

DELIVER AN EXCELLENT

G.U.E.S.T. Experience

By Treating Every Person Like a Valued Guest



A practical, human-centered service program for moments that matter most.

Program Overview

8-hour experience

Delivered in person

The program is built in two complementary parts that reflect the full guest journey — from everyday interactions to moments of recovery.



Part 1: FOUNDATIONS

Creating meaningful guest connections

FOUNDATIONS focuses on the everyday behaviors that shape how guests feel — often before they ever make a request or raise a concern.

Key focus areas include:

- Understanding the difference between service and hospitality
- The emotional drivers behind guest expectations
- How presence, curiosity, and empathy shape perception
- Using names, listening deeply, and responding with intention
- Aligning behaviors to brand promise and service commitments

OUTCOME:

Participants understand why their behaviors matter — and how small moments create lasting impressions.

Part 2: RECOVERY

Turning challenges into trust

RECOVERY equips teams to respond effectively when expectations aren't met — without defensiveness, panic, or policy paralysis.

Key focus areas include:

- Staying regulated under pressure
- Responding with kindness and accountability
- Apologizing with authenticity and clarity
- Finding solutions that feel fair, human, and aligned
- Rebuilding trust in emotionally charged situations

OUTCOME:

Participants gain confidence handling guest concerns — and leave knowing how to move conversations toward resolution and “yes.”

Facilitation & Delivery Options

- **In-person delivery** (recommended for impact and skill practice)
- **Two half-day sessions** (4 hours + 4 hours), or
- **Four 2-hour workshops** for operational flexibility
- Facilitated by **Purpose & Performance Group** consultants

-
- Includes participant workbooks and practical application activities
 - Optional Train-the-Trainer support available

**Service is
*what we do.***

**Hospitality is
*how we make
people feel.***

Deliver an Excellent G.U.E.S.T. Experience equips teams with the mindset, skills, and behaviors to create memorable, trust-building interactions — especially when things don't go as planned.

This program goes beyond scripts and policies. It focuses on **human connection, emotional intelligence,** and **practical recovery skills** that protect relationships, loyalty, and your brand — one interaction at a time.

DESIGNED FOR:

Teams, supervisors, and leaders in hospitality, gaming, resort, retail, and service-oriented organizations.

What Participants Will Walk Away With

- A shared language for delivering great guest experiences
- Practical tools for building connection
- Confidence to handle guest concerns effectively
- Clear behaviors that reinforce brand promise
- Skills to turn service breakdowns into trust-building moments

Purpose & Performance
GROUP

**Cultivating connection,
ownership, and
experiences that last.**

WHY THIS PROGRAM WORKS

- Built on adult learning and real-world application
- Emphasizes behavior change, not just awareness
- Designed to feel relevant, respectful, and energizing
- Reinforces culture, brand promise, and service standards
- Scales across roles while honoring local context

Because every interaction tells a story.

This program helps teams make it a great one — even when things go wrong.

CONTACT US
TO LEARN
MORE

WEBSITE

PURPOSEANDPERFORMANCEGROUP.COM

CALL

918-631-7767

EMAIL

INFO@PURPOSEANDPERFORMANCEGROUP.COM