

THE RITZ-CARLTON LEADERSHIP CENTER

"STRENGTHENING YOUR BUSINESS IS OUR PLEASURE"

COURSE OUTLINES



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LEGENDARY SERVICE AT THE RITZ-CARLTON

Designed for leaders who want to benchmark and learn about The Ritz-Carlton philosophy and core values, and how to translate them into high levels of employee and customer engagement and loyalty. This program examines the corporate culture, and how it plays a role in the foundation of every company.

Learning Objectives

By the end of the session, participants will know and understand:

- The Importance of Reinforcing the Company Culture Every Day
- Why Every Company Should Have a Written Service Strategy
- Loyal Customers do Spend More Money
- Customers Judge the Quality of Your Organization by the Responsiveness of the First Person They Come in Contact With
- The Role of Leadership in Driving Service Excellence

Full Day Agenda

The Ritz-Carlton "Gold Standards"	The Ritz-Carlton Orientation Process
The Ritz-Carlton Business Management Model	Building Customer Loyalty
The Ritz-Carlton Employee Empowerment Process	Interactive Examples
The Ritz-Carlton Selection Process	"Wow" Stories

**Added Bonus for Individual Class Attendees Only
Attend Ritz-Carlton Daily Line-Up and Q & A with Employee Panel*

Half Day Agenda

The Ritz-Carlton "Gold Standards"	The Ritz-Carlton Orientation Process
The Ritz-Carlton Business Management Model	Building Customer Loyalty
The Ritz-Carlton Employee Empowerment Process	"Wow" Stories
The Ritz-Carlton Selection Process	

Keynote Speaker

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BACK TO BASICS: RITZ-CARLTON STYLE

This is a highly interactive offering for non-managerial employees, in all industries. It focuses on the important elements of delivering excellent customer service. The program examines how every employee in your organization is important to its success. Attendees learn how they fit into your organization, and the impact they have on your brand every day.

Learning Objectives

By the end of the session, participants will know and understand:

- The Importance of Personal Accountability in Delivering Legendary Service
- You Never Have a Second Chance to Make a Great First Impression
- The Benefits of Positive Employees
- The Relationship with Your Supervisor is a Two Way Street

Full Day Agenda

What Customers Want	Impacting the Brand
First Appearances and Grooming	Appropriate Verbiage
Being a Positive Ambassador	"Wow" Stories
Managing Relationships with Bosses	Office Etiquette
Office Hierarchy	Communication
Personal Action Plans	Accountability

Half Day Agenda

What Customers Want	Impacting the Brand
First Appearances and Grooming	Appropriate Verbiage
Being a Positive Ambassador	"Wow" Stories
Office Etiquette	Personal Action Plans

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“RADAR ON-ANTENNA UP” - FULFILLING CUSTOMERS’ UNEXPRESSED WISHES

This program will have you on the edge of your seat wanting more. It was designed for organizations who are ready to take their customer service experience to the next level. It focuses on important elements of subtle nuances of delivering excellent customer service in a consistent manner. This program is great for employees at all levels of your organization.

Learning Objectives

By the end of the session, participants will know and understand:

- The Difference Between Expressed and Unexpressed Customers’ Needs
- Staying “In The Moment” is Key to Anticipatory Service
- The Role of Consistency in Legendary Service
- Satisfied Customers are Good, Loyal Ones are Better

Full Day Agenda

Legendary Service Does Not Have to Cost a Lot of Money
Olympics - Gold vs. Silver Medal
Fulfilling Unexpressed Wishes
Happy Customers do Spend More Money
Tips to Connect
Ordinary People Doing Ordinary Things Extraordinarily Well

The Three Steps of Service
Radar On-Antenna Up
“Wow” Stories
Loyalty Leads to Forgiveness
Consistency is Key

Half Day Agenda

Legendary Service Does Not Have to Cost a Lot of Money
Fulfilling Unexpressed Wishes
Happy Customers Do Spend More Money
Ordinary People Doing Ordinary Things Extraordinarily Well
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COURSE OUTLINES

ON-BOARDING NEW TALENT...EVERYTHING MATTERS

The on-boarding process is a critical transition component for employees hired into a new work environment. The Ritz-Carlton is world renowned for its innovative training and development processes. For those organizations looking to create, enhance or revamp their on-boarding process, this training session will meet that need.

Learning Objectives

By the end of the session, participants will know and understand:

- When Orientation Should Take Place to Get the Greatest ROI
- Who Should Participate in the Process to Gain Maximum Impact
- The Needs and Issues of a New Employee in the Organization
- How to Drive the Mission and Vision Through the Organization to Achieve Desired Behaviors and Results from Your Employees

Full Day Agenda

On-Boarding Assessment
Creating Psychological Ownership
On-Boarding is a Journey, Not an Event
Everything Matters in On-Boarding
The Ritz-Carlton Approach to On-Boarding
Developing Your Company's On-Boarding

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COURSE OUTLINES

IT'S ALL ABOUT LEADERSHIP

This program is designed for any manager wishing to improve his or her leadership skills. Not enough leaders realize that first and foremost they must paint a very compelling picture of how every employee in an organization positively impacts the company's strategic plan. Too often, only very senior leaders have seen the strategic plan in order to execute it to provide outstanding service and financial results.

