

Service Culture International

SERVICE TRAINING FOR CORPORATIONS AND SMALL BUSINESSES

Great service cultures do not just materialize. Great service cultures are carefully and consciously created! Working with the leaders and service personnel of your business, the consultants and trainers at Service Culture International facilitate the creation of a customized service-oriented vision statement, while focusing on leadership development and team building.

We at Service Culture International believe in the values of servant leadership, empathy, and emotional intelligence. We uphold the standard that the front line service professional must be educated, supported, and empowered in order to create a rich service culture, fulfilling service relationships, a profound organizational image, lasting memories, and return clients.

The following is an overview of the two-day Choosing Service training for corporations and small businesses, which will be customized and tailored to the distinct needs of your organization:

Part 1: The Art of Service

An intensive, interactive conversation in service.

Part 2: Service Culture Statement Development

All profound service experiences require a vision!

Part 3: Embracing Service

The individual's commitment to service.

In the Choosing Service training, we weave a rich and lasting fabric of service philosophy, business

analysis, and personal storytelling. By developing your teams and leaders through the special lens of service, you'll cherish the newfound operational focus and most of all, the results.



CHARLES ANDERSON, FOUNDER AND PRESIDENT

Charles Anderson brings a unique depth of experience and personal resources to the world of international service. Charles' passionate and effective presentation style is a direct result of his time as a theater student at the Royal Academy of Dramatic Art in London and the Stella Adler school in Manhattan. He pulls from his theater background when he is training service professionals, specifically in the areas of etiquette, service presence, vocal enunciation, professional body movement and body language.

Charles has more than 30 years of experience in private service, hospitality, hotels, and education.

He was on the opening team and has held the positions of Head Sommelier, Beverage Director and Director of Restaurants at the prestigious Phoenician Resort in Scottsdale, Arizona. He has held the position of General Manager in several fine restaurants including the Caribou Club in Aspen, Colorado. He is also an Adjunct Professor at The International Culinary School at the Art Institute and The Hotel School at Johnson & Wales University. He is a passionate teacher, and is proud to count among his students the Military Enlisted Aides who serve in the White House, the Vice President's Residence, Camp David, the Pentagon, and those who serve our nation's Four Star Generals and Admirals.

He is humorous, genuine and accessible, and brings a vital element of fun and enjoyment to all the workshops he teaches.

Alan M.

Charles is certified with the International Wine Guild and the British Court of Master Sommeliers. He has earned the Grand Diplome from La Varenne Cooking School in Paris, and holds three certifications from the Academie du Vin (Academy of Wine) in Paris.

Charles is currently consulting and training at Airport Terminal Services, the Scottsdale National Golf Club, the Heritage Golf Group in Augusta, Georgia and Florida, Troon BallenIsles Golf Club in Palm Beach, Loyal Coffee in Colorado Springs, The Cliffs Golf Clubs in the Carolinas, Cypress Point Club at Pebble Beach, Brinkerhoff

Hospitality in Denver (La Loma and Sierra Restaurants) and at numerous estate homes in the United States.

Charles has a great appreciation for all levels and styles of service. He believes that the discerning client is looking for today is to be recognized authentically and to be welcomed and enriched by genuine, unscripted, and knowledgeable service.

SERVICE TRAINING FOR RESORTS, HOTELS, PRIVATE CLUBS, GOLF AND TENNIS CLUBS, RESTAURANTS, RESTAURANT OPENINGS AND RENOVATIONS

Our Hospitality Service Culture Development Series is a three-part program, which mirrors the Choosing Service training (see pg. 1) creates the perfect canvas for a brilliant business opening, regional opening, or concept change, and the ideal accompaniment to further technical skill training.

We find that during the workshop, which fosters a strong sense of dedication and belonging, service professionals take ownership of the service experience. Participants in our workshop walk away with a

true understanding as to why continued service training is imperative to their own success and to the success of the organization.

Each service professional understands their specific role and importance in the

professional

family, which creates a fertile ground for the development of dedicated iconic team members.

FURTHER ADD-ON HOSPITALITY TRAININGS AND WORKSHOPS

Critical Path Development:

180-day critical path detailing each step to a successful opening, including operating budgets, recruiting, scheduling, menu development, POS template setup, and much more.

Policies & Procedures Development:

This handbook provides each staff member a guide to understanding the Organization's culture and expectations set forth in resort policies and procedures.

Coaching & Counseling Process:

Safety, standards of conduct, and more.

Service Delivery & Training Plan:

Job descriptions, training plans, uniform standards, and more.

Culinary "Heart of House" Development:

Menu vision and development, kitchen design, product knowledge, and more.

Customized Service Management Tools:

Communication logs, open and closing checklists, inventories, performance reviews, and much more.

Leadership & Career Development

Interim Management Service

Financial Planning

Food and Beverage Trainings

Following the Service Culture Development Series, Charles Anderson offers an intensive training in food and beverage service. Whenever possible, we schedule this training immediately after the F&B departments complete the Culture Development Series. At this moment, F&B service professionals truly understand why continued training is imperative to their personal success and to the success of the organization.

The customized Dining and Entertaining Etiquette Intensive, the Food and Beverage Service Training Program, and the Food and Beverage Product Knowledge Curriculum is embraced with great enthusiasm. Wine is a specialty of ours, and we assist in Wine Opening and Wine Service Details, in addition to a six-part wine seminar series.

Please contact us at
charles@choosingservice.com

to begin customizing your training today!

I feel like I learned more yesterday than I have in my whole life.

Hannah E.

I learned so much and can only hope to pass on your beautiful approach.

Penny S.