



SOFT SKILLS TRAINING THAT WORKS!



HR

CONSULTING, TRAINING
AND COACHING SERVICES
FOR HOSPITALITY PROFESSIONALS

ONY
beck COMMUNICATION
TRAINING

A HOSPITALITY AND TOURISM SECTOR UNDER PRESSURE TO ENSURE MAXIMUM GUEST SATISFACTION

Repeat customers, a product of effective communication skills.

In business, success hinges on customer satisfaction. In no other sector than hospitality and tourism is this statement more true. Moreover, professionals in this industry must meet increasingly complex challenges posed by the rise in expectation for quality from a globalized guest population.

Customer satisfaction is largely linked to successful communication.

Effective communication enables hospitality and tourism professionals to overcome challenges and maximize profits.

Each interaction with a guest is an opportunity to increase revenue.

However, few of those who deal with the public know how to capitalize on this opportunity.

THE SOLUTION: **EFFICIENT COMMUNICATION.**

Expert **VERBAL AND NONVERBAL COMMUNICATION** guarantees the smooth flow of information and minimizes misunderstandings.

Exceptional service requires exceptional communication. Communication excellence not only ensures optimal guest satisfaction, but also limits exposure to stress resulting from breakdowns in communication. Enhanced communication skills lead to improvements in professional performance and employee morale, reducing absenteeism and staff turnover.

EXPERT STAFF
+
ENHANCED COMMUNICATION SKILLS
=
REDUCED STRESS
+
HIGHER GUEST SATISFACTION

Effective communication is not innate; such skills must be learned, applied, and improved through practice. With TBCT, these skills are achievable using our unique, scientifically-based approach.

A SCIENTIFIC APPROACH: THE PRAXIS CYCLE

The Tony Beck Communication Training method is based on the latest findings from neuroscience and psychology research.

The best way to acquire new behavioral skills is to practice them; that is, **LEARNING BY DOING**. "Learning by doing" takes on its full dimension when the person opposite you is a **professional actor** trained in lifelike educational improvisation.

The actor takes each participant through simulations based on actual cases of communication challenges drawn from the participant's socio-professional experiences.

Initially, these simulations provide an opportunity to observe how the participant interacts naturally, and then serve as the platform on which one learns to use **results-oriented and scientifically validated communication techniques**.



THE PRAXIS CYCLE



The power of self-analysis.

With permission, the participant's simulations are filmed. This footage is then used to produce an edited version of the participant's progression through the Praxis Cycle.

After the training event, participants are thus provided with the ability to observe their performance from an objective standpoint, deepening their understanding of, and their ability to apply efficient communication techniques.

UNEQUALED RETURN ON INVESTMENT

TBCT GUARANTEES DRAMATIC IMPROVEMENTS IN COMMUNICATION OUTCOMES:



- Heightened customer loyalty.
- Greater satisfaction from interpersonal relations.
- Fewer professional and personal disputes.
- Increased staff retention rates.
- Lower staff replacement and training costs.

Resulting from:

- Enhanced listening and comprehension skills among staff.
- Increased ability to communicate across cultural boundaries.
- Greater capacity to adapt to change.
- Improved crisis-management skills.
- Optimized ability to manage aggressive behavior.

TARGETED TRAINING COURSES

Workshops tailored to meet your unique challenges.

TBCT SPECIALISTS provide hospitality and tourism professionals with strategic training that leads to measurable improvement across a wide variety of business goals. Each workshop is focused on identifying and implementing effective communication strategies in order to meet the following objectives:



- Efficiently resolve situations that stem from customer dissatisfaction.
- Control difficult situations through effective communication.
- Reduce tension through active listening.
- Enhance team performance through positive reinforcement.
- Communicate more effectively across cultural boundaries.



TBCT WORKSHOPS are led by an expert in behavioral psychology and a professional actor specializing in lifelike pedagogical improvisation. Workshops are provided in-house and require one full day. Enrollment is limited to 6 participants per group.

Each participant receives:

- Individual attention focused on strategies to improve communication.
- A Communication Skills Tool Kit based on scientific research.
- A professionally edited video of his/her simulations and feedback for self-analysis.
- Post-workshop on-line support provided by experts in behavioral psychology.

TBCT TEAM

TONY BECK

A professional actor, speaker, voiceover and corporate trainer with 20+ years experience, Tony has guided numerous professionals through educational improvisation and championed the “Learn by Doing” approach in corporate and institutional communications, thus building a following in the fields of advanced interpersonal business relations and improved corporate interactions.

A “veritable flight-simulator of human interaction”, Tony offers clients a faithful discovery of their own impact and skills sets. Tony has also aided numerous corporations in marketing products and services, including BMW, British Airways, Calvin Klein, Canon, Cisco Systems, Citibank, Coca Cola, DHL, Exxon Mobil, Intel, Microsoft, Motorola, Nestlé, Nike, Sony, and Texaco.

KELLY PETERS, PH.D.

Kelly is a neuroscientist with over 10 years in cognitive and behavioral research, including experience in designing and implementing blended development programs. Her areas of specialization include the neurobiologic basis of communication and interpersonal relations, cross-cultural awareness, leadership development, and team building.

Kelly enjoys creating a collaborative and interactive learning environment, delivered in a relaxed and informal atmosphere,

ensuring that participants take pleasure in and benefit from their training experience.

As a facilitator, Kelly challenges participants to experiment with skills through practical exercises, enabling participants to process information at a deeper level, and develop skills that directly improve performance and are fully transferrable to the workplace.

TBCT REFERENCES

HOTELS IN BRUSSELS

- AMIGO
- BEST WESTERN
- CONRAD
- CROWNE PLAZA
- HILTON
- HOLIDAY INN
- MANOS
- MARRIOTT
- MERIDIEN
- METROPOLE
- NOVOTEL
- PLAZA
- RADISSON
- RENAISSANCE
- ROYAL WINDSOR
- SCANDIC
- SHERATON
- SOFITEL

OTHER SECTORS

- EUROPEAN SPACE AGENCY
- EUROPEAN COMMISSION
- EUROPEAN PARLIAMENT
- EUROPEAN COURT OF AUDITORS
- EUROPEAN COURT OF JUSTICE
- COUNCIL OF EUROPE
- AMERICAN EXPRESS
- DEXIA BANK
- AXA BANK
- FORTIS BANK
- SWIFT
- PROXIMUS
- BELGACOM
- SIEMENS
- DHL
- KONE
- ESSO
- COLGATE

TBCT CONTACT

KELLY PETERS Ph.D.

kellypeters@tonybecktraining.com

+ 1 310 844 79 97

www.tonybecktraining.com

