

OUR BRAND MESSAGE

Facilitator's Guide – Brand Two



HERB N' KITCHEN



Our Brand Message

Purpose

The purpose of this module is to provide the Herb n' Kitchen staff with a deeper understanding of the importance of their brand and the elements that are critical to a guest's perception and experience. This session focuses on how the brand is communicated through the place, processes, people and responsibilities of each Herb n' Kitchen team member to uphold the brand promise.

Audience

New Herb n' Kitchen team members.

Time

2 hours, with time for Q&A as needed.









Goal

Team members will develop a strong connection with the brand, and understand how their actions, attitudes and efforts will deliver on the brand promise.

Materials Needed

- Pens
- Journals
- Things to Remember booklets

Key

Activity	Ask	Discuss	Explain	Key Message	Read Quote	Review	Trainer Note	Transition
								

1



TIME: 30 seconds



Explain

Welcome! This presentation is an introduction to the new Herb n' Kitchen Team and Brand.

<Personal Introduction>



Explain

This module will build upon the introduction of the first session and focus on continuing to develop your understanding of and insight into your new restaurant, as well as the Herb n' Kitchen brand.

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Our Pre-Opening Journey

- Classroom
- Practical Exercise
- Reflection and Feedback
- Practice and Preparation

TIME: 30 seconds



Explain

Our pre-opening road map has many different approaches and experiences. There will be classroom trainings like this one, practical exercises within the Herb n' Kitchen environment, opportunities to reflect, both provide and receive feedback, practice and prepare, so that we can go into our grand opening with confidence.

3**OUR BRAND MESSAGE**

Your Herb n' Kitchen Journal

- The most effective learning is self-directed.
- A learning experience that is uniquely yours.
- What do you need most?
- What matters most?

TIME: 30 seconds**Explain**

There will be a great deal to learn along the way. Some things will be familiar and some will be completely new. You will be able to capture this learning in your Herb n' Kitchen Journal, which we have placed in front of you. It is truly a journal – something that you will fill-out and complete along the way. We will provide you with additional pages at each learning experience so you can continue to develop your journal of information.

Remember, the most effective learning is self-directed! Think about classes that you had in school that you were really interested in, or something that you really wanted to research or look into. Those topics were very compelling, weren't they? *Wanting* to learn is the key to learning, and journaling along the way will allow you to focus on the things that resonate most with you.

What you'll need, above all else, is to stay involved with this training by capturing your new knowledge in your journal and participating when possible. The part's that matter the most are the parts that resonate with you, which should be the majority of this presentation. Don't worry – if there is something that is a 'must capture,' we will let you know!

**Trainer Note**

Have participants write their name in their journal.

4



MODULE OBJECTIVES & TOPICS

- Why brand is important
- The importance of loyalty
- Our Brand Pillars and what they represent
- Fundamental 'on-brand' behavior
- How the brand comes to life through the Place, Processes, and People through the lens of our Brand Pillars

TIME: 30 seconds



Review

Today we're going to be talking about several topics that discuss why Herb n' Kitchen is something truly special. We'll be covering:

- The brand, and why it's important.
- The importance of loyalty.
- The three Brand Pillars, and what each of them represents.
- The fundamental behaviors of a team member who is 'on-brand.'
- How the brand is going to come to life through all of the things we'll be talking about today, including the Place, the Processes, the People, and our Brand Pillars.



Transition

Let's get started!

5

THE BRAND



TIME: 30 seconds



Explain

Welcome to our new brand: Herb n' Kitchen! This module is designed to introduce and help us all understand the concept of a 'Brand' in a more thorough way.

Let's start by learning what a brand actually is!



Key Message

A brand is the culmination of attributes that make a product or service distinct, and the value it delivers to a customer or guest. The attributes and value proposition of a brand are delivered as a promise. That promise is often identified in the brand logo. The sight of the logo instills an emotion, a memory, and a feeling about the company and the products it represents.

6



THE BRAND

- Think about a brand you are emotionally connected to...



- What makes you loyal to that brand?
- How does that brand make you feel?

TIME: 7 minutes



Explain

I would like each of you to think of a brand that makes you feel an emotional connection. Let me repeat that last part – a brand that makes you feel an emotional connection. I don't mean a product or service you frequent, or are accustomed to using. You may buy a particular brand of soap just because it's the most affordable, or you may stop for gasoline at a particular station because it's the most convenient to you, but you probably don't feel any real emotional connection to those products or services.

What I am looking for, instead, are brands that you would go out of your way for, maybe even pay more for, or that you constantly tell others about. Brands that make you feel good inside, even just by hearing the name.

