HOSPITALITY PROFESSIONAL RESOURCE GUIDE
How to be relevant and innovative
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
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*
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, Brené 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
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
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
Books on Hospitality Service - CONT

- Setting the Table, *Danny Meyer*
- Be Our Guest: Perfecting the Art of Customer Service, *The Disney Institute*

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*
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
Online Videos (TED Videos)

- How Great Leaders Inspire Action, *Simon Sinek*
- 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*
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?
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?
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?
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