

Embassy Suites **Make a Difference** Committee





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Dear Embassy Suites Hotel Team Members:

Due to our ever-expanding brand and the success of our **Make a Difference** program, we have decided to depart from what was previously known as our CARE Committee and introduce the all-new **Make a Difference** Committee. The **Make a Difference** Committee will now take the place of each hotel's CARE Committee and ensure that we more efficiently meet both the needs of our customers and the needs of our team members. Great service starts with a strong team, which is exactly why it is important that we grow and enhance our previous program.

For those hotels currently using the CARE Committee Manual, please discard and replace it with this new **Make a Difference** Committee Handbook. In this handbook, you will find some similarities to and some major differences from the previous program. For those hotels that are introducing a program of this kind for the first time, relax! This handbook will walk you through a step-by-step process to starting your own **Make a Difference** Committee. The **Make a Difference** Committee Handbook is a valuable reference, chock-full of information to help you make the most of this outstanding program.

Now that we have given you the new guidelines, it's up to you to think outside the box! The success of your **Make a Difference** Committee starts with your innovative ideas, motivating your team members to **Make a Difference** with guests and one another. We are excited to see just how creative your hotel is, and we look forward to seeing how your team's efforts improve your hotel's performance.

Sincerely,

Charles Gremillion
Director of Brand Culture and Internal Communications
Embassy Suites Hotels

Gracious, engaging and caring... **Making a Difference** in the lives of others — in ways both big and small.

INTRODUCTION







Make a Difference Committee Program

When it comes to service culture, no other brand does it better than Embassy Suites and our outstanding group of dedicated, warm and friendly team members. We pride ourselves on being gracious, engaging and caring with our guests and with fellow team members, ensuring that every Embassy Suites Hotel is able to **Make a Difference** in the lives of others — in ways both big and small. Our commitment to service and culture standards has set us apart from our competitors because our guests have come to love and appreciate the inviting atmosphere that they know is exclusively found in Embassy Suites Hotels.

In order to ensure that these qualities always ring true, the **Make a Difference** Committee Program was established with the belief that if we provide quality service and treat guests and team members well, they will remain loyal to us and the Embassy Suites brand. For this reason, the **Make a Difference** Committee was designed to be a foundation for all brand culture programs, tools, techniques, goals and objectives in hopes of improving the way each of our hotels delivers product and guest service.

The Committee itself will work to help its team members enhance the service they offer guests by finding innovative ways to address guests' problems, to bolster team member efforts through teamwork exercises and morale-enhancing activities, to give back to the communities that support us and to create a pleasant work environment in which all team members will thrive. The greater objectives are to gain customer preference and loyalty, which in turn will significantly increase customer referrals and repeat business, further growing our brand's client base.

Your **Make a Difference** Committee along with the GM's enthusiasm, guidance and commitment will be the guiding body that will ignite your hotel and its team members to achieve incredible results! Are you ready to commit to *making a difference*?



MAKE A DIFFERENCE COMMITTEE ROLES AND RESPONSIBILITIES



Make a Difference Committee

The **Make a Difference** Committee is a volunteer group of roughly 10-15 team members and managers from a variety of departments, led by the General Manager, who support our **Make a Difference** service culture. These shepherds of our **Make a Difference** culture work vigilantly towards making our brand, our properties and our team members shine brighter than ever.

Even though the **Make a Difference** Committee is generally involved with team member recognition programs and community service projects, a large portion of its time should be spent on service improvements.

The committee has these primary functions:



- Identifying service problems, recommending solutions and implementing actions for improvement
- Monitoring the Committee's effects on the hotel's **Make a Difference** culture and constantly seeking ways to improve it
- Promoting an environment of cross-departmental communication to create a more informed, cohesive team.
- Planning and executing events and programs which contribute to team member motivation
- Informing team members about business-related activities such as new marketing/sales initiatives, business forecasts, etc.
- Creating subcommittees as needed to perform specific functions that help maintain outstanding guest service and positive team member relations

Creating a great **Make a Difference** culture is a top priority of the **Make a Difference** Committee. Living the **Make a Difference** philosophy is everybody's job – the **Make a Difference** Committee is simply the driving force behind it. In charge of promoting **Make a Difference** culture and initiatives, the **Make a Difference** Committee is best when it is soliciting input from all team members. In fact, some of our best guest service innovations have come from line-level team members!

Although groups should operate somewhat informally, there are certain guidelines that will keep things on track and ensure accountability. The following handbook is designed to be a guide through forming and maintaining a **Make a Difference** Committee or revamping your existing Committee and transforming it into an outstanding **Make a Difference** Committee! *Can't stand the suspense? Let's get started!*

Starting a Make a Difference Committee

FIRST STEPS

1. The GM, AGM and HR Manager should review the **Make a Difference** Committee Handbook
 - a. Decide how members will be selected, keeping in mind that there needs to be representation for every department
 - b. Develop a plan for introducing the program to managers and team members
 - c. Set a date for the kickoff **Make a Difference** Committee meeting and plan to choose a Secretary at this meeting
2. The GM introduces the concept to the Department Heads and managers, explaining the benefits and asking for their support. They must understand that team members must be relieved of their duties to attend a monthly meeting and to participate in activities.
3. If management decides that team members are to volunteer or submit an application, the GM will need to conduct a campaign about a month in advance of the kickoff to generate excitement throughout the hotel.
4. The GM sends a letter to team members informing them of their selection and inviting them to the first meeting (*sample letter can be found on page 41 in the Tools and Examples Section*).

