



UNLOCK YOUR LEADERSHIP SKILLS  
THROUGH APPLIED ARTS





THE WORLD OF HOSPITALITY  
«Our goal is to bring and retain customers»

# What is the Customer Experience?

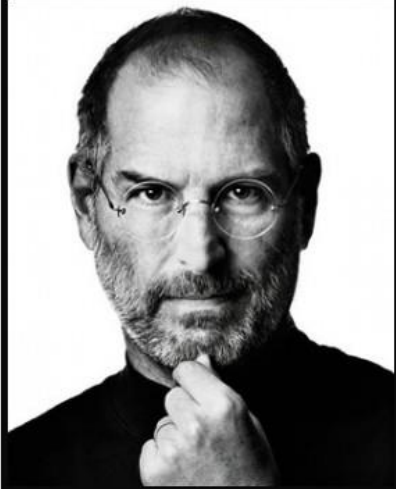
It's the feeling, the  
**culmination of emotions**  
good or bad and thoughts  
that guests associate with  
your **brand**

# THE CUSTOMER EXPERIENCE

**C**ustomer  
EXPERIENCE  
MATTERS®



# THE CUSTOMER EXPERIENCE



You've got to start with the customer experience and work back toward the technology - not the other way around.

(Steve Jobs)

izquotes.com



You can design and create, and build the most wonderful place in the world. But it takes people to make the dream a reality.

(Walt Disney)

izquotes.com

# TRAINING THE FUTURE LEADERS...

**Ability to raise  
CUSTOMER EXPERIENCE**



**APPLIED ARTS COURSES**

What are the most important

**SKILLS**

**LEADERS OF THE FUTURE**

will need?

A question  
often asked  
to our  
students:

SOFT  
SKILLS



HARD  
SKILLS

# DEFINITION OF SOFT VS HARD SKILLS

## **SOFT skills**

is a term often associated with a person's **"EQ"** (**Emotional Intelligence Quotient**), which is the cluster of personality traits that characterize one's relationships with other people.

## **HARD skills**

are about a person's skill set and ability to perform a certain type of task or activity, (**require IQ**)



# IQ Versus EQ



# WHAT SKILLS WERE HIGHLIGHTED?

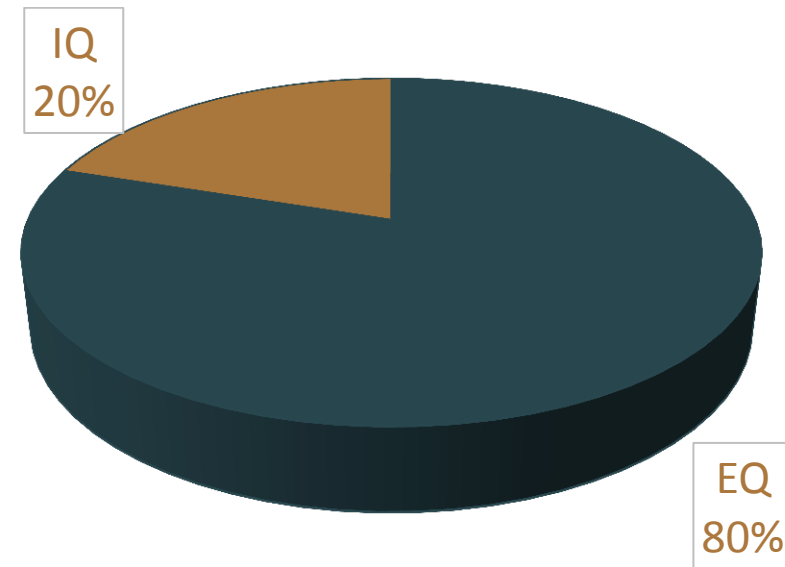
## SOFT SKILLS

### IQ vs EQ

(Intelligence Quotient vs Emotional Quotient)

The research shows that IQ can help you to be **successful** to the extend of **20%** only in Life

The rest of **80% success** depends on your EQ



# Is the service industry valuable to raise soft skills?



# WHAT ARE WE TRYING TO ACHIEVE?

- (hard skills)
- (hard skills)
- **(soft skills)**
- **(soft skills)**
- **(soft skills)**
- **(soft skills)**
- **(soft skills)**
- **(soft skills)**
- **(soft skills)**
- **(soft skills)**
- Service Techniques
- Hygiene rules and safety rules
- Team work
- Discipline
- Flexibility
- Self control
- Attention to details
- Following and applying instructions
- Customer interaction
- Complaint handling skills



