Share a book letter: Unreasonable Hospitality

Subject: Outperforming the expectations of your customers

Dear ……,

*Satisfied customers leave*

*Delighted customers come back for more and recommend you to others*

Satisfied customers leave, because they will get a similar product and treatment from the competition. Delighted customers have the feeling of getting more than they expected. They come back for more and they share their positive experience with others. That is what creating a *hospitality-first* culture is about. Pursuing excellence by giving attention to every detail in whatever you do in your business, getting as close to perfection as you can. But the focus must be on the idea of hospitality, while keeping operational perfection. Passion is one of the core values to pursue hospitality.

It is by offering hospitality so specially for individual customers, even so over the top, that it can be described as *unreasonable*. A *hospitality-first* culture, impacts everything in your business. As everything about your business improves.

You need to have a focus and a clear attention on establishing a *hospitality-first* culture. Doing something with intention, means to do it thoughtfully with a clear purpose and an eye on the desired results. Intention is driven by passion for the purpose you are after. The author of the book, Will Guidara, knew exactly what his life goal was. Becoming the number one restaurant in the world.

The stage of the book is a restaurant in New York City. In restaurants there are two culture concepts: *Restaurant-Smart* versus *Corporate-Smart*. *Corporate-smart* companies have all the back-end systems. The focus is very much on the costs, purchasing of food and beverage, human resource costs and controls with spreadsheet focus. Taking care of the many logistical details which drive bottom-line results. Of course, *Corporate Smart* restaurants also deliver great hospitality.

The problem with *Corporate-smart* is, that it frustrates creativity. Creativity that is needed to build a business with delighted quests. *Restaurant-smart* companies’ priorities are different from *Corporate-smart* companies. *Restaurant-smart* companies’ focus is on hospitality for the guests to outperform the guest’s expectations.

Raising the bar of hospitality to a high level has a price ticket. The question is whether it is economic to implement a *hospitality-first* ambition. The author’s conclusion on the financial impact is: *“Don’t think for a second that thriving to become number one in the world does not matter financially. In fact, it matters more than you can imagine when you create a ‘hospitality-first’ culture. Everything about your business will improve with this vision’.* Compounding hospitality in everything, stimulating and developing a hospitality behavioral culture. Be pro-active and don’t wait for the requests to comes from the customer. Looking for opportunities to give people a feeling of hospitality. Looking for wins, all the time.

There is one condition on this excellence journey. You cannot establish any standard of excellence without criticism. The thoughtful approach to how you correct people, must be a part of your culture too. Delivering praise is easy and is the fun part of being the boss, but it is hard to criticize someone. “*Praise is just confirming something went well, but criticism is an investment*”.

After seven years of hard work, creativity, maniacal attention to detail and a truly unreasonable dedication to hospitality, surviving a crisis, the author’s restaurant, named *Eleven Madison Park* in New York, was awarded as the best restaurant in the world. They had won, because all of them in the kitchen and the dining room came together to create an experience. An experience that was thoughtful, gracious and really nice for their guests. They won because of their collective focus on *Unreasonable Hospitality*. It was their pursuit of excellence that brought them to the table, but it was their pursuit of *Unreasonable Hospitality* that took them to the top.

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Here is the [link](https://globalreadingclub.com/books/unreasonable-hospitality) taking you straight to the book *Unreasonable Hospitality.*

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book *Unreasonable Hospitality*