



HOSPITALITY PROFESSIONAL RESOURCE GUIDE

How to be relevant and innovative

Hospitality Professional Resource Guide

Top Ten Ways to Bring Innovation to Your Team:

1. Bring Your Best Self
2. Develop a Learner's Mindset
3. Unlearn Old Ways
4. Turn Up the Pressure
5. Step Out of Your Comfort Zone
6. Ask Great Questions
7. Be Humble
8. Meet with Purpose
9. Create a Personal Development Advisory Board
10. Think Differently to Find Creative Solutions

How to Bring Your Best Self to Work

- Take a 10-minute walk
- Breathe deeply
- Visualize
- Declutter your office and home
- Take weekend and nightly breaks from your computer and phone
- Listen to music
- Yoga
- Dance lessons
- Make something creative: Food or Crafts etc.
- Guided Meditation
 - Insight Timer
 - Calm
 - Headspace
 - Simple Mind
 - 10% Happier
- Go on vacation!
- Get 8 hours of sleep
- Volunteer
- Learn a new skill

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Books on Health & Wellness

- **Why We Sleep**, *Matthew Walker*
- **Stress Less, Accomplish More: Meditation for Extraordinary Performance**, *Emily Fletcher*
- **Outer Order, Inner Calm**, *Gretchen Rubin*
- **Longevity Paradox**, *Stephen Gundry, MD*
- **The Body Keep Score: Brain, Mind, and Body in the Healing of Trauma**, *Bessel van der Kolk*
- **Being Mortal**, *Atul Gawande*
- **Unfu*ck Yourself: Get Out of Your Head and Into Your Life**, *Gary John Bishop*
- **The Four Agreements**, *Don Miguel Ruiz*
- **The 5 AM Club: Own Your Morning. Elevate Your Life**, *Robin Sharma*
- **The Power of Habit**, *Charles Duhigg*
- **12 Rules for Life**, *Jordan Peterson*
- **The New Psychology of Success**, *Carol Dweck*
- **Deep Work**, *Cal Newport*
- **The Discipline of Masters: Destroy Big Obstacles, Master Your Time, Capture Creative Ideas and Become the Leader You Were Born to Be**, *Scott Allan*

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Books on Leadership

- **Originals: How Non-Conformists Move the World, *Adam Grant***
- **Extreme Ownership: How U.S. Navy SEALs Lead and Win, *Jocko Willink and Leif Babin***
- **The Ride of a Lifetime, *Robert Iger***
- **Dare to Lead, *Brene Brown***
- **Principles, *Ray Dalio***
- **The Infinite Game, *Simon Sinek***
- **Leadership in Turbulent Times, *Doris Kearns***
- **The Culture Code, *Daniel Coyle***
- **How to Lead When You're Not in Charge, *Clay Scroggins***
- **Atomic Habits, *James Clear***
- **Shoe Dog, *Phil Knight***
- **The Checklist Manifesto, *Atul Gawande***
- **Make Your Bed, *William H. McRaven***
- **Emotional Intelligence 2.0, *Travis Bradberry***
- **George Washington's Secret Six: The Spy Ring That Saved the American Revolution, *Brian Kilmeade***
- **The Lion's Gate, *Stephen Pressfield***
- **Duty, Secretary of Defense at War, *Robert Gates***
- **Worthy Fights, A Memoir of Leadership, *Leon Panetta***
- **My Share of the Task, *Gen Stanley McCrystal***

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Books on Innovation & Creativity

- **Outliers**, *Malcom Gladwell*
- **Thinking, Fast and Slow**, *Daniel Kahneman*
- **Range**, *David Epstein*
- **Start with Why**, *Simon Sinek*
- **Gen P**, *Peter Monkhouse & Joanna Tivig*
- **The Harder You Work, the Luckier You Get**, *Joe Ricketts*
- **The Future of Design**, *Lorraine Justice*
- **Superhuman Innovation: Transforming Business with Artificial Intelligence**, *Chris Duffey*
- **Loonshots: How to Nurture the Crazy Ideas That Win Wars, Cure Diseases, and Transform Industries**, *Safi Bahcall*
- **The Algorithmic Leader: How to Be Smart When Machines Are Smarter Than You**, *Mike Wlach*
- **Change by Design, Revised and Updated**, *Tim Brown*
- **Creativity, Inc.**, *Ed Catmull and Amy Wallace*
- **Corporate Entrepreneurship**, *Robert Hisrich*
- **Breaking Away: How Great Leaders Create Innovation that Drives Sustainable Growth... And Why Others Fail**, *Jane Stevenson and Bilal Kaafarani*

