



UNLOCK YOUR LEADERSHIP SKILLS
THROUGH APPLIED ARTS



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

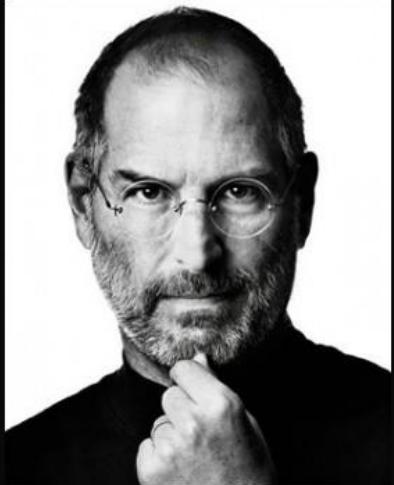
What is the Customer Experience?

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

THE CUSTOMER EXPERIENCE

**Customer
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

A question
often asked
to our
students:

What are the most important
SKILLS

LEADERS OF THE FUTURE
will need?

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



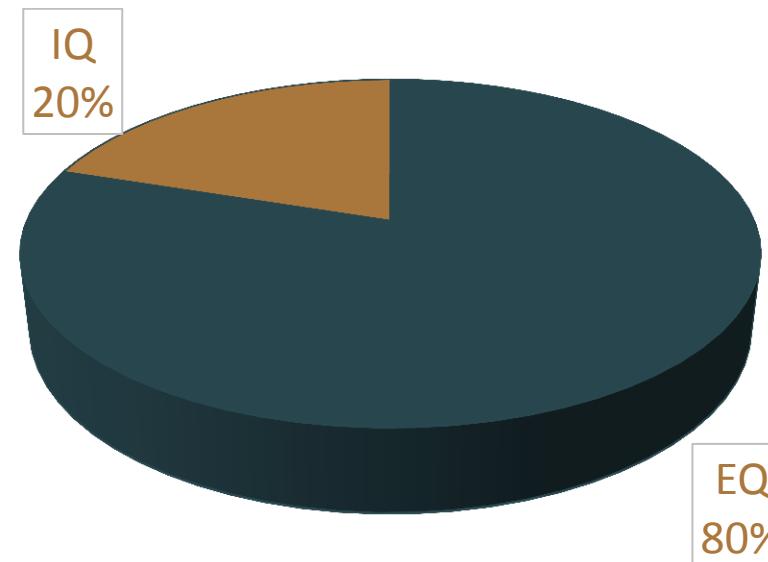
WHAT SKILLS WERE HIGHLIGHTED?

SOFT SKILLS

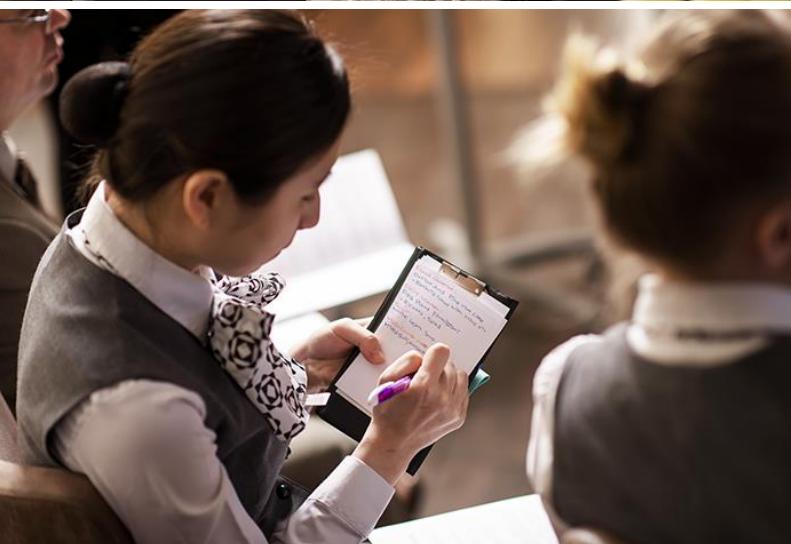
IQ vs EQ (Intelligence Quotient vs Emotional Quotient)