Let me give you an example: **<Offer a personal example of a brand you feel emotionally connected to, and include the reasons why you feel that connection>**



Activity

In the next 5 minutes, I would like you to share with your tablemates the brand you chose, and the reason why you feel emotionally connected to it. Also, highlight whether you end up having to travel or paying more to enjoy these brands. I will keep track of time.



Trainer Note

Give participants 5 minutes for the exercise. Move around the room, periodically listening to each group's discussion. Move on as soon as the groups are finished sharing.



Explain

Great! Let's hear some of the brands you selected, why you feel that emotional connection, and whether you are willing to pay or make more of an effort to enjoy them.



Trainer Note

Ask for volunteers to share. Take one or two from each table.



Discuss answers.



Explain

These brands are very compelling, aren't they? We have just heard to what lengths many of us will go to get these brands. This is called brand loyalty!



Transition

To develop brand loyalty for Herb n' Kitchen, we must fulfill the promise of Herb n' Kitchen consistently.

7



TIME: 1 minute



Explain

When we talk about 'brands,' I think it's now clear that we are talking about much more than just products or services. Those are the physical representations of the brand. We are also talking about more than just a logo or slogan. A brand goes beyond all of that!

A brand is a promise, and it is the *feeling* we have when we use the product or service, or when we see the logo or hear the slogan. A brand is the experience we remember.



Explain

What will guests remember about their experience at Herb n' Kitchen? What feelings will they have? As we will see in this session, this is mostly up to you.

Those feelings are what great brands are all about. People who work for brands, especially *service* and *retail* brands, are the keepers of that brand's promise. As Herb n' Kitchen team members, we are the brand representatives, the deliverers of the feelings and Keepers of the Promise. It is up to each of us to help every guest understand the brand and connect with the brand. And the more they connect with Herb n' Kitchen, the more their loyalty to the brand will grow.

8



TIME: 2 minutes



Read Quote

“80 percent of our life is emotion, and only 20 percent is intellect.”



Explain

According to this, more often than not we make our purchasing decisions based on emotions rather than on intellect.



Trainer Note

Reference one of the brand examples mentioned previously to reinforce this statement.



Explain

Emotional buying decisions are very common, aren't they? That's how we justify a \$4 cup of coffee! Emotion is the hallmark of great brands.

**Ask**

When I mention the following brands, what comes to mind?

- Nike?
- BMW?
- Starbucks?

Look for Answer

- Premium
- International
- Consistent
- An experience
- Strong loyalty among their customers
- Great products, experience and place

**Discuss** answers.**Explain**

Good. Notice that, more often than not, emotion drives these brands more than anything else. It's that same emotion that drives loyalty! In guest service environments, it's actually the people who inspire this loyalty! Think of your favorite restaurant, pub, or store. I'm sure the products are great, but if you are loyal to that place, I'm willing to bet there are people there who know you, or at least treat you well!

That's what drives your loyalty. It's not necessity – it's desire. When it comes to Herb n' Kitchen, you and your team will be the difference between an unsatisfied customer and a loyal customer. You will make the guest want to return. You will drive the emotional connection between the guest and the Herb n' Kitchen brand.



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Transition

Today we are going to look specifically at the actions, behaviors and attitudes that will help drive the emotional connection with the Herb n' Kitchen brand.

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BENEFITS OF LOYALTY

Why is loyalty important?

TIME: 1 minute



Ask

It's clear that earning loyalty is an essential part of building a successful brand, but *why* is loyalty so important?

Look for Answer

- You spend more money.
- You keep going back.
- It's cheaper to keep current customer than to find new ones.



Discuss answers.



Explain

Thank you. Yes, all those things and more!



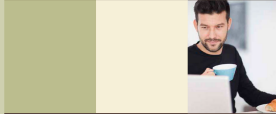
Transition

Let's take a look at a few of the benefits of creating brand loyalty in more detail.

10

BENEFITS OF LOYALTY

PRICING ADVANTAGE



TIME: 30 seconds



Explain

The first benefit is pricing. Once we've established a strong brand that is accepted and recognized by all, the price becomes less of an issue for our guests. We are known, at that point, for fulfilling all customer expectations, and we are able to consistently keep promises to our guests. For many, this is more important than a price.

Keep in mind the ultimate goal of any business is to drive revenue and profits. Every business-unit in this hotel has a financial obligation, and the Herb n' Kitchen restaurant will be no different. Loyalty helps us maximize our pricing, and by being able to price correctly and effectively, our ability to meet our financial obligations is made easier.

