

The Hospitality Positioning Workbook

A short positioning exercise for hospitality professionals

SECTION 1: Narrative Clarity

1. What do you want people to associate with your name?

examples: sustainability, low/no cocktails, creativity, leadership, bar culture, education, operations, particular spirit knowledge, inclusivity, hospitality design, speed & efficiency

2. What are you currently actually known for?

3. What type of opportunities do you want more of?

examples: speaking, consultancy, management, ownership, international travel, judging, education, brand partnerships, social media, marketing, creative direction

SECTION 2: Visibility Audit

4. If someone looks you up online in 30 seconds, what story do they see?

5. Are your skills visible, or only your hard work?

SECTION 3: Leadership & Power

6. Where are you still waiting for permission?

7. What would change if you started positioning yourself as the person you want to become (before the title arrives)?

SECTION 4: Three things to do this week

1. Update your bio so people understand your expertise in one sentence.
2. Post or share one thing that reflects what you want to become known for.
3. Reach out to one person whose career path inspires you.

SECTION 5: Five things to remember

What I wish more women in hospitality would do:

1. Articulate. Say what you want.
2. Be intentional about visibility.
3. F*ck imposter syndrome! Don't wait until you feel ready.
4. Know what you want from opportunities.
5. Design a direction, not perfection.