ANNOUNCEMENT TO TEAM MEMBERS

If you are going to give team members an opportunity to sign up to be Committee members, you'll need to post this announcement in advance to give them a chance to sign up (*found on page 40 in the Tools and Examples Section*).

Here, also think about adding your own twist describing how team members are selected. Once they are chosen, announce the selected team members' names and post their photos on a bulletin board.

Are you a Make a Difference Master?

Want to make a difference while having a little fun? Then you'll be interested in hearing more about our new **Make a Difference** Committee, a team that promises to bring some exciting, new activities to our hotel.

The **Make a Difference** Committee is a volunteer group made up of team members and managers who meet monthly to help us find ways to improve guest service and boost team morale.

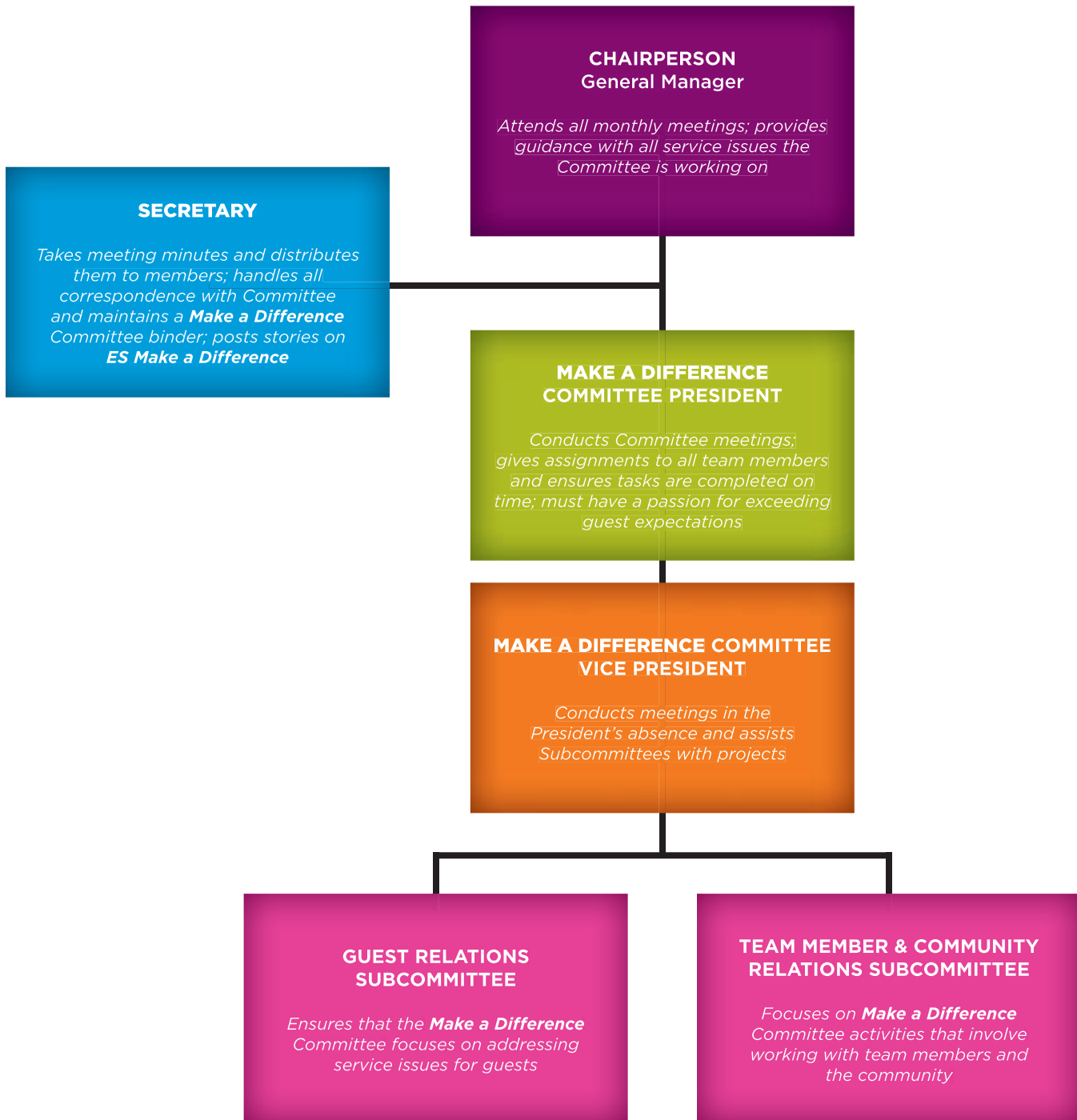
The Committee does four things:

- Looks at service issues and recommends solutions and ideas for improvement
- Boosts communication between all departments
- Participates in community activities
- Plans and carries out fun team activities

**Sound good to you?
Come join us!**



Make a Difference Committee Organizational Chart



Make a Difference Committee Officer Roles

CHAIRPERSON

The GM serves as Chairperson. He/she:

- Establishes the ground rules (within these guidelines)
- Attends all **Make a Difference** Committee monthly meetings
- Personally invites members to join, or determines another method for acquiring members
- Determines which topics are appropriate for discussion in the Committee; follows up on issues which are outside the scope of the group and must be addressed by Department Heads or management
- Hosts the all-team member quarterly meeting
- Approves funding for all projects
- Conducts **Make a Difference** Committee meetings in the President's or Vice President's absence
- Holds members accountable for the assignments
- Provides meeting follow-up notes to the Quality Assurance Auditor
- Conducts daily or weekly pre-shift huddles, or assigns to another member of management

PRESIDENT

This position is committed to develop, implement and communicate the initiatives of the **Make a Difference** Committee Program with particular focus on increasing guest loyalty and team member satisfaction. This individual must demonstrate strong leadership skills and have the ability to conduct a planning session. The President must also have a strong hotel operations background in customer service and must have a passion for exceeding guest expectations.

This position is responsible for the following:

- Consistently communicating the **Make a Difference** Committee elements throughout the hotel and all departments
- Conducting the monthly meetings and acting as discussion leader
- Inviting new members to join on behalf of the Committee
- Assigning projects for upcoming Committee meetings and the quarterly all-team member meetings
- Ensuring that the Secretary communicates information regarding meetings and activities
- Overseeing that all information is posted on the **Make a Difference** Scoreboard or Committee bulletin board

Make a Difference Committee Officer Roles *(Continued)*

VICE PRESIDENT

The Vice President conducts Committee meetings in the President's absence. (We recommend selecting an HR Manager as Vice President.)

SECRETARY

Elect a Secretary who communicates well and who can take good notes. This person takes formal attendance, meeting follow-up notes, tracks all members' start dates and handles all correspondence for the group. Additionally, the Secretary is responsible for posting positive stories about various hotel initiatives on **ES Make a Difference**.

Subcommittee Chairperson Responsibilities

Hotels with large Committees (more than 10 team members) should have a **Guest Relations Subcommittee** and a **Team Member Relations Subcommittee**. Any Committee member may serve as a Subcommittee Chairperson. You may consider holding elections every 6 months to a year to elect new members for each Subcommittee in order to ensure an abundant supply of fresh ideas.

Subcommittees are responsible for the following:

GUEST RELATIONS SUBCOMMITTEE

- Reviewing SALT scores and guest letters
- Submitting quarterly Committee packets
- Focusing on service improvements and forming action plans

TEAM MEMBER RELATIONS SUBCOMMITTEE

- Team member recognition
- Team member events that contribute to morale and motivation
- Community involvement

Community Involvement



A large part of how the **Make a Difference** Committee inspires change is through its members' participation in community activities.

We strongly recommend:

HOTELS WITH 0-50 EMPLOYEES

- Should participate in one activity per year

HOTELS WITH 51+ EMPLOYEES

- Should participate in an ongoing community project annually
- Minimum – should participate in one activity per year
- Maximum – should participate in one activity per quarter

Member Responsibilities

Attendance

Absences: Members are expected to attend all meetings and to notify the Secretary or President when they can't attend a scheduled meeting. If a member misses three meetings in six months, the officers decide whether the absences were justified. If they were not justified, the member is excused, and another member is selected to replace him/her. If a representative from a department cannot attend the meeting, he or she should work with his or her Department Head to identify a person within the department who can attend in his/her place.

Incentives

You may choose to offer an attendance incentive. Some Committees offer time off with pay for members who attend meetings on their off days, but you may find other, smaller incentives like extended lunch breaks that work as well.

Recommended Membership

- 65% hourly employees; 35% salaried employees
- One representative from each department
- Must be passionate about providing exceptional guest service

Member Responsibilities *(Continued)*

Length of Term

This is your individual hotel's decision, but we recommend a one-year term; the Secretary will keep a record of all members' start dates.



Duties

- Live up to our commitment of satisfying every guest, every time, and building guest loyalty
- Regularly participate in committee activities
- Act as a **Make a Difference** spokesperson and communicate committee ideas, suggestions and activities to other team members in every department
- Report service problems to the Committee for corrective action

Meeting Schedule

- Once a month; members can agree to meet more often if necessary because of unusual circumstances or if there is an activity that requires the extra time
- Department managers should commit to making arrangements to allow team members to attend
- Recommendation: In order to make it easy for people to remember, hold the meeting on the same day and same time each month

Meeting Length

Decide at your first meeting what an appropriate meeting length will be, so that people can plan for it and arrange it with their supervisors. One hour is usually a manageable time. Be consistent in keeping to the agreed time length. After your Committee has been meeting for a while, if you decide the meeting length is too long or short, you can change it. If you need more time because of a special project, plan a longer meeting in advance or hold an extra meeting.