All employees wish to be led by a winning leader, someone who is dynamic, competent, fair, and authentic. This class will focus on essential leadership skills so leaders can engage and inspire their employees who in turn will further engage your customers.

Learning Objectives

By the end of the session, participants will know and understand:

- 12 Key Leadership Principles
- How to Bring the Strategic Plan to Life
- The Importance of Engaging in Your Company Culture Every Day

Half Day Agenda

Good Leaders Have a Sense of Who They Really Are

Why You Should Reinforce Your Organization's Culture Daily

Always Create Operational Alignment

The Importance of Innovation

Earning Trust

Paint the Picture

Fear is Deadly

Life's Board of Directors

Do Not Forget Fun

Leadership Self-Assessment

Keynote Speaker

Good Leaders Have a Sense of Who They Really Are

Always Create Operational Alignment

The Importance of innovation

Earning Trust

Life's Board of Directors



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COURSE OUTLINES

ADDING VALUE THROUGH SOCIAL RESPONSIBILITY AND COMMUNITY ENGAGEMENT

Learn how connecting social responsibility and community engagement strategies to your business practices will build trust with customers, attract and retain employees, and bring value to your business. This program highlights The Ritz-Carlton's commitment to stewardship and sustainability as highlighted in the book *The New Gold Standard*, written by renowned writer, Joseph Michelli. For those organizations looking to create and effectively deploy an effective social responsibility strategy, this training session will provide a roadmap.

Learning Objectives

By the end of the session, participants will know and understand:

- The role of leadership in making social responsibility and community engagement a core operating principal
- The rewards, benefits and challenges of developing and deploying a social responsibility strategy
- How an effective social responsibility platform engages employees, customers and the community
- How to leverage core competencies in making a positive impact

Full Day Agenda

The Needs and Issues of Developing and Deploying a Social Responsibility Strategy

Integrating Social Responsibility with Strategic Objectives, Mission, Vision and Values

Guest Speakers from Human Resources, Finance & Senior Leadership

Applying the Principles You've Learned to Develop Your Social Responsibility Program

**Added Bonus for Individual Class Attendees Only*

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Key Note

The Needs and Issues of Developing and Deploying a Social Responsibility Strategy

Integrating Social Responsibility with Strategic Objectives, Mission, Vision and Values

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THE RITZ-CARLTON EXECUTIVE EDUCATION SERIES

“IMPLEMENTING A CUSTOMER-CENTRIC CULTURE”

“Implementing a Customer Centric Culture”, is a certificate program designed for senior executives, held at The Ritz-Carlton Pentagon City, in Arlington Virginia.

This four day, intensive learning solution draws from the myriad strengths and global leadership principles which have led to The Ritz-Carlton Hotel Company becoming a two-time winner of the Malcolm Baldrige National Quality Award. As a champion a quality and performance excellence, The Ritz-Carlton’s Leadership Center has trained thousands of executives from a broad range of industries.

DAY 1 Legendary Service at The Ritz-Carlton

- The importance of culture and how corporate philosophy, service excellence concepts and employee empowerment drive customer engagement and loyalty.

DAY 2 The “Systems Behind the Smiles” and Talent Management

- An integrated approach to leveraging the Malcolm Baldrige National Quality Award’s criteria, in order to integrate quality processes and boost performance.
- Talent Management approach at The Ritz-Carlton.

**DAY 3 Engagement of the Workforce at The Ritz-Carlton
& Strategic Planning Process, Execution and Accountability**

- Robust systems lead to an engaged workforce.
- Getting the most out of your company’s strategic planning process to ensure execution and accountability. Planning action steps for implementation back home.

DAY 4 Action Planning

- A day for planning action steps for implementation back home.

DURATION 4 Day Program (9:00 AM – 5:00 PM)
8:30 AM - Continental Breakfast

COST \$4,500* / per participant

**All prices are per person; classes are full days, from 9:00 A.M. to 5:00 P.M. and include continental breakfast, lunch and course materials.*

We encourage you to take advantage of this valuable opportunity to give your organization a sustainable competitive edge.

To enroll, please call 301-547-4806 or email theleadershipcenter@ritzcarlton.com. Enrollment is limited. Corporations may reserve an entire week’s class for up to 30 of their senior decision makers, pending availability.



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*Thank you for your interest in
The Ritz-Carlton Leadership Center*

*“Strengthening Your Business
is Our Pleasure”*

*For additional information,
please contact us at (301) 547-4806*

OR

<http://corporate.ritzcarlton.com/en/LeadershipCenter>

