

DEVELOP, MOTIVATE, AND RETAIN QUALITY STAFF THROUGH EFFECTIVE COMMUNICATION

In the current climate of contracting economies and reduced leisure and business travel, hospitality managers are feeling the strain to maintain profitable operating performance. The challenge is threefold; managers must refocus their efforts on improving operating efficiencies, reaching out to guests, and strengthening their brand through customer service. To accomplish these objectives, managers and team leaders need the support of skilled, motivated, and reliable teams.

Successfully fostering professional growth among staff members and enhancing their roles as service providers requires more than delegation and oversight.

The challenge is gaining acceptance and respect from supporting staff members. Managers at all levels must master communication excellence to effectively train, motivate, and retain quality staff.

TBCT's unique and original training method, the Praxis Cycle, is aimed at equipping managers and team leaders in the hospitality industry with techniques and strategies that will enable them to communicate with their teams in a manner that strengthens team building, stimulates success, and produces results.

The Praxis Cycle formula challenges abilities and provides results-oriented techniques along with interactive practice to develop confidence and promote change.



Through TBCT, managers will gain the tools to:

- Be heard unequivocally through assertive communication.
- Communicate with greater awareness of verbal and non-verbal aspects of communication.
- Create a climate for action through positive reinforcement.
- Influence others and shape their responses.
- Create high-impact messages based on active listening.
- Effectively manage diverse workforce through tact and awareness.

Using effective communication strategies, managers and team leaders can overcome the challenge posed by human resources management in the hospitality industry and successfully develop, motivate, and retain quality workers.

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