Regular Monthly Meeting Agenda

Use this meeting agenda to ensure good use of your time and to make sure you've covered all necessary subjects (*also found on page 44 in the Tools and Examples section*).

- Welcome members
- Take attendance
- Introduce guests (if any)
- Review the meeting minutes and the follow-up notes from the last meeting

- Review Reports
 - SALT TIP Report
 - SALT Line Employee Report
 - Sat Tracker Compare Report
 - Guests comments from Response Investigator
 - 100% Satisfaction Guarantee invocators for month
 - Problem Tracker
- Based on the report results, determine the area of targeted focus for the upcoming month. (Note the areas that need the most improvement and that can impact your scores.)
- Complete the **Make a Difference** Committee Focus for Improvement worksheet (*found on page 48 in the Tools and Examples Section*)
- Team member events – planning
- Community activity – planning
- Discuss predetermined Monthly Enrichment Topic and how it applies to each department
- Vote for Champion of the Month
- Team member recognition
- Determine next meeting date and time
- Adjourn meeting

TIP: Monthly Enrichment Topics are designed to get your Committee talking about different aspects of your hotel and ways to better those areas through creative and innovative ideas. (*For a list of topics and ideas, see page 50.*)

Meeting Minutes

The Secretary records members present and absent as well as activities. He/she distributes follow-up notes to all members within seven days after the meeting and posts them on the **Make a Difference** Committee bulletin board.

The Secretary reads the follow-up notes and asks members to give updates on old business and assignments from the previous meeting.

Record Keeping

To make it easy to track your activities, the Secretary should keep a binder with the Committee guidelines, membership list, meeting minutes, meeting follow-up notes, description and dates of activities/community involvement for the year, and copies of monthly highlights bulletins.

Voting

A majority vote decides all matters. The Committee President or the Vice President (in the absence of the President) decides all ties.

MAKE A DIFFERENCE COMMITTEE ELEMENTS



Make a Difference Scoreboard and Committee Bulletin Board *(Required)*

The **Make a Difference** Scoreboard is your outlet to share exciting **Make a Difference** news with your hotel's entire team. This scoreboard should be prominently displayed in a high-traffic area of the hotel such as the team member break room or clock-in station to ensure that all team members are kept informed of the hotels' guest service goals and various other announcements.

The **Make a Difference** Committee should create a bulletin board to keep team members informed of its progress toward goals, recognize special team members and remind members of upcoming events. Each month, post:

- **Make a Difference** Committee monthly meeting minutes
- Monthly Enrichment Topic
- Community activities as determined by the Committee
- Birthdays
- Special events, photos, etc.
- Calls to action

The image displays a collection of forms and charts used in the Make a Difference program. The forms include:

- Connect Scorecard**: A chart with columns for 'OCC%', 'ADR', 'REVPAR', and 'Revenue', and rows for 'TODAY', 'MTD', and 'YEAR TO DATE'. It also includes a 'CONNECT - CAN DO ATTITUDE' section with a grid for 'COMMUNICATION - ATTITUDE À L'ÉCOUTE' and 'OVERALL SERVICE - SERVICE GLOBAL'.
- Guest Comments**: A form with a grid for recording guest feedback.
- Top Problems**: A form for reporting guest issues.
- Monthly Salt Scores**: A form for tracking monthly scores across various categories like 'Hotel Staff Made Me Feel Welcome', 'Helpfulness of Front Desk', 'Helpfulness of Maintenance', 'Helpfulness of Housekeeping', 'Friendliness of Breakfast Staff', 'Friendliness of Staff at Evening Manager's Reception', 'Overall Accommodation', and 'Overall Experience'.
- Announcements and Daily Huddle**: A form for daily huddle announcements.
- Daily Huddle**: A form for daily huddle activities.

The forms are designed to be colorful and engaging, with a mix of English and French text. The 'Monthly Salt Scores' form includes a table with columns for 'MONTHLY SALT SCORES', 'ACTUAL', and 'GOAL'.



Make a Difference Committee Bulletin Board Thought-Starters

Make a Difference Notes

Hide incentives inside the minutes, or elsewhere on the board. Examples could include coupons for movies or ice cream sundaes. As word spreads that surprises are hidden within the bulletin board, team members will be drawn to the board. Once you've attracted the attention of team members, many of them are sure to return to stay tuned to the Committee's activities.

Monthly Department Survey Highlights

Encourage team members who are not on the **Make a Difference** Committee to write up their department highlights each month. Provide guidelines specifying what information is important. Be sure to include an emphasis on individual good deeds as well as collective accomplishments. By including others in this exercise, the **Make a Difference** messages are communicated throughout the hotel and team participation is encouraged.

Make a Difference Committee Monthly Enrichment Topic

Each month, the **Make a Difference** Committee will utilize results from the SALT reports that will determine what area of the hotel will be focused on that month. By going through the **Make a Difference** Focus for Improvement worksheet, every team member will be involved in coming up with a solution, implementing a plan and measuring those results in the next monthly **Make a Difference** Committee meeting. By focusing on areas that need improvement, the hotel can immediately improve in areas that have the greatest impact on guest loyalty scores.

