that will never go out of season: the human desire to be taken care of.





“Unreasonable Hospitality has made waves, leaving a lasting impact on the world. It’s more than just a book; it’s a guiding light for those in the service industry and beyond. From television appearances on "The Bear" and "Billions," to book clubs around the world, Unreasonable Hospitality is a force for positive change.”

TESTIMONIALS

"What a phenomenal impact on our teams from both Paris and New York. The enthusiasm and passion for hospitality resonated with everyone. Offering “out of the box” thinking and ideas, the message was delivered with genuine authenticity and emotion. Already the wheels are in motion at Hermes for Unreasonable Hospitality!"

— Hermes

"You hit it out of the park. I could not have imagined a more personable, engaging or relevant session - it added a great deal of value to our team."

— Sotheby's International Realty

"The reaction from the teams has been amazing so far and the conversation we had was exactly what we were looking for. The candor and storytelling were incredibly impactful in landing the key tenets of the segment, especially making the examples shared approachable and relatable for the group. I'm hopeful this can be the first of an ongoing partnership with our teams as we head into next year. Thanks again - yesterday was really special."

— Google

"The message of Unreasonable Hospitality went over so well with the team! Everyone was super pumped to hear it and I have never seen a manager’s meeting so well attended. The message resonated perfectly. I spoke with several individuals that were just beaming, saying how they have so many ways on how to implement the ideas with their teams. Truly inspiring!!"

— Blackberry Farm

WHAT TO EXPECT

The Workshop is an immersive, day-long program, that provides an in-depth perspective on the framework and principles of Unreasonable Hospitality through a mix of education, exercises, and experience design sessions.

Led by Will Guidara's team, it is designed to set up your team for success in consistently embodying the principles of Unreasonable Hospitality - internally with the company's culture, and externally in the experiences you are collectively delivering to your guests. The Workshop is filled with practical applications of the lessons in the book, and leaves your team equipped with a list of specific, actionable ideas to bring to life.

Pricing: *Starting at \$25,000 plus Business Travel and Expenses for 2 One-day Workshop for up to 50 people*





SESSION 1: BUILDING YOUR TEAM

Including the following themes:

- Hire the Right Person, not the Best Person
- Normalizing Feedback
- The Transformational Power of a Daily Huddle

and the following exercises:

- The Nobility of Service: Articulating your WHY
- The Oxygen Mask - What Fills Your Gas Tank

SESSION 2: **PURSuing CONNECTION**

Including the following themes:

- Earning Informality
- Athletic Hospitality
- Adversity is a Terrible Thing to Waste

and the following exercises:

- Proactive Rules Audit
- Intention and Creativity in Pursuit of Relationships: Praise Circle





SESSION 3:

CREATING MAGIC

Including the following themes:

- Interrogating the Customer Journey
- Dreamweaving
- Systematizing Improvisation

and the following exercises:

- Customer Journey Mapping & Design
- Pattern Recognition of Reoccurring Moments - Building a Hospitality Toolkit



SCHEDULE

8:30am: Arrival

9:00am: Session 1 – Building Your Team

10:30am: Snack Break

11:00am: Session 2 – Pursuing Connection

12:00pm: Lunch

1:15pm: Session 3 – Creating Magic

4:00pm: Departure

WHO WE ARE



A graduate of the University of Pennsylvania, **Billy Peelle** began his career at The Ritz-Carlton and Danny Meyer's Union Square Hospitality Group before joining the team at Eleven Madison Park, where he served as General Manager when the restaurant was named #1 in the world. He went on to assume the role of Director of Operations for Make it Nice, and opened restaurants in New York City, Los Angeles, Las Vegas, and London.

A graduate of New York University, **Lindsey Peckham** worked in some of New York's great restaurants (Minetta Tavern, estela, and more) before joining the team at Eleven Madison Park. She ultimately served as Director of Guest Relations at the restaurant, bringing a specialized focus on team building and customer service.



**WHAT WOULD YOU ATTEMPT TO DO
IF YOU KNEW YOU COULD NOT FAIL?**

Inquire: training@unreasonablehospitality.com