# QUALITIES REQUIRED

- Trustable
- Identified with character
- Empathic
- Show commitment
- Communicant
- Show curiosity
- Convincing
- Fast decision maker

## 7.7.2 : JOHN C. MAXWELL (1999) 21 QUALITIES OF A LEADER

1. Character:
2. Charisma:
3. Commitment:
4. Communication:
5. Competence:
6. Courage:
7. Discernment:
8. Focus:
9. Generosity:
10. Initiative:

# JOB OFFER EXAMPLE

## OFFER FOR A LUXURY BRAND COMPANY

The screenshot shows the Tiffany & Co. website with a job offer for an Assistant Manager-Brand Management position. The page includes a navigation bar, a hero image with the word 'OPPORTUNITIES', and a detailed job description. The job description is divided into sections: Overview, Responsibilities, Initiative Development, and Business Analytics. The job is located in New York, NY, and is a full-time position. The page also features a 'Returning Candidate?' link and a 'Log back in!' link.

**Assistant Manager-Brand Management**  
All times are in Central European Summer Time.

| Req # | Posted Date | Location       | Category  |
|-------|-------------|----------------|-----------|
| 25731 | 8/19/2016   | US-NY-New York | Marketing |

**Basic information about this job**

**Overview**  
The Assistant Brand Manager position reports to the Global Brand Manager, and will play a key role in helping to plan, execute and track strategic marketing plans for the brand. The Assistant Manager will contribute to the implementation of initiatives designed to deliver against the company's strategic financial goals. To be successful, the candidate will require to have demonstrated success in the following areas:

- 1) Business Analytics: The ability to translate data insights into brand action plans that can generate a positive impact on business results
- 2) Strong Written and Verbal Communication: Ability to summarize and interpret data and present key insight/action plans
- 3) Leadership and Collaboration: Ability to manage projects across a multi-functional global organization
- 4) Proven track record in strong and rigorous ("perfect") execution
- 5) Demonstrable passion for Luxury Brand Marketing and consumer understanding

**Responsibilities**  
**Brand Management:**  
Together with the Brand Manager, the Assistant Brand Manager will support the development of global brand communication strategies and plans.  
Perform continuous deep competitive analysis and demonstrate business understanding and manage a range of reports.  
Manage day-to-day operations on all aspects of the brand business, and being able to spot problems before they occur, coming up with solutions and being able to implement those solutions in an effective manner.  
Prepare brand presentations & materials for Senior Management as well as internal conferences with Regional Marketing Leaders & cross-functional teams.  
Identify & share best practices across the Global Marketing organization - developing a strong culture & growing capabilities within the team.  
Demonstrate continuous category & consumer understanding that will influence strategic business recommendations and day-to-day project management.

**Initiative Development:**  
Support the development of the initiative campaign strategy & global assets tool kit.  
Closely track all project C/P/S and trouble shoot (complex) issues as they arise.  
Lead a 360 Review Check for key initiatives summarizing results & key learnings - with input from all multi-functional and agency partners.  
Provide agency feedback on Creative Briefs, timelines, concepts and any relevant creative materials.

**Business Analytics:**  
Compile Business & Financial Analysis, assisting in brand monthly / year end business reviews with custom data pulls to

At Tiffany, we believe a diverse workforce makes a difference. Equal Opportunity Employer. © TFCO, 2016.

- Critical Problem Solving
- Strong Communication
- Cultural Awareness
- Flexibility to Work
- Experience of Working
- Hospitality

### Qualifications

Bachelor's Degree with 5+ years related work experience or Master's Degree without post graduate work experience  
Poise and professionalism to interact with varying levels of management in cross-functional teams including Regional Marketing, Global Creative, Global PR, Global CVM, Global Digital, Global CRM, Global Merchandising, and Global Education  
Exceptional organizational and critical problem-solving abilities  
Ability to prioritize and multi-task  
Strong communication, writing, analytical and presentation skills  
Demonstrated cultural awareness and understanding of regional differences  
Flexibility to work with international time zones and scheduling of conference calls  
Proficient computer skills (Word, Excel, PowerPoint, Outlook)  
Experience of working in categories where executional excellence is valued (eg: Luxury Goods, Beauty, Hospitality)  
Fluency in a foreign language relevant to Tiffany or International background

# TO CONCLUDE...

“LEADERSHIP is not  
about titles, positions  
or flowcharts.  
It is about one life  
influencing another”

John C. Maxwell