11**BENEFITS OF LOYALTY****PRIDE****TIME: 30 seconds****Explain**

The second benefit of brand loyalty is the pride it gives us as team members. To be a part of an organization that is known for its brand, and being able to deliver something unique and of value to the guest, is something to be extremely proud of. Pride builds confidence and passion from within, and in a service organization, like Herb n' Kitchen, this will be extremely important.

**Ask**

Don't we all want to be a part of a company that we can be proud of?

**Trainer Note**

Ask with enthusiasm, and wait for approval response from audience before continuing.

**Explain**

Yes! That's the pride you find with great brands, and that's what we're creating here at Herb n' Kitchen!

12

BENEFITS OF LOYALTY

WORD OF MOUTH



TIME: 30 seconds



Explain

Word of mouth is the third benefit of brand loyalty. People talk and promote the brands they are emotionally connected to!



Ask

We want people talking about Herb n' Kitchen, right?



Trainer Note

Ask with enthusiasm, and wait for approval response from audience before continuing.



Explain

Of course, people talking about us is only a piece of the puzzle. We want people talking, but we also want to make sure they're only talking about how great we are. Especially in our social media-based world, where people's opinions, thoughts and feelings regarding a brand can be placed online in real time, influencing thousands of consumers, we want to make sure that what people are saying reflects exactly who we want to be.

Herb n' Kitchen is just getting started. If a brand is well known and positively entrenched in consumers' minds, an individual's opinion or experience may not be influential enough to change popular opinion. But when a brand is just beginning, like us, the first people who provide their opinion can have a lot of influence. That means now, it is more crucial than any other time to build brand loyalty.

It's important to realize that the success of the Herb n' Kitchen brand will be influenced a lot by what happens here in **<name of city/town>**.

13

BENEFITS OF LOYALTY

DEFUSE ANGER & RUMORS



TIME: 30 seconds



Explain

The fourth benefit of brand loyalty is the ability to defuse anger and rumors. However hard we try, there will inevitably be times when we fail to meet our own brand promise. In those cases, our brand reputation is threatened.

Loyal guests, however, will forgive more easily because of their loyalty to the brand. Their experience and history with the brand outweighs the situation. As long as an angry loyal guest is treated in a prompt and honest manner, their loyalty will continue to be strong.

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BENEFITS OF LOYALTY

PAVES THE WAY FOR
NEW PRODUCTS



TIME: 2 minutes



Explain

Finally, guests trust new offerings from brands they are loyal to, which creates further opportunities for success.



Ask

"Has anyone tried the new Starbucks Frappuccino flavor? Why do I already expect that it's going to be good?"



Trainer Note

Change the above question to a personal experience, such as a restaurant chain introducing a new dish, as necessary.



Discuss

Discuss answers.



Explain

Exactly. Loyalty to a brand means that a customer is more likely to try, and like, new offerings from that brand. Fortunately, we're already part of a brand with a lot of loyalty from its guests. Loyalty to Hilton is going to be a huge part of how we pave the way for Herb n' Kitchen's success.

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Ask

Are there any questions, or does anyone have anything to add?



Trainer Note

Facilitate Q&A, then move on.

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OUR BRAND PILLARS/VALUES



TIME: 30 seconds



Explain

Now that we have spent some time identifying the benefits of loyalty, let's talk about those elements in a brand that make it unique, creating that sense of loyalty. These elements are called Brand Pillars, or values – those characteristics that make the brand unique and special, and define what it is known for.



Transition

Let's talk more about the Herb n' Kitchen Brand Pillars – those unique characteristics that will drive value to our guests.

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TIME: 30 seconds



Review

Our Brand Pillars for Herb n' Kitchen are *Fresh*, *Relevant* and *Comfortable*. You may have discussed these in a previous Herb n' Kitchen training.



Explain

You will hear these Brand Pillars referred to over and over again throughout this, and all of your trainings. They will be brought to life through our behavior, our dialogue, and yes, even our food!



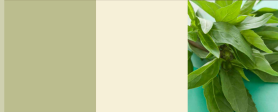
Transition

Let's discuss what each of these words means to you.

17

BRAND PILLAR:

FRESH



TIME: 3 minutes



Explain

Herb n' Kitchen places an emphasis on being Fresh.



Ask

When you think about a restaurant where fresh is a priority, what do you think about or expect to find?



Discuss

Discuss answers.



Review

- Clean and new environment.
- Fresh food – not frozen or pre-cooked.
- Light and bright design.
- Retail items that are either trendy or local, or both.
- A fresh design.
- This is a fresh idea for hotel restaurants – making them affordable, able to deliver food quickly, and willing to offer a great variety.