Other Ideas to Consider



Host a Contest

At pre-shift meetings, ask team members questions about information found on the Scoreboard and Committee bulletin board. Offer prizes such as movie tickets or dinner coupons to the winners.



Reward Creativity

Ask team members to think up creative solutions to the posted guest complaints and turn them in. During the **Make a Difference** Committee meeting, vote on the most innovative solutions and recognize those team members with a pizza party or gift certificates.



Keep It Current

Continually updating the contents of the Scoreboard and bulletin board will encourage team members to return for more information, thus allowing **Make a Difference** and customer satisfaction to remain top of mind.

Blog About It

When team members do great things, share them! Visit **ES Make a Difference** to post stories to the blog so other hotels can be inspired by your outstanding team!

TEAM MEMBER ACTIVITIES



Team Member Activities

The **Make a Difference** Committee helps plan hotel-sponsored events to express the hotel's appreciation of team members' hard work and to help build team morale.

MINIMUM REQUIREMENTS

All hotels must hold quarterly all-team member meetings including:

- One rally as a team meeting to report annual performance
- One celebration/annual awards banquet to recognize team members of the month/year and other outstanding performers

Optional Ideas

Buddy Program

When any new team member joins the hotel, the **Make a Difference** Committee assigns a member to be that person's "new buddy." This person introduces the new team member to other team members and invites him/her to attend Committee meetings, to have lunch and to various other welcoming things to help the new team member feel more at home and learn his/her way around.

Team Member Suggestion Program

Design an informal program with **Make a Difference** Committee members as judges. Try posting an "Issue of the Week" and asking team members to solve it. Everyone who comes up with a suggestion has their name placed in a special drawing.

Team Opinion Survey

If your hotel conducts a Team Opinion Survey, post the results on the **Make a Difference** Committee bulletin board.

Monthly Highlights Bulletin

Share news of your Committee's activities! It's a great way to keep outstanding performance and upcoming events on everyone's minds. Try including information about birthdays, anniversaries, events, reminders and special recognition in short bullet points. Consider making this a task for the Team Member Relations Subcommittee.

Optional Ideas List

Be creative! The following are a list of some ideas and activities that other hotels have used for employee meetings or events to boost teamwork:

- Costume contest
- Pumpkin carving contest
- Cookout in the park
- Swap shop
- Cinco de Mayo celebration
- Special dinner for those working on Thanksgiving or Christmas Day
- Manager's outing

TIP: Check out **ES Make a Difference** for more great ideas. Pick up tips from the Culture Guy or read up on what other teams have been doing at their hotels! Access through My Applications in OnQ Insider.

Team Member Recognition



Champion of the Month/Year

Champion of the Month recognizes team members who significantly contribute to the success of the hotel and who truly make an effort to **Make a Difference** with every guest. At the end of the year, team members vote for one of the monthly winners. Determine nomination deadlines and post them in a visible location.

Who's eligible?

All full-time or part-time hourly team members are eligible if they are:

- In good standing and have had no more than one disciplinary action in the past calendar year and none in the last six months.
- Employed at the time of the selection.

Who can nominate?

Any team member may nominate any other team member by filling out a nomination form and returning it to either your GM or someone your GM has selected by the 15th day of the month prior to the next month's winner being announced.

Who decides?

HR or the GM verifies that the team member is eligible and presents the form to the **Make a Difference** Committee. The **Make a Difference** Committee and all managers who attend the weekly staff meeting vote on a winner. The **Make a Difference** Committee and the GM present the award to the winner at the first meeting after the winner is selected.

What are the rewards?

The **Make a Difference** Committee and the GM should decide how to recognize the winners. Some hotels offer money, an engraved plaque, special parking privileges, a special nametag, and/or lunch with other nominated team members. **Make a Difference** medallions are also a great way to recognize team members. Use your own imagination to think of a great reward!

Manager of the Quarter/Year

Have team members nominate and vote for a manager of the quarter. At the end of the year, team members vote for one of the quarterly winners. Recognize winners and hand out prizes at your all-team member event. Post the winners' pictures in a highly visible location, and post the winners on your Committee bulletin board.

Department of the Quarter/Year

Have team members nominate and vote for a department of the quarter. At the end of the year, team members vote for one of the quarterly winners. Recognize the winning department and hand out prizes at your all-team member event. Offer a prize such as a department lunch, movie tickets or some other fun activity.

Spirit of Embassy Suites Awards

This award recognizes team members from hotels throughout the entire brand. It honors those who have made extraordinary achievements in service to their guests, teammates, the community or their hotel's success. This is the most prestigious team member award given by Embassy Suites Hotels and Hilton Worldwide.

Nomination information can be found at [Hilton-Recognition.com/nominations](https://hilton-recognition.com/nominations).

Catch Me at My Best

This summer-long program recognizes team members when they deliver great service. Guests and co-workers can “catch” team members at their best by filing out a special card. A tally is kept of the number of times everyone is caught throughout the program. Each hotel should give awards throughout the summer and at the end of the program. Hilton Recognition will reward the top winners in the brand at the end of the program.

