



# FERENCE LEADERSHIP and STRATEGY

Alignment • Balance • Style

Hospitality Gaming Foodservice Retail Leisure Entertainment

## WEATHER OR NOT—WHAT'S YOUR FORECAST?

Indicators, advisors and analysts are all predicting tough economic times, and in the Hospitality Industry, some believe there will be tough sledding ahead. It's true, there may be some storms brewing, especially now that the world is "flat" and competition is on a more global playing field, but does the forecast for your business call for a falling barometer, a foggy outlook and a clouded future? While it might be a good idea to wear your rain coat and carry an umbrella, it doesn't necessarily mean that there can't be some bright spots and clear weather ahead. Just because Doppler radar predicts stormy weather, you can have a better than 70% chance of sunny days ahead, or maybe even 80 or 90%. After all, when have your area meteorologists been right more than 50% of the time?

As long as you are aware that there are storms on the horizon, (managing in a possible recession involves using your expertise in psychology) you can certainly prepare for them and minimize their effect should they come your way. Economically speaking, should a "monsoon, tornado, ice storm" or "sand storm" hit your business, (those storms should pretty much cover whatever continent you live on) you must have made preparations to "board up your windows," get everyone to a "safe place," and be able to "ride out" the storm with provisions made in advance. But at the same time, be careful not to over react, especially in the United States, be prepared, but don't "board up" too soon. And to be sure, there are still many destinations throughout the world that show no signs of a slow down—there still exists many romantic beaches, majestic mountains, fun cities and vibrant must-see destinations.

But now is the time to prepare, before you're knee deep in water and fleeing for higher ground! Let's take a look at what your management team can do to keep a sunnier outlook on a cloudy prediction.

**Take**—and make time to listen! Communicating is only 50% about talking—the other half is about listening, and it's 100% about understanding!

**Smile**, have fun, be positive and enthusiastic. It doesn't cost anything to show off your best side—it does however reap great profits and rewards! And it's contagious.

**Be** proud of your efforts and take pride in what you do. Showcase whatever you do and keep striving to improve, and like in a hurricane, everyone will be swept away too!

**Play** to win—but if you are going to lose something, lose your ego! There is no point in playing for second place—and there is no point to having an ego so large that it keeps you from winning. Even the nastiest of storms succumbs to bright, sunny skies.

**Keep** your promises and your commitments. Do what you say, say what you mean and mean what you say—every time! Trust in management is huge, if you instill it in your staff. At our **Center For Survey Research**, we custom design Employee Satisfaction Surveys that measure communication, trust, teamwork, respect and many other areas that can make for a calm and bright future, and warn of where lightening can strike—sometimes more than once.

### Creating Competitive Advantage

Aligning Organizations  
Through  
Insightful Creativity  
and  
Operational Leadership



**Gene Ference, Ph.D., President**  
Ference Leadership and Strategy, Inc.

Gene is a service-industry insider. His degrees in management and organizational development from Cornell University are backed by over 30 years of industry experience. He is an accomplished speaker and group facilitator, conducting management workshops, leadership retreats and strategy meetings. He has developed and implemented research surveys internationally, worked with Fortune 100 companies, contributed to client national quality awards, and designed appropriate strategies for optimizing human capital and growing organizational profits.

### Supporting Divisions

#### Peak Performance Mindset

*Programs in Organizational Dynamics  
and Service Practices*

#### Center For Survey Research

*Customized Metrics and Assessments  
Positioning the Business*

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**Treat** everyone fairly and with respect. It costs little time and little effort—but vastly improves your team's synergy.

**Remember** where you came from—if you don't, it's easier to go back than you think. No one is better than anyone else—we all have our paths we take to where we want to go. It's when you think yours is the ONLY path that you might be caught in a perfect storm!

**Know** your staff's jobs better than they do. Be able to perform any and all job functions so that you won't have to ask for a job to be done that you couldn't do yourself. It's teamwork and pride, it's sunshine and warmth!

**Give** recognition and rewards where and when appropriate. Reinforcement for a job well done goes a long way towards success, both for staff and for your company. Everyone can use sunshine and fresh tropical breezes—it just feels good!

**Make** certain safety and security concerns are addressed. Protecting guests and staff are of primary concern—you can't afford to wait until it's too late! Another great way to learn from employees about their safety concerns is through the use of narrative comments taken from surveys administered by the **Center For Survey Research**.

**Develop** training and education as a positive influence for everyone. Knowledge is always a useful tool—the more tools everyone has at their disposal, the easier the job. At **Ference Leadership and Strategy** and our support division, **Peak Performance Mindset**, education and training of management can be administered through workshops, one-on-one or group coaching sessions and in off-site executive retreats that also help unify your team.

**Set** goals and a timetable to meet those goals—and stick to it! Everyone needs realistic focus—and a need to succeed.

By **taking, smiling, being, playing, keeping, treating, remembering, knowing, giving, making, developing** and **setting** management up to be prepared for any inclemency, you will be well on your way to beating the economic thunderheads accumulating and approaching your property. It's a lot to do and a lot to remember! But again, that's why you have a team! Together you will be able to weather the fiercest storm and stay high and dry.

Before all else fails, go to **FerenceLeadershipAndStrategy.com** on the web, click on the links and peruse the articles and information on excelling in today's competitive world. It's like buying flood insurance when you live on the banks of the Mississippi, Danube or the Woronora. (I'll bet a few readers will have to look up the Woronora to see exactly where it runs! But it's well worth the time to learn something new.) The programs outlined on the web are there for one reason, to make sure you can not only survive, but prosper in whatever economic ailments befall us.

Remember, after every single storm ever created on Earth, the next forecast has always been for sunny skies and moonlit nights. You don't have to be a meteorologist to be 100% sure about that, in fact it's much better if you aren't! So, now armed with all of this knowledge and information, and not needing Doppler radar, what's your forecast?

Additional articles can be found at [FerenceLeadershipAndStrategy.com](http://FerenceLeadershipAndStrategy.com)

Topics include:

- Developing Baselines, Comparatives and Trends
- Maintaining a Competitive Edge
- Obtaining Complete & Honest Employee Feedback
- Setting Standards to Reach Peak Performance
- Upgrading Product & Service to Ensure Customer Loyalty & Dedicated Employees
- Ensuring Communication Flow is a Two-Way Street
- Gaining the Right Information for Your Competitive Advantage
- Team Building to Reach Strategic Goals.

... and more

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