

Southern Innkeepers Association

115th Annual Meeting

Leading a Five-Star Team

Presented by: Bryan K. Williams, D.M.



Objectives for Today

- The “Rule” of Engagement
- Power of Empowerment
- Infusing Gratitude
- Accountability



We exist to serve others so they may better serve the world.®

Leading a 5-Star Team

To Be a World-Class Resort You Must
Engage Your Team and Your Guests...

engage



Leading a 5-Star Team

The Double-Platinum Rule

**Universal
Service Rules**

The Golden Rule

The Platinum Rule



We exist to serve others so they may better serve the world.®

Leading a 5-Star Team



We exist to serve others so they may better serve the world.®

Empower Them



We exist to serve others so they may better serve the world.®

Earnest Shackleton, Empowerment & Tea



New Edition

Mr.
Telephone
Man



Needed
to be
Needed

Accidental Diminishers

- **The Optimist**
- **The Rescuer**
- **The Idea Guy**
- **The Rapid Responder**
- **The Pace-Setter**
- **Always On**





THE OPTIMIST

INTENTION:

To create a belief that the team can do it

OUTCOME:

People wonder if they appreciate the struggle and the possibility of failure.



THE RAPID RESPONDER

INTENTION:

To keep their organization moving fast

OUTCOME:

They move fast, but their organization moves slowly because there is a traffic jam of too many decisions or changes.



THE PACESETTER

INTENTION:

To set a high standard for quality or a pace

OUTCOME:

Other people become spectators or give up when they can't keep up.



THE ACCIDENTAL DIMINISHER is the well-intended leader, often following popular management practices, who subtly and, completely unaware, shuts down the intelligence of others.



SIX TYPES OF ACCIDENTAL DIMINISHERS



FROM 'MULTIPLIERS' BY LIZ WISEMAN

www.multipliersbooks.com



THE RESCUER

INTENTION:

To ensure people are successful and to protect their reputation

OUTCOME:

Their people become dependent on them, which weakens their reputation.



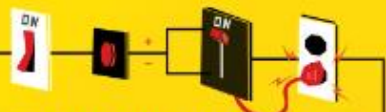
THE IDEA GUY

INTENTION:

For their ideas to stimulate ideas in others

OUTCOME:

They overwhelm others, who either shut down or spend time chasing the idea du jour.



ALWAYS ON

INTENTION:

To create infectious energy and share their point of view

OUTCOME:

They consume all the space, and other people tune them out.



TREND FORECAST
MANAGEMENT UNITY FEARLESS REPORT
SALE INNOVATIVE SOLUTION INVESTMENT
PARTNERSHIP VALUES RESULTS MARKET
TOOL HUMAN EXPERIENCE STRATEGY
SKILL IMPRESSION ATTITUDE DEVELOPMENT
INFORMATION RESEARCH

ACCOUNTABILITY



Gratitude



We exist to serve others so they may better serve the world.®

Hurricanes





“

**Gratitude turns what we
have into enough.”**

-Melody Beattie



**WHAT IF
YOU WOKE UP
TOMORROW
WITH ONLY
WHAT YOU WERE
GRATEFUL FOR
TODAY?**



TIME FOR

REVIEW

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 LinkedIn: Bryan Williams, DM

 Facebook: BW Enterprise

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We exist to serve others so they may better serve the world.®

**“If You Can’t Fly Then Run,
If You Can’t Run Then Walk,
If You Can’t Walk Then
Crawl, But Whatever You
Do...You Have To Keep
Moving Forward.”**

***-Dr. Martin Luther King,
Jr.***

