Blaknie Carllile

GM Lab

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Hans Van der Reijden

Hans presented many different statistics about real life situations that people in the hospitality industry face. This was an eye-opening lab for me, and I am sure most of my classmates. I was informed of some things I had not thought about before relating to how my outside life would relate to my work life later in my career. This information is critical to know going into the field and into your future in regard to relationships, family, and personal time.

Hans mentioned that the burnout rate in the events field is notably higher than in the hotel or restaurant industry. He said that this is likely due to the fact that the majority of large events are on weekends leaving you with Mondays as your off day. In order to stay motivated in your career you have to stay disciplined. By staying disciplined it is important to create an ideal routine that involves you staying healthy inside and outside of work. It also requires you to find the right work/life balance. Hans mentioned part of his routine and what keeps him involved with his family. Of the things he mentioned I specifically find that staying off your phone when you are with someone you care about is important; also planning work outings or luncheons during your normal work day leaves you in a place where you are not missing out on possible family time.

My goal is to one day manage and own a wedding and/or special events company. There are many things that I am sure have not crossed my mind on what all needs to be included in the process of getting there, but Hans mentioned many things during our class that are great tips for anyone who hopes to one day be a manager or owner of a company.

The number one thing that a company needs is a great source of communication. If you can communicate with your company that opens so many doors for the company to be successful. Your employees are your business and if they do not communicate with you or the other leaders then things will begin to fall through the cracks rapidly. It is important that there is some sort of daily communication method throughout the company that mentions how the business is doing financially, how satisfied the guest are, and if there have been any internal issues with the employees. Getting this feedback will also help to keep your business growing in the right direction. Creating this relationship with your employees makes it easier to give and receive feedback. Hans mentioned that the best way to give feedback is to ask 2 questions. First, “What good is happening in your department or area?”. Second, “What can be improved?”. You never want to ask what is going wrong or tell them what they are doing wrong right off the bat. If you start off with the positives and then move to the negatives they are going to think about it more positively.

Every company should have the four constituencies which are their employees, owners, guest, and community. The employees should all stay involved in the company by having some sort of daily huddle or communication, as mentioned before, that keeps them up to date on everything that is happening. The owners need to stay ahead so they can plan for the future and prepare their teams for what to expect. The guest will give your employees an opportunity to learn. The community will be involved when you give back. The hotel does this by giving back their time and part of their finances to Story Book Farms. They have volunteer days where the staff are given the opportunity to go out and spend time with the children that need it the most.

Creating these relationships in the community, with your guest, your employees, and your owners lead to success in your business. These four constituencies will be your advertisement through word of mouth. If you leave a good impression on them, everyone else will already love your business.

Creating processes for when things go wrong will also lead to all your constituencies being happy. The hotel does this through the learn process. The “L” stands for listen; when a guest is upset you should listen to their problem. The “E” stands for empathy; empathizing with the guest and understanding what they are going through is a major part of this process. The “A” stands for apologize; apologize to the guest in an appropriate manner. The “R” stands for respond; respond to the guest with a resolution to their problem. Last but not least, the “N” stands for notify; notify the other staff of the incident to prevent it from happening again. Going through this process every time there is an issue in your work environment will create success.

The last portion of Hans’ lab was going over the interviewing process and how to set up a good resume. It is important to show variance in the field on a resume, but it is also important to show leadership. During the interviewing process, it is important to ask questions. Before the interview, you want to make sure you research the company to find out why you would be a good fit to work there. During the interview you always want to network. Networking in the hospitality industry is very important. If you and the interviewer both know someone, whether it be from a previous job or a family friends, then there is a suddenly a connection made. Having those connections will help you out in the long run.

These tips that Hans presented to us where ones to hold on to. Everyone needs to know these things if they want to be successful in their career and in their family life. Finding the perfect balance and routine will lead to a successful future. Keeping these things in mind ,I will plan for my future to come with crazy twist that I will make it through.