The program runs annually from June through August.

Recognition Matters

This electronic newsletter has ideas and information to help managers and supervisors find new ways to recognize their team members. To sign up for this monthly newsletter, go to [Hilton-Recognition.com](https://hilton-recognition.com).

Brand-Wide Awards

The following awards are presented annually to top-performing Embassy Suites Hotels and reflect the very best in team performance:

- Highest Overall Front Desk
- Highest Overall Housekeeping
- Highest Overall Maintenance
- Highest Overall Complimentary Breakfast
- Highest Overall Manager's Reception
- Highest Overall Food and Beverage
- Highest Overall Service Average
- Problem Resolution % Exceeding Expectations
- Largest Jump in TQS Ranking
- **Make a Difference** Hotel of the Year
- Top TQS Awards (awarded to top 10 percent of hotels in system)
- Top 5 CRM hotels in system
- Best RevPAR Index Growth

Brand-wide award nominations are solicited by the brand team each year before brand conference. Each spring, the brand will send communications directing you as to where and how to submit nominations.

Team Member Recognition *(Continued)*

Birthday Recognition

Select a customizable birthday card online at [Hilton-Recognition.com](https://www.hilton-recognition.com). Have Human Resources print a monthly list of team member birthdays for the upcoming month and have the members of the **Make a Difference** Committee and the General Manager personally sign each card. Distribute or mail the card to the team member. List all upcoming birthdays on the **Make a Difference** Committee bulletin board.



Pass It On

Make a Difference medallions are a great way to recognize team members. These ultra sleek and shiny medallions were designed to be given in recognition of a team member who has exhibited what it truly means to **Make a Difference**. But don't forget to pass it on! Just as the spirit of **Make a Difference** is passed from person to person, the medallion is passed to a team member of the honoree's choosing.

To order more medallions, visit [ES Make a Difference](#) via OnQ Insider and follow this path: [Resources > Merchandise > Make a Difference Items](#).

PROMOTE IT!

If a **Make a Difference** Committee member gets promoted, make a big deal out of it! Post a photo on the bulletin board that says, "Feature of the Week," and include a note stating what the **Make a Difference** Committee member has accomplished.

Need a Bit More Inspiration?

We have compiled a list of holidays and recognition months according to the Embassy Suites Recognition Calendar to help you get started. Each month of the year honors a different department in the hotel and features several different service- and team-related holidays. If you would like a complete copy of the calendar to post in your hotel, visit [Hilton-Recognition.com](https://www.hilton.com/hilton-recognition.com) and download your copy of this year's Embassy Suites Recognition Calendar.

JANUARY

Honors: Maintenance and Engineering

- International Mentoring Month
- International Thank Your Customer Week

FEBRUARY

Honors: Food and Beverage

- African American History Month
- Pride in Food Service Week
- Random Acts of Kindness Week

MARCH

Honors: Front Desk Staff

- Mardi Gras
- Earth Hour
- International Women's History Month

APRIL

Honors: Laundry and Linen

- International Customer Loyalty Month
- International Volunteer Week
- International Laundry-Linen Week

MAY

Honors: Back Office/Finance

- International Travel and Tourism Week
- International Food Servers' Day
- Cinco de Mayo

JUNE

Honors: Safety and Security

- International Safety Month
- Recess at Work Day
- IT Appreciation Day

JULY

Honors: Sales, Marketing and Reservations

- Culinary Arts Month
- International Ice Cream Day
- Independence Day

AUGUST

Honors: Human Resources

- International Smile Week
- Friendship Day
- Senior Citizen's Day

SEPTEMBER

Honors: Housekeeping

- Hispanic Heritage Month
- International Housekeeping Week
- Boss/Employee Exchange Day

OCTOBER

Honors: Van Drivers, Valets, Concierge and Bell Team

- International Customer Service Week
- Breast Cancer Awareness Month
- Make a Difference Day
- International Boss's Day

NOVEMBER

Honors: Managers and Supervisors

- Native American Heritage Month
- World Recycles Day
- Thanksgiving Day

DECEMBER

Honors: The Entire Team

- World AIDS Day
- Human Rights Day
- Christmas Day

Community Involvement



At Embassy Suites, we believe that we should be responsible corporate citizens by giving something back to our communities through our participation in non-profit activities. The **Make a Difference Committee** selects an activity or project to get involved in and encourages team members to participate. This can range from one-time activities like serving meals to the homeless during the holidays to volunteering weekly in a local school program.

Community involvement is often the most rewarding part of what the **Make a Difference Committee** does. These activities not only help the community, but can also build pride in our brand and encourage teamwork. You might consider using the optional list of ideas as well as the Recognition Calendar highlights to brainstorm ideas for events that will help your team get involved in the community. Try to get as many team members involved as possible. Usually, the most effective events involve people working together rather than simply making cash donations. Team members who can't afford to give money may be able to spare an hour to work at a fun event instead.