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Explain

The food will speak for itself, but our clean, updated environment that entices guests through all of their senses will say Fresh to our guests!



Transition

Let's remind ourselves a little bit more about being Relevant.

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BRAND PILLAR:

RELEVANT



TIME: 3 minutes



Explain

Our second pillar is Relevant.



Ask

When you think about a restaurant that is relevant, what do you envision or anticipate you'll see at that restaurant?



Discuss

Discuss answers.



Review

- Modern, contemporary and indicative of current tastes and trends.
- Considerate of guests' needs and their time.
- Proactive.
- Bring guests into the experience – involve them.
- Quick, while providing great quality and great service.
- Great diversity of menu choices, merchandising, seating, and delivery style.
- Innovation.

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Explain

Relevant is about more than just a progressive food concept. Our relevance will show through in our interactions, our preparation and our merchandising! Herb n' Kitchen is a hotel restaurant with a very independent feel to it. The brand will make a hotel restaurant for Hilton that is relevant, interesting and diverse.

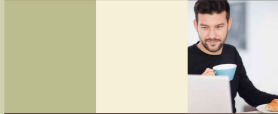


Transition

And finally, let's talk about being Comfortable.

19

BRAND PILLAR:
COMFORTABLE



TIME: 3 minutes



Explain

Our third pillar is Comfortable.



Ask

When you think about a restaurant that is comfortable, what thoughts or ideas come to mind?



Discuss

Discuss answers.



Review

- A personalized and approachable environment that makes guests feel at ease.
- A place where they feel “at home” for a quick snack or a leisurely meal.
- Comfortable furniture.
- A menu that is not intimidating.
- Food that is recognizable
- Service that puts you at ease.
- Retail items that are fun to discover.

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Explain

Herb n' Kitchen will be a place within a place. It will feel 'in place' at Hilton, as a natural extension of our vision to fill the earth with the light and warmth of hospitality!

It will make the hotel-dining experience comfortable, it will make it available, and, most importantly, it will make it popular.

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HERB N' KITCHEN VOICE

What is the
Herb n' Kitchen "Voice"?

TIME: 30 seconds



Explain

So that was a quick introduction to, or possibly a review of, our Brand Pillars – the things that will set Herb n' Kitchen apart! It is the combination of all these elements, simultaneously working together with our food and environment, which will establish the brand's identity and promise. When all three elements come together – Fresh, Relevant, and Comfortable – we refer to this as the Herb n' Kitchen Voice.

We are taking you through this thorough training and opening process to ensure that the Brand Voice is consistent among all team members. Each of you must be comfortable and confident in its delivery. We cannot just deliver Fresh and think that we are on-brand. It is only when Fresh joins with Relevant and Comfortable that any of these three become something special.

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HERB N' KITCHEN VOICE

What does it mean to be
“on-brand?”

What does it mean to be
“off-brand?”

TIME: 30 seconds



Explain

As we think about the Voice of the brand, we ask ourselves whether our actions, behaviors or attitude – our own voice – is on or off-brand.

‘On-brand’ means the experience we provide speaks in the Herb n’ Kitchen Voice. When it doesn’t, it’s off-brand; the experience may still be ok, but it’s not the experience that should define Herb n’ Kitchen.



Transition

Let’s explore some examples while trying to keep our Brand Pillars in mind.

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ON-BRAND OR OFF-BRAND?

A guest comments about how great
our flatbread pizza is!

A team member responds:
"Really? I don't like it very
much."

TIME: 1 minute



Trainer Note

Ask a volunteer to read the screen out-loud.



Ask

What do you think? On-brand or off-brand? Why so? What makes it that way? What Brand Pillars are or are not demonstrated? How else might we respond?



Discuss answers.



Trainer Note

Read each question individually, then wait for general responses from the audience.
Give feedback as necessary.



Explain

This is obviously off-brand because the team member is being negative and not supportive of the products and services offered. This type of negativity, which can be found in many service environments, is not Fresh, it is not Relevant, and it will not make our guests feel Comfortable. This is not aligned with our brand.

A better response would be, *“I am glad you like it. We have many great choices, with my favorite being the signature sandwiches.”* This is on-brand, and meets the expectations of our Brand Pillars.

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ON-BRAND OR OFF-BRAND?

A guest is struggling with carrying
four coffees to his table.

A team member cheerfully says:

“Please, allow me to
help you with those!”

TIME: 1 minute



Trainer Note

Ask a volunteer to read the screen out-loud.



Ask

What do you think? On-brand or off-brand? Why so? What makes it that way? What Brand Pillars are or are not demonstrated? How else might we respond?