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Books on Sales & Marketing

- **To Sell is Human**, *Daniel Pink*
- **Influence – The Psychology of Persuasion**, *Robert Cialdini*
- **How to Win Friends and Influence People**, *Dale Carnegie*
- **Pitch Anything**, *Oren Klaff*
- **The Challenger Sale**, *Matthew Dixon*
- **Fanatical Prospecting**, *Jeb Blount*
- **People Buy You**, *Jeb Blount*
- **The Ultimate Sales Machine**, *Chet Holmes*
- **Hooked**, *Nir Eyal*
- **The Sales Acceleration Formula**, *Mark Roberge*
- **Contagious: Why Things Catch On**, *Jonah Berger*
- **Building a Story Brand**, *Donald Miller*
- **Everybody Writes**, *Ann Handley*
- **The Tipping Point**, *Malcom Gladwell*
- **This is Marketing: You Can't Be Seen Until You Learn to See**, *Seth Godin*

Books on Hospitality Service

- **What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services**, *Anthony Ulwick*
- **Service Design for Business: A Practical Guide to Optimizing the Customer Service Experience**, *Ben Reason; Lavrans Lovlie; Melvin Brand Flu*
- **Hug Your Haters: How to Embrace Complaints and Keep Your Customers**, *Jay Baer*
- **Customer Service Tip of the Week: Over 52 ideas and reminders to sharpen your skills**, *Jeff Toister*

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Books on Hospitality Service - CONT

- **Setting the Table**, *Danny Meyer*
- **Be Our Guest: Perfecting the Art of Customer Service**, *The Disney Institute*
- **The New Gold Standard: 5 Leadership Principles for Creating a Legendary Customer Experience Courtesy of the Ritz-Carlton Hotel Company**, *Joseph Michelli*

Books - Staff Picks:

- **Never Split the Difference**
by Christopher Voss and Tahl Raz
- **Talking to Strangers**
by Malcolm Gladwell
- **Essentialism: The Disciplined Pursuit of Less**
by Greg McKeown
- **The Five Dysfunctions of a Team**
by Patrick Lencioni
- **Sell Or Be Sold: How to Get Your Way in Business and in Life**
by Grant Cardone
- **The Energy Bus: 10 Rules to Fuel Your Life, Work, and Team with Positive Energy**
by Jon Gordon

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Documentaries & Videos

- Freakonomics
- Make Me a Leader
- Steve Jobs: One Last Thing
- One Week Job
- Chef's Table
- Happy
- Jiro Dreams of Suchi
- Cooked
- Human Planet
- Iris
- Somm
- Don't Look Down

Websites

- Your Company Website
- Your Competitor's Websites
- Your Customer's Websites
- Weforum.org
- Harvard Business Review
- Psychology Today
- Mashable
- The Build Network
- TED
- Forbes
- CEO.com
- The Economist
- Corporate Executive Board
- Strategy & Business
- The Conference Board Review
- Hack Management 2.0
- Real Leaders

Podcasts

- Humans 2.0
- WorkLife
- Dose of Leadership
- Leadership and Loyalty
- This Is Your Life
- Manager Tools
- Beyond the To-Do List
- HBR IdeaCast
- Outside In
- The Broad Experience
- The LEADx Leadership Show
- RISE
- Coaching for Leaders
- Accelerate!
- Engaging Leader
- Leaders in the Trenches
- Eternal Leadership
- Leadership Biz Café
- The John Maxwell Leadership
- Andy Stanley Leadership
- Turn of Events from Social Tables
- Lodging Leaders Podcast
- Hospitality Academy
- Skift Podcast & Spoken Edition

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Online Videos (TED Videos)

- **How Great Leaders Inspire Action, *Simon Sinek***
- **How the Economic Machine Works, *Ray Dalio (YouTube)***
- **How to build a company where the best ideas win, *Ray Dalio***
- **The Puzzle of Motivation, *Dan Pink***
- **Why We Have Too Few Women Leaders, *Sheryl Sandberg***
- **The Difference Between Winning and Succeeding, *John Wooden***
- **What Makes us Feel Good About our Work, *Dan Ariely***
- **Why Good Leaders Make You Feel Safe, *Simon Sinek***
- **Dare to Disagree, *Margaret Heffernan***
- **Lead Like the Great Conductors, *Itay Talgam***
- **As Work Gets More Complex, Six Rules to Simplify, *Yves Morieux***
- **What It Takes to be a Great Leader, *Roselinde Torres***
- **A Life of Purpose, *Rick Warren***
- **Listen, Learn... Then Lead, *Stanley McChrystal***
- **The Key to Success? Grit, *Angela Lee Duckworth***
- **Got A Meeting? Take A Walk, *Nilofer Merchant***
- **The Surprising Habits of Original Thinkers, *Adam Grant***
- **Your Body Language Shapes Who You Are, *Amy Cuddy***
- **Secrets of Success In 8 Words, *Richard St. John***
- **I Was Seduced By Exceptional Customer Service, *John Boccuzzi, Jr.***
- **The Bar is So Low - The Realities of Memorable Service, *Alex Cabañas***
- **Service Isn't Same As Hospitality, *Anna Dolce***
- **Be a Hospitalian, *Bobby Stuckey***