Optional Ideas List

Be creative! The following are a list of some ideas and activities that other hotels have used for community-oriented projects to raise awareness about their important causes or give back to the communities that support their hotel:

- Food drive
- Soup kitchen
- Participate in 5K for charity
- Clothing drive
- Plant a community garden
- Adopt a family for the holidays

REVAMPING AN EXISTING COMMITTEE





Think back to a time when you created your CARE Committee, now known as the **Make a Difference** Committee. Remember all that energy and all those great ideas your Committee had in the beginning? It's possible that if you look at that same group today, you might find that your once energized and active Committee is now a bit less enthusiastic. Don't worry! This can happen to the best of hotels. The good thing is that you can easily refocus and re-energize your new **Make a Difference** Committee. Ups and downs are all a part of life and as human beings, we often have to refocus to stay on track.

Ideas to Get Your **Committee** Back on Track

ENCOURAGE NEW TEAM MEMBERS TO JOIN THE MAKE A DIFFERENCE COMMITTEE

Ask each of your Committee team members to invite a team member to the next **Make a Difference** Committee meeting. Introduce guests in the beginning of the **Make a Difference** Committee meeting.

PROMOTE WHAT YOU ARE DOING AND EDUCATE TEAM MEMBERS ABOUT HOW THE MAKE A DIFFERENCE COMMITTEE'S WORK AFFECTS THE HOTEL

Explain how the **Make a Difference** Committee's work can impact service scores and get team members invested in improving those scores. How about a pizza party for everyone if they can raise one of the brand promise indicators up to a certain percentage? Allow everyone to track progress by posting scores on your **Make a Difference** Scoreboard.

PROMOTE THE PRESTIGE OF BEING A MEMBER OF THE MAKE A DIFFERENCE COMMITTEE

Ask a **Make a Difference** Committee member to write a short note for the **Make a Difference** Committee bulletin board outlining all of the benefits of being a part of the Committee.

INSPIRE OTHERS

During general team meetings and during orientation, invite a few **Make a Difference** Committee members to provide a quick update. Have one (or a few) members provide an update about the **Make a Difference** Committee's role in making things better.

RESULTS REALLY MATTER

Promote success stories of projects that were completed by the **Make a Difference** Committee. Show photos and describe the results on your **Make a Difference** Committee bulletin board or on **ES Make a Difference**.

CONDUCTING THE MEETING

Who says you can only have meetings in a meeting room? Why not have a meeting outdoors on a nice day?

MEET AND GREET GUESTS

Perhaps the last 10 minutes of your meeting, have all of your **Make a Difference** Committee members welcome guests in the lobby.

RECOGNIZE MAKE A DIFFERENCE COMMITTEE MEMBERS

Get special shirts that members can wear on their monthly meeting day.

INVITE A GUEST SPEAKER

To keep the energy and momentum going, invite a team member such as the DOS or a Department Head to provide the **Make a Difference** Committee with an update on what his/her department is working on to improve customer satisfaction.

MAKE A DIFFERENCE COMMITTEE TOOLS AND EXAMPLES







Here's Your Handbook

We couldn't send you off to create an outstanding **Make a Difference** Committee without arming you with a few handy tools and examples to help you along your way. The following section is full of templates for letters, meeting agendas, monthly enrichment ideas and much, much more. These tools and examples are also available for download in OnQ Insider or at **ES Make a Difference** via OnQ Insider.

Are you a **Make a Difference** Master?

Want to make a difference while having a little fun? Then you'll be interested in hearing more about our new **Make a Difference** Committee, a team that promises to bring some exciting, new activities to our hotel.

The **Make a Difference** Committee is a volunteer group made up of team members and managers who meet monthly to help us find ways to improve guest service and boost team morale.

The Committee does four things:

- Looks at service issues and recommends solutions and ideas for improvement
- Boosts communication between all departments
- Participates in community activities
- Plans and carries out fun team activities

Sound good to you?
Come join us!



Invitation to Join the **Committee**

Dear (name),

Congratulations! You have been selected to serve on our **Make a Difference** Committee!

Your team members have a great deal of respect for you, which we find to be quite an accomplishment! Because of your positive attitude, willingness to go the extra mile, dedication to guest service and interest in working to help make our hotel better, you have been chosen to participate in our **Make a Difference** Committee.

As we hope you know, the **Make a Difference** Committee is dedicated to improving the quality of our hotel's product and the service we provide our guests as well as being focused on participating in programs that recognize and motivate team members. On this Committee, you will find that we work hard, but we also have tons of fun.

We believe that with your help, we can be the best hotel in the brand! We can't wait to get you started!

Sincerely,

Chairperson

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Meeting Set-Up Checklist

To help you more efficiently and effectively execute **Make a Difference** Committee meetings, we have devised a meeting set-up checklist.

Monthly Meeting Preparation Time: 15 minutes

- Schedule meeting at least a week in advance and notify Committee members
- Gather data needed for discussion
- Choose Monthly Enrichment Topic and bring to meeting
- Print off and bring current SALT scores
- Print additional copies of Focus for Improvement worksheet



Make a Difference Committee Meeting Agenda



Use this meeting agenda to ensure good use of your time and to make sure you've covered all necessary subjects.