Discuss answers.



Trainer Note

Read each question individually, then wait for general responses from the audience.
Give feedback as necessary.



Explain

This is on-brand, because the team member is being thoughtful and helpful to our guests. This is what we mean by Relevant, where we are willing to help the guest when they need it. We are also ensuring our guests are comfortable by helping them get their food and beverages to their table.

Another way this might have been said is, *“Let me help get you to your table comfortably.”*

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ON-BRAND OR OFF-BRAND?

Two team members are talking with each other within hearing distance of our guests.

They are talking about how long their day has been and that they can't wait for it to be over.

TIME: 1 minute



Trainer Note

Ask a volunteer to read the screen out-loud.



Ask

What do you think? On-brand or off-brand? Why so? What makes it that way? What Brand Pillars are or are not demonstrated? How else might we respond?



Discuss answers.



Trainer Note

Read each question individually, then wait for general responses from the audience. Give feedback as necessary.



Explain

This one is off-brand, because the team members are not being considerate of the guests' perception of them or the brand. This is not an environment that would be Comfortable for our guests. They are not being attentive, hence this not aligned with our brand.

Personal conversations, especially negative ones, should be held away from the guests, in the back of the house.

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ON-BRAND OR OFF-BRAND?

It's busy, and one of our merchandising areas with chips and other snacks is depleted.

A team member brings out a box of the first chips he finds, dumps them into the bin and rushes off.

TIME: 1 minute



Trainer Note

Ask a volunteer to read the screen out-loud.



Ask

What do you think? On-brand or off-brand? Why so? What makes it that way? What Brand Pillars are or are not demonstrated? How else might we respond?



Discuss answers.



Trainer Note

Read each question individually, then wait for general responses from the audience. Give feedback as necessary.



Explain

This is off-brand. The team member is not considerate of our look, nor of the organization of the restaurant. We are delivering a very clean and Fresh environment, which requires us to always be cleaning and organizing our area, our products, and our guest areas.

Whenever we restock our merchandise, we must take the time to ensure the product and area look great.

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ON-BRAND OR OFF-BRAND?

A team member overhears a guest comment that they are not sure what to order.

The team member approaches and says: "May I make some suggestions for you?"

TIME: 1 minute



Trainer Note

Ask a volunteer to read the screen out-loud.



Ask

What do you think? On-brand or off-brand? Why so? What makes it that way? What Brand Pillars are or are not demonstrated? How else might we respond?



Discuss answers.



Trainer Note

Read each question individually, then wait for general responses from the audience. Give feedback as necessary.



Explain

This is on-brand, because it shows us being attentive and considerate of our guests. We want our guests to feel Comfortable with our diverse menu, so if a guest needs help understanding the different options, we must be willing to make recommendations. Remember, our service style says that we help the guest when they need it, so this is in-line with our pillar of being Relevant.

We could also say, *"Allow me to assist in your selection."*



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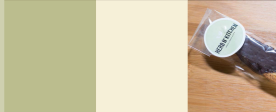


Transition

Great job with those examples! I think you're getting a clear idea of what on-brand and off-brand behavior looks like. Now I'd like to look at it from a different angle.

27

EVERYTHING
COMMUNICATES



TIME: 30 seconds



Ask

What does the phrase 'Everything Communicates' mean to you?



Discuss answers.



Explain

Everything we do communicates something about our brand. It either reinforces the brand promise (on-brand) or fails to keep the promise (off-brand).



Transition

We must consider three important elements in our brand, aside from our Brand Pillars, when it comes to our guests' perceptions of Herb n' Kitchen.

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EVERYTHING COMMUNICATES

- Place
- Process
- People

TIME: 30 seconds



Explain

As discussed, the Herb n' Kitchen Voice is found in the three Brand Pillars working together. From our guests' perspectives, the Brand Pillars are found working together in the *Place*, the *Process* and the *People*.

These three elements – Place, Process and People – create the experience. And when these three components speak in the Herb n' Kitchen Voice, the experience is perfectly 'on-brand.' This is what we're working toward.



Transition

Let's think about Place, Process and People as they pertain to the Herb n' Kitchen brand.

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PLACE:
THE FIVE SENSES

1. Sight
2. Sound
3. Touch
4. Smell
5. Taste

TIME: 3 minutes**Explain**

Let's begin with a discussion of Place. Place describes the physical part of the guest's experience. Guests experience a place through the five senses.

**Ask**

Who can tell me how sight might influence the guest's perception of our brand? What about sound? Touch? Smell? Taste?

