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The Black Tie Experience
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Topics

Eight Traits of a Selfless Leader How many people have a degree in Leadership?

It's not a subject that most people get taught. In business, people are trained to be a manager, not a leader. If they are taught about Leadership, it probably centers around authority and power. So, the people working for managers are tired of being overworked, undervalued, and underappreciated. The Gallup Study tells us that only 33% of employees are actively engaged today at work. That means 67% aren't. There's another way to lead. It starts with Selfless Leadership. We'll look at eight traits of being a Selfless Leader that focuses on being in the people business first. Traits like trust, collaboration, and appreciation, may seem common sense but are not common practice for some leaders today.

Learning Objectives:

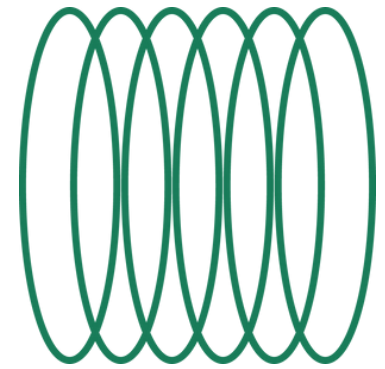
- Learning the key differences between being a leader, and a boss
- Knowing the four questions most employees ask of a leader to determine if they will follow them or not
- Discovering the traits to help all staff become better Selfless Leaders and ideas on how to immediately implement them in your day-to-day operations.
- Knowing the difference between the 2:1 vs. 5:1 concept to show appreciation to your people

Would YOU do business with YOU? (Becoming your customer- what do you see?)

When was the last time you were a customer in your business? And have your employees ever been that customer too? If not, how do they know what your customers see, hear, touch, and most importantly FEEL about your organization and the services you provide? If there ever was a time to think and act like your customer, now would be that time, as your customers and prospects are looking at every part of your business. It's time to create that first-class or Black Tie Experience for every prospect and customer you come into contact with. That's why the "Impact Points" in your organization may now be one of the most important elements in creating this top-notch experience. This seminar will transform your attendees into a customer in their organization and take them on an interactive journey on the life cycle of Impact Points. One where they get to play an active role in what they see as a customer or prospect in their organization. We'll take a deep dive into how these "impact points" affect the way people see your business and the people that work for it. They will discover the three stages of Impact Points that every customer goes through. Sometimes the impact you make is in the little details that you will be doing for them. However, you need to see it through their eyes first. Then you will be able to answer the question- "Would YOU do business with YOU?".

Learning Objectives:

- What Impact Points are, and why they are important to the brand of your organization
- Identify the two types of Impact Points every organization has
- Becoming your customers and learning what impact points are critical for each stage of the customer journey
- Implementing the Good/Could/Should exercise as a way to track the impact points your organization is exhibiting.



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What business are you in? How to show and deliver Hospitality today

The answer to this question is more important than ever, especially as all of us compete to attract and retain the same people who are the buyers that want to feel valued and appreciated for the hard-earned money they spend. The answer to this question helps organizations become “Rememorable” in the eyes of their customers. (Okay, I know that’s not a word, but trust me, it will make sense!) This can lead to growth in three critical areas of your organization- Loyalty, Retention, and Revenue. The answer to this question doesn’t involve your product, your prices, or your promotions. It does involve a part that can bring you the most fulfillment, as well as the most challenges. The answer to this question is based on Bob’s new book, and in this fast-paced seminar, he will reveal it, as well as give you his ways to show and deliver Hospitality today. The answer to this question will elevate your organization from a “just fine” level to that world class (or Black Tie) level. If you want to stand out from everyone else, you need to know the answer to this question!

Learning Objectives:

- Discovering the answer to the title question, and why this answer is critical to our business success
- How to achieve “rememorable” status in the minds of your clients
- How to distinguish between Customer Service and Hospitality, and how to train employees on it.

Profile

An entrepreneur for 25 years, primarily in the hospitality industry, Bob Pacanovsky, and his team created over 7,000 meetings, events, and receptions (including catering 25 of the Pro Football Hall of Fame Induction events), and had one opportunity to create both a “wow experience” and a lasting impression (or a Black Tie Experience) on his clients and guests. Now as a keynote speaker and strategic trainer, he uses his two decades of working “in the trenches” to teach companies and organizations how to focus on Service Excellence and Hospitality to cultivate more Brand Ambassadors for them. Bob has worked with organizations and associations across the country in industries like travel/tourism, healthcare, hospitality, association management, attractions, banking, accounting, and more. He has achieved Professional Membership in the National Speakers Association (NSA) and is a Past-President of an NSA chapter. Bob lives in Akron, Ohio, and is a graduate of The University of Akron with a Bachelor’s Degree in Finance. He serves on the boards of OPEN M in Akron, a Christian Ministry (where he is now Board Chair), the Greater Cleveland Partnership- COSE Advisory Board, and Jennings Ohio Senior Living.