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Questions for Self Reflection:

- How have your personal energy levels been?
- If you wanted to advance your career, what would it take?
- How have you advanced your personal goals this week?
- What are you spending time doing that is the least impactful?
- Is there something you want to do more with more autonomy or less autonomy? How so?
- What was a customer problem that you turned around this week?
- What was the most positive compliment you received about our company from a customer this week? Tell someone about it!
- What are you grateful for this week?
- Have you honored your commitments to your team and colleagues?
- How do you bring your best-self every day? Write down five things.
- What is your job description vs. what you actually do?
- What is your career aspiration?
- What makes you happy?
- If you could train on something in the next six months to learn a new skill, what would it be?
- What is something you are proud of accomplishing today?
- Describe your dream career.
- What is the most impactful advice you've ever received?
- If you could advise your younger self on something important, what would it be, and what advice would you give?
- What would you do if you weren't afraid of failing?
- What do you want your legacy to be?

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Questions to Ask Leaders and Mentors:

- What top three values make a successful leader?
- What are you most proud of in your career?
- What was one key thing that you want me to do more of moving forward?
- What is the one key thing that you want me to stop doing moving forward?
- What's the main thing I can do to help our team achieve our objectives this quarter?
- What risk did you take recently, and how did it turn out?
- What is the biggest risk you've ever taken?
- What is your favorite part of your job?
- What is the best way to get something from a different team that you are not getting?
- What's the biggest growth opportunity that you see for the company? What are we not doing that we should be?
- What's a way that I can improve my communication or listening skills?
- How can we strengthen our relationship?
- How did you learn to embrace failure?
- What is your biggest success, and how did you achieve it?
- What is the most valuable leadership lesson you've learned, and how is it valuable?
- How do you encourage innovative ideas?
- Was there ever a job position that you applied for and got, but you weren't 100% qualified?
- How did you build the skills that are necessary to be successful?
- What aren't we doing that we should be?

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Questions to Ask Your Team:

- How have your personal energy levels been?
- If you wanted to go up an notch, what would it take?
- Which of our values have you seen lived by someone else at the company in the last week?
- How have you advanced your personal goals this week?
- Are there any core values that you don't quite get or feel aligned with?
- What are you most proud of?
- What was one key thing that you learned last week that you'll use moving forward?
- What's the main thing standing in your way of hitting your objectives this quarter?
- What risk did you take recently and how did it turn out?
- What are spending time doing that is the least impactful?
- Is there something you want to do more with more autonomy or less autonomy? How so?
- What did you do to encourage transparent communication on the team or how could you encourage it in the future?
- What is your favorite part of your job?
- Tell me about customer problem that you turned around this week?
- What was the most positive compliment you received about our company from a customer this week?
- What's something that you need from someone on a different team that you are not getting?
- Who on a different team would you like to include in a brainstorming session?
- What are you grateful for this week?
- What's the biggest growth opportunity that you see for the company? What are we not doing that we should be?
- Are we providing enough growth opportunities for your role? If not, what's missing?
- What's a way that I can improve my communication or listening skills?
- Have you honored your commitments to your team and customers this week?

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Blogs & Articles

- **Customer Service For Beginners: 10 Best Practices Employees Need Training On When New**, *Forbes*
- **5 Essential Soft Skills for Careers in Hospitality and Tourism**, *Top Universities*
- **Top 10 skills all hospitality employees have**, *Detail 2 Recruitment*
- **What's Driving Customer Loyalty for Today's Hotel Brands?**, *HospitalityNet.org; PWC*

Executive Coaching Sessions

- **Impact Consulting**
www.impact-consult.org
- **Barbara De LaCruz**
www.delacruzandassociates.com
- **Kathy Kersten**,
Strength Finders
kathy@kathykersten.com
- **Simon T. Bailey**,
Brilliant Presenter and Spark for Leaders
SimonTBailey.com