Look for Answers

- Sight: décor, cleanliness, merchandising, organization.
- Sound: music playing, teammates and guests chatting, positive interactions.
- Touch: linens, chairs, tables, cleanliness of surfaces.
- Smell: freshly-baked food, pleasant aromas, nothing rancid and pungent odors.
- Taste: great tasting food and beverages that are hot or cold appropriately.

**Discuss** answers.**Trainer Note**

Read each question individually, then wait for general responses from the audience. Give feedback and discuss as necessary.

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Explain

Well done! You can see how our brand comes to life in relation to Place, and even how a guest might experience it. Your responsibility is to always ensure the guest's senses are on-brand while in the restaurant. If something is not right, we must react quickly to rectify the situation, or get someone who can. Remember, you are brand ambassadors, and must always be conscious of the guest's experience and what their senses are telling them.



Transition

Let's discuss Process.

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PROCESS:



TIME: 8 minutes



Explain

Process is *how* guests will experience Herb n' Kitchen. We have identified 7 potential, and likely guest interaction points, from the moment they enter the restaurant until they depart. Each of these interaction points relates to a different part of the whole Process.



Ask

What do you think the different interaction points are with our guests? Let's begin when they enter the restaurant.

Look for Answers

1. Arrival/Greeting
2. Order Taking and Suggestions
3. Seating
4. Food/Drink Preparation and Observation
5. Pick-Up or Delivery
6. Checking In and Offering Additional Items
7. Departure/Farewell



Discuss answers.

**Trainer Note**

Review 7 components of the guest interaction points individually, and ask participants to capture each of them in their journals. Facilitator should also write these components on a flipchart that can be displayed for the remainder of the workshop. Discuss as necessary.

**Ask**

Now, as we consider each interaction point or part of the Process, what do you think the guest is expecting from us, and how can we ensure we are on-brand?

Look for Answers

1. Arrival/Greeting: Warm welcome.
2. Order Taking and Suggestions: Helpful recommendations. Efficient process.
3. Seating: Clean and organized tables and seating. Team members available to help if needed.
4. Food/Drink Preparation and Observation: Attention to detail by cooks. Friendly smile. Quick.
5. Pick-Up or Delivery: Courteous. Efficient, so food is not left to get cold waiting to be delivered.
6. Checking In and Offering Additional Items: Ask how everything is. Make recommendations as required.
7. Departure/Farewell: Team member shows appreciation for the guest's choosing of Herb n' Kitchen.



Discuss answers.

**Trainer Note**

Review guest expectations of each of the 7 components individually. Discuss as necessary.



Explain

As we move into the restaurant and work on our standard operating procedures, it is important to keep in mind that each of these touch-points is reviewed to ensure the best possible experience for our guests. We will adapt any Processes to your particular environment. Herb n' Kitchen has established expectations with our guests regarding our efficient, friendly and comfortable processes. We must ensure every interaction point is 'on-brand'.



Transition

And finally, let's talk about People.

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PEOPLE:

Regardless of how great our restaurant might be, the thing guests are most likely to remember is the people!

TIME: 30 seconds



Key Message

Regardless of how great our restaurant might be, the thing guests are most likely to remember is the people.



Explain

As we have heard before, regardless of how great our Herb n' Kitchen restaurant might be, we are ultimately what builds the brand and delivers the experience. *We* are the Keepers of the Promise!



Transition

Let's see how we, the people, can communicate the Pillars on-brand.

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PEOPLE:

We communicate through the “3Vs”:

- **Verbal** (words we use)
- **Vocal** (our tone of voice)
- **Visual** (body language, facial expressions and grooming)

TIME: 9 minutes



Explain

People communicate their attitude and disposition through the 3Vs – Verbal, Vocal and Visual. We communicate through our words, our tone of voice and our body language, facial expressions and grooming.



Ask

Do you think our attitude impacts the guest experience, and if it does, why?



Discuss answers.



Explain

Our attitude has the biggest impact on the guest's experience, because it determines whether or not we make someone feel good. We cannot make a guest feel good if we have a negative attitude. We, as people, can often quickly tell if someone has a good or bad attitude, and when it comes to our Herb n' Kitchen brand, a negative attitude is definitely not on-brand.

**Ask**

What types of words do you think would be considered on-brand?

Look for Answer

Words should be positive, welcoming, polite, and appreciative.

**Ask**

What tone of voice do you think would be considered on-brand?

Look for Answer

Our tone of voice should be friendly and confident.

**Ask**

What things from our body language, facial expressions and grooming do you think would be considered on-brand?

