

**Breakthrough Results in
Difficult Times:
Proven Solutions from
World-Class Companies**

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Why Sweat The Details?

- **95%** Guests leave satisfied
 - **5%** Leave dissatisfied
 - **13 million** Annual visitors
 - **650,000** Left dissatisfied
- x 12 people told RE: bad experience

8 million Hearing a negative message about the Disneyland Resort

World-Class Chain of Excellence

Leadership
Excellence

Employee
Excellence

Customer
Satisfaction

Financial
Results
and Repeat
Business

The Key to GROWTH!

Understanding Your Customers

Nneeds

Wwants

Stereotypes

Emotions

Industry

Need

Want

Insurance

Policy

**Peace
of mind**

Hospital

Medicine

Care

Bank

Account

Security

Tourism

?

?

Think about:

Your best client(s)...

How did it begin?

The Relationship!

(that provides the “want”)



Vision



**Vision
Statement**

Ritz-Carlton "North Star"

Ladies and
Gentleman...



...serving
Ladies and
Gentleman.

Service Standards

- **Operational Guidelines**
- **Organizational Values**

Delivery Systems

- People
- Place
- Process

People

The “Front Line” =
“The Bottom Line”

Place

“Everything Speaks”

Process

**“Make It Easy To Do
Business With You”**

Culture

**The “personality” of
your company**

(Who you are without thinking)

Talent Management

- ✓ Selection
- ✓ Training
- ✓ Communication
- ✓ Recognition

Strategies for Selection

- **Communicate your culture**
- **State non-negotiables up front**
- **Treat applicants as Guests**
- **Hire attitude *and* aptitude**
- **Create a seamless experience**

Training

Orientation

On-The-Job

On-Going Development

Communication Principles

- **Non-negotiables: Values, Culture, and “Being better today than we were yesterday”**
- **Everyone has valuable information and is expected to connect/share**
- **Individuals need to know how their behaviors contribute to all aspects of the experience (and results)**

What To Recognize

- **Guest Satisfaction**
- **Performance**
- **Behaviors**
- **Longevity**

World-Class Culture By Design

- **Presented up front**
- **Trained consistently**
- **Communicated constantly**
- **Supported through a caring environment**

Why Do Employees Leave?

Top Five Factors Affecting an Employee's Decision

1. Quality of leader relationship
2. Ability to balance work/home
3. Amount of meaningful work
4. Level of co-worker cooperation
5. Level of workplace trust

SHRM Benchmarking Study:
Retaining Talent

The Effect of Leadership

- A "caring boss" was more important than money or benefits
- Tenure and productivity were determined by employees' relationship with their immediate supervisor

Gallup Survey: 2008

Commitment:

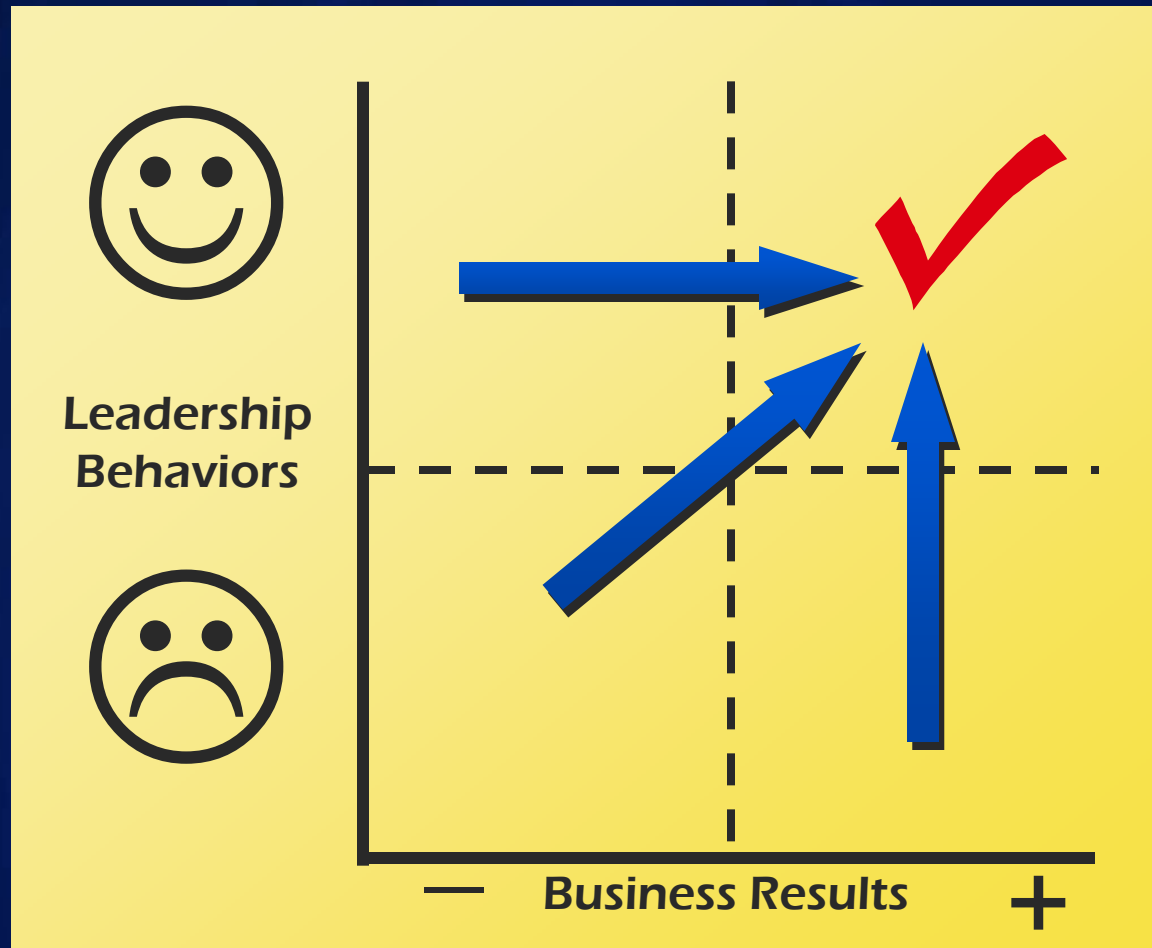
The Goal?

To combine ordinary
resources into
extraordinary
results.

**Every leader
is telling a
story...**

**...about
what he or
she values!**

The Accountability Matrix



*Key to
Implementation?*

Commitment

not

Compliance

Involvement: Harley-Davidson



People

Place

Process

Safety



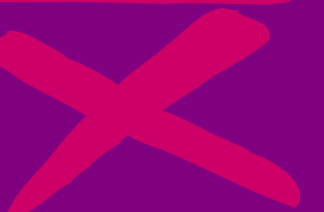
Courtesy



Show



Efficiency



Thank You!

Additional Questions?

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