- Welcome members
- Take attendance
- Introduce guests (if any)
- Review the meeting minutes and the follow-up notes from the last meeting
- Review Reports
 - SALT TIP Report
 - SALT Line Employee Report
 - Sat Tracker Compare Report
 - Guests comments from Response Investigator
 - 100% Satisfaction Guarantee invocators for month
 - Problem Tracker
- Based on the report results, determine the area of targeted focus for the upcoming month. (Note the areas that need the most improvement and that can impact your scores.)
- Complete **Make a Difference** Committee Focus for Improvement worksheet
- Team member events – planning
- Community activity – planning
- Discuss predetermined Monthly Enrichment Topic and how it applies to each department
- Vote for Champion of the Month
- Team Member Recognition
- Determine next meeting date and time
- Adjourn meeting

Make a Difference Committee Follow-up Notes

DATE: _____ **SECRETARY** (or person taking minutes): _____

COMMITTEE MEMBERS PRESENT: _____

REPORT ON LAST MONTH'S MAKE A DIFFERENCE COMMITTEE SALT IMPROVEMENT GOAL: _____

THIS MONTH'S SALT IMPROVEMENT GOAL: _____

TEAM MEMBER RECOGNITION EVENTS DISCUSSED: _____

COMMUNITY ACTIVITIES: _____

OLD & NEW BUSINESS: _____

MAKE A DIFFERENCE ENRICHMENT TOPIC FOR THIS MONTH: _____

ADDITIONAL TOPICS: _____

CHAMPION OF THE MONTH: _____

DATE OF NEXT MEETING: _____

Monthly Meeting Template

Preparation

DATE: _____ DEPARTMENT: _____

CURRENT SALT AND PERFORMANCE SCORES:

Department		Service	
Loyalty		Problem Resolution	
Return Intent		Occupancy	
Recommend		ADR	
Accommodations		RevPAS	

MAKE A DIFFERENCE COMMITTEE UPDATES AND EVENTS: _____

MAKE A DIFFERENCE MONTHLY ENRICHMENT TOPIC: _____

MAKE A DIFFERENCE FOCUS FOR IMPROVEMENT AREA: _____

ACTION ITEMS FROM MAKE A DIFFERENCE COMMITTEE: _____

Meeting

WHERE ARE WE PERFORMING WELL?: _____

WHERE DO WE NEED TO IMPROVE?: _____

WHY ARE WE PERFORMING THE WAY WE ARE?: _____

BRAINSTORM ADDITIONAL IDEAS FOR FOCUS FOR IMPROVEMENT AREA: _____

BRAINSTORM GROUND RULES

No Judging - any idea is a good idea

Get Crazy - it's all right to include wacky ideas... that's where great ideas come from!

Build on Each Other's Ideas - combine ideas and borrow from others

Use Action Phrases - describe each idea in 5-8 words

Go Quickly - don't spend time expanding on an idea; just write it down and move on

All-Team Member Quarterly Meeting Agenda

DATE: _____ **PERSON LEADING:** _____

MEETING: _____

TOPICS TO COVER: _____

RECAP OF HOTEL'S PERFORMANCE FOR THE QUARTER:

Financial results: _____

Special awards received: _____

Issues or challenges you want to motivate them to address: _____

SPECIAL ANNOUNCEMENTS OR UPCOMING DEVELOPMENTS:

TEAM MEMBER RECOGNITION:

New guest or team member programs: _____

Welcome new team members: _____

Winners of team member awards or recognition programs (*if any*): _____

Guest compliments to individuals: _____

Community service participants: _____

Personal achievements (*college graduation, babies born, marriages, etc.*): _____

GAMES AND PRIZES: _____

THANK YOU TO THOSE WHO HELPED PLAN THE MEETING!

Make a Difference Focus for Improvement Worksheet

TARGETED AREA FOR IMPROVEMENT	
WHY COULD THIS BE HAPPENING? BRAINSTORM!	
IMPROVEMENT PROCESS	
ACTION STEPS:	RESPONSIBLE PERSON:

Champion of the Month Nomination Form

I nominate _____
(Team Member's Name & Department)
for Champion of the Month because...



Signed _____
(Your Name & Department)

The Champion of the Month is selected based on outstanding performance when *making a difference* with our guests or fellow team members.

Return this form to the General Manager's office by the 15th of the month.

Monthly Enrichment Topic Ideas



These discussion topics and ideas are designed to generate conversation among your Committee members in hopes of finding new ways to address certain elements within your hotel's daily routines. Use these topics as a spring board for educating your Committee about how each of these topics affects your hotel as well as to inspire creative thinking for ways to improve in each area.

1. How to Use CRM Toolbox
2. Brand Pillars
3. Training
4. Occupancy
5. ADR
6. RevPAR
7. Market Share
8. Top 100 Guests Report
9. Ensure Quality – Always Make It Better
10. Empower Yourself with the 100% Guarantee and Fix It
11. The Competition
12. Reward and Recognition
13. Loyalty
14. Huddles
15. Job Rehearsals
16. Engaging the Guest
17. Best Guests
18. Problem Resolution



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