Look for Answer

We should be standing up straight, ready to help our guests. We should smile and look guests in the eyes when assisting them. Our uniforms should look good and our grooming in line with the Hilton hotel standards.

**Ask**

Out of 100 percent, what percentage of the guest impression is contributed by Verbal, Vocal and Visual?

Look for Answers

- Verbal: 7 percent
- Vocal: 38 percent
- Visual: 55 percent

OUR BRAND MESSAGE

Facilitator's Guide – Brand Two



Explain

We will further explore how these components, and our interpersonal communication, impacts the guest experience in our Service Excellence module. For now, we'll keep our focus on the brand experience.



Transition

Now, let's put everything together.

33



EXERCISE

- Fresh
- Relevant
- Comfortable

How do we bring these values to life through place, process, and people?

TIME: 1 minute



Explain

To close this module, let's consider how we bring our Brand Pillars to life through the lens of our guests, through the Place, Process and People. I know that sounds like an earful, but we'll tackle them one at a time! First, let's divide the room into three groups!



Trainer Note

Count off 1, 2 and 3 among all participants. Have everyone get up and move to their new groups. This will create some new interactions within the team.



Transition

Great, let's begin! How do we bring our Brand Pillars to life through Place, Process and People?

34



EXERCISE: PLACE

Group 1: Fresh

Group 2: Relevant

Group 3: Comfortable

TIME: 10 minutes



Activity

You can see on the screen that each group has been assigned one of the Brand Pillars. You will all have 5 minutes to discuss how your Pillar comes to life with regards to the Place. One person from the group will then report to all of us about those elements of Place that pertain to your Pillar.

As each group reports, you should be making notes in your journal. Remember, we are trying to understand the actual things we should do to ensure the Brand Promise made by each Pillar is kept with each guest.

- Group 1 will focus on Fresh. How do we demonstrate this value with Place?
- Group 2 will focus on Relevant. How do we demonstrate this value with Place?
- Group 3 will focus on Comfortable. How do we demonstrate this value with Place?



Trainer Note

Ensure the groups are working together, and that everyone is involved in discussions. Keep them focused on their Brand Pillar. After 5 minutes, have each group report to the whole audience. Ask other groups for any input once the group has reported.

Ensure the following ideas are reviewed:

- **Fresh:** Clean and well maintained environment. Smells fresh. Ensure all food and beverage is fresh and appropriately maintained. The buffet area should be cleaned at all times.
- **Relevant:** Ensure the new design and furniture is properly cleaned and maintained. Ensure the design elements and artwork are maintained. Ensure music is playing at all times. Maintain the merchandise areas properly. Items are added to or rotated on the menu that represents local and seasonal influences. Environment represents latest trends with easy access to wireless and the ability to recharge devices. Different environments throughout the restaurant for individuals, groups, those that want quiet, those that want TV, those that want to relax or those that just want to go.
- **Comfortable:** Ensure tables and chairs are cleaned and free of debris. Constantly refresh tables. Music should be at comfortable level. Menu items are easily recognizable with something for everyone.



Transition

Great job! Let's talk about Process.

35



EXERCISE: PROCESS

Group 2: Fresh

Group 3: Relevant

Group 1: Comfortable

TIME: 10 minutes



Activity

Once again, you can see on the screen that each group has been assigned one of the Brand Pillars. You will again have 5 minutes to discuss how your Pillar comes to life, this time with regards to the Process. One person from the group will then report to all of us about those elements of Process that pertain to your Pillar.

As each group reports, you should continue to make notes in your journal. Remember, we are trying to understand the actual things we should do to ensure the Brand Promise made by each Pillar is kept with each guest.

- Group 1 will focus on Comfortable. How do we demonstrate this value with Process?
- Group 2 will focus on Fresh. How do we demonstrate this value with Process?
- Group 3 will focus on Relevant. How do we demonstrate this value with Process?



Trainer Note

Ensure the groups are working together, and that everyone is involved in discussions. Keep them focused on their Brand Pillar. After 5 minutes, have each group report to the whole audience. Ask other groups for any input once the group has reported.

Ensure the following ideas are reviewed:

- **Fresh:** Ensure ingredients are prepared correctly each day. We must maintain fresh food and beverages. We must be attentive and ready to help guests at all times.
- **Relevant:** The service experience is based on what the guest wants not what we want. We will be available when needed. We must cook and deliver food quickly. Wide variety of merchandise choices always available.
- **Comfortable:** Smooth and easy steps. Not confusing. Guests have access to staff as required. Menu suggestions and recommendations are available. Quick and easy service, payment and processing.



Transition

Excellent work! Now, let's talk about People.