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

QUALITIES REQUIRED

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

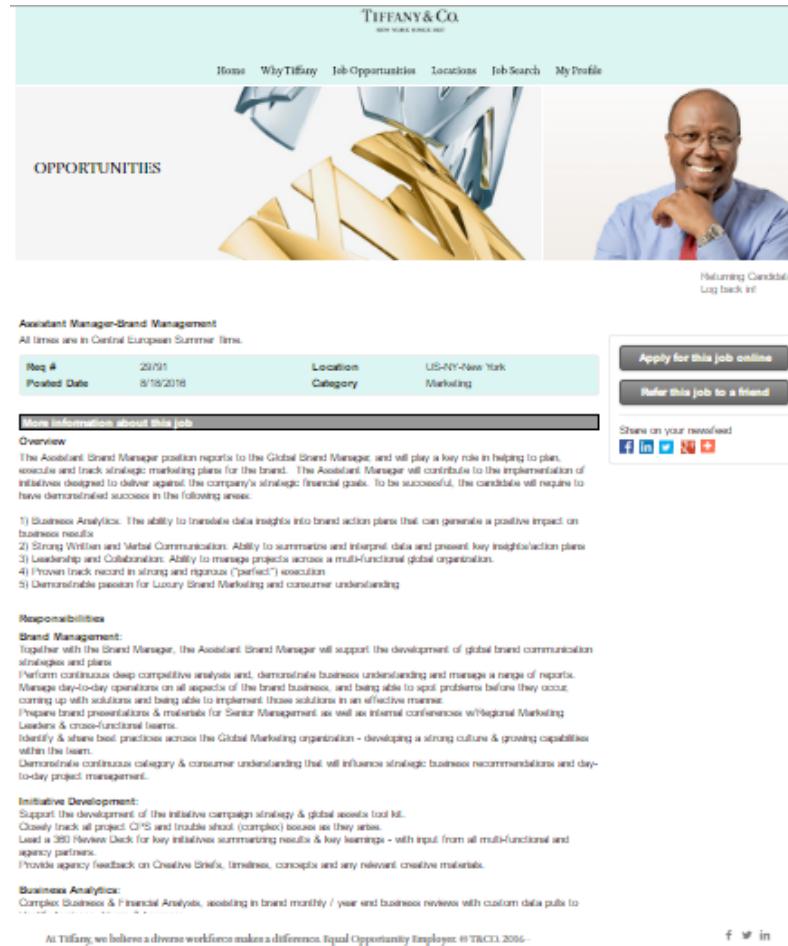
7.7.2 : JOHN C.MAXWELL(1999) 21 QUALITIES OF

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 a job listing for Tiffany & Co. The header features the Tiffany & Co. logo and navigation links: Home, Why Tiffany, Job Opportunities, Locations, Job Search, and My Profile. The main content area is titled 'OPPORTUNITIES' and shows a large image of a gold Tiffany crown. To the right is a portrait of a smiling man. Below the images are buttons for 'Returning Candidate?' and 'Log back in!'. The job title is 'Assistant Manager-Brand Management'. The job details table includes: Req # 25911, Posted Date 8/18/2016, Location Category US-NY-New York Marketing. Below the table are buttons for 'Apply for this job online' and 'Refer this job to a friend'. A 'Share on your newsfeed' button with social media icons is also present. The job description starts with: '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:'. It then lists requirements: 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 insights/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. The responsibilities section includes: Brand Management, Initiative Development, and Business Analytics. The footer contains the company's diversity statement and a copyright notice: 'At Tiffany, we believe a diverse workforce makes a difference. Equal Opportunity Employer. ©Tiffany 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