



# Unreasonable Hospitality

## Book Highlights

## **What This Book is About**

**It is about an entrepreneur who helped transform a middling brasserie in New York City into the best restaurant in the world**

**It is about how to treat people. How to listen. How to Curious. And how to learn the feeling of making others feel welcome.**

**It's about how to make people feel like they belong**

**The lessons have much relevance to real estate agents, insurance brokers, and even the government agencies**

## **Service vs Hospitality**

**Service is black & white. Hospitality is color**

**Black & White means you're doing your job with competence & efficiency**

**Color means you make people feel great about the job you're doing for them.**

**Getting the right plate to the right person at the right table is a service. But making an authentic with the person you're serving is hospitality**

# **How To Make People Work For You**

**When you create a hospitality culture, everything about the business improves**

**It can improve finding & retaining clients, turning customers into fans, or increasing the profitability**

**Hospitality is a selfish pleasure. It feels great to make other people feel good**

## **Athletic Hospitality**

**It means always looking for a win, whether you were playing offense (making an already greater experience even better) or defence ( apologizing for and fixing an error)**

# **Restaurant Smart VS Corporate Smart**

**In the former, team members have more autonomy and creative latitude.**

**They have greater sense of ownership and thus give more to the job**

**They can offer better hospitality as they're nimble; and don't have rules and systems getting amidst the human connection**

**Corporate Smart companies have the back-end systems and controls in areas like accounting, purchasing & human resources - needed to make a great business**

**While they are profitable, systems are controls and the lesser the controls with the people, the lesser is their creativity (and the guests can feel that)**



## **Rule of 95/5**

**Manage 95% of your business down to the penny and spend the 5% “foolishly”**

**It may sound irresponsible but as the last 5% has an outsized impact on the guest experience, it's some of the smart money you'll ever spend**

## **The Best Advice**

**The best advice I got before starting in a new firm was**

**Don't cannonball. Ease into the pool**

**No matter how talented you are and how much you can add, give yourself time to understand the firm before you try to impact it**

**Perfection is not possible and there are 2 possible responses when you realize that**

**Either give up altogether or try to get as close as you possibly can**

**It may not be possible to do everything perfectly, but it's possible to do many things perfectly**

**As a leader, it's your responsibility to identify strengths of the team members, regardless of how buried they are**

**You have to use every single tool in your kit to build the morale & keep it high**

## **Asking for help**

**Being able to ask for help is a display of strength & confidence.**

**It shows an understanding of your abilities and an awareness of what's happening around you.**

**Hospitality is a team sport.**

**If you let your ego get in the way of asking for what you need, you're going to let the whole team down and the hospitality you're delivering is going to suffer**

**We'd be better leaders if we could tap back into what it felt like to be led. But it's hard to reclaim that headspace, and journaling was a way to hedge against that loss**

**Start with what you want to achieve, instead of limiting yourself to what is realistic or sustainable**

**Serve what you genuinely want to receive, and there will be authenticity to the experience**

**Don't run away from what you don't want.**

**Run towards what you do**

## **Disclaimer**

**This is just a summary. For a better understanding,  
reading the book is highly recommended**

**This summary is as per my interpretation and learning**

**Please excuse any errors**



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