36



EXERCISE: PEOPLE

Group 3: Fresh

Group 1: Relevant

Group 2: Comfortable

TIME: 10 minutes



Activity

Again, you can see on the screen that each group has been assigned a new Brand Pillar. You will again have 5 minutes to discuss how your Pillar comes to life, this time with regards to People. One person from the group will then report to all of us about those elements of People that pertain to your Pillar.

As each group reports, you should continue to make notes in your journal. Remember, we are trying to understand the actual things we should do to ensure the Brand Promise made by each Pillar is kept with each guest.

- Group 1 will focus on Relevant. How do we demonstrate this value with People?
- Group 2 will focus on Comfortable. How do we demonstrate this value with People?
- Group 3 will focus on Fresh. How do we demonstrate this value with People?



Trainer Note

Ensure the groups are working together, and that everyone is involved in discussions. Keep them focused on their Brand Pillar. After 5 minutes, have each group report to the whole audience. Ask other groups for any input once the group has reported.

Ensure the following ideas are reviewed:

- Fresh: We should always be ready to help. Be wide awake. Great grooming and hygiene.
- Relevant: We are attentive, helpful and knowledgeable when the guest needs us. If a guest does not need us, we do not need to be all over them. Be courteous at all times. Engage only if the guest wants to be engaged. We deliver the experience the guest needs or wants.
- Comfortable: We welcome guest questions. We offer assistance if a guest looks confused or lost. Friendly tone of voice. Remember our manners.



Transition

Again, great job everyone! Hopefully we're all starting to understand how our Brand Pillars are communicated through Place, Process and People. This foundation will be important as we focus on our service style and operating procedures in the coming days. As we get introduced to our new restaurant, we will understand the elements and design introduced to make Herb n' Kitchen unique and relevant.

37



MODULE RECAP

- Why brand is important
- The importance of loyalty
- Our Brand Pillars and what they represent
- Fundamental 'on-brand' behavior
- How brand comes to life through people, process, and place through the lens of our Brand Pillars

TIME: 8 minutes



Review

As we wrap up this session, let's recap the important things we have discussed.



Ask

Why is a brand important?

Look for Answer

A brand is the culmination of attributes that make a product or service distinct, and the value it delivers to a customer or guest. The attributes and value proposition of a brand are delivered as a promise. The promise is what builds loyalty with customers.



Ask

Why is brand loyalty important?

Look for Answers

- It gives us a competitive advantage in pricing
- Team members feel proud
- Positive word of mouth
- Helps to defuse anger and rumors when we make mistakes
- Creates opportunities to introduce new offerings



Ask

What are our Brand Pillars and what do they mean?

Look for Answers

- Fresh, with its emphasis on ingredients and food, but also in the way we are delivering this hotel restaurant.
- Relevant has an emphasis on the fast casual style of the restaurant which is becoming more and more popular and sought after. The restaurant is designed to deliver food choices, experiences and service as the guest wants it, not in just one single way that we might want to deliver it, which is typical of other hotel restaurants.
- Comfortable is a personalized and approachable environment that makes guests feel at ease, and a place where they feel “at home” for a quick snack or a leisurely meal.



Ask

What is the Brand Voice?

Look for Answer

When all of the Pillars work together, we are on-brand.



Ask

How does the brand come to life through Place?

Look for Answer

Place is the physical part of the guest's experience. It is judged through the guest's senses and whether they are enlivened in the right way.



Ask

How does the brand come to life through Process?

Look for Answer

Process is how the guest experiences the brand. There are 7 key interaction points that the guest will judge their experience by.



Ask

How does the brand come to life through People?

Look for Answer

People communicate through their words, tone of voice and body language. The guest remembers *you* more than anything else in the brand experience.



Transition

Great job everyone! This was an important step in your understanding and ownership of the Herb n' Kitchen brand.

38



A BRAND IS A PROMISE

We are the Keepers of the
Herb n' Kitchen Promise!

- Our Quality
- How Relevant We Make Our Guests Feel
- The Value We Bring
- The Choices We Provide
- The Innovation We Deliver

TIME: 30 seconds



Explain

Remember, we are the Keepers of the Promise! Our Fresh food and approach; how Relevant we make each guest experience; and the way we make each guest feel Comfortable will bring Herb n' Kitchen to life! Each and every one of you is critical to the achievement of this goal! Can we count you in?



Trainer Note

Wait for approval response. Close with clapping and excitement.



Explain

Thank you all! We look forward to seeing you at our next module! Remember to keep your journals close over the next several days as we approach our opening! Your learning is in your own hands!