

Unreasonable Hospitality: *The Remarkable Power of Giving People More Than They Expect*

Summary

Will Guidara was twenty-six when he took the helm of Eleven Madison Park, a struggling two-star brasserie that had never quite lived up to its majestic room. Eleven years later, EMP was named the best restaurant in the world.

How did Guidara pull off this unprecedented transformation? Radical reinvention, a true partnership between the kitchen and the dining room—and memorable, over-the-top, bespoke hospitality. Guidara's team surprised a family who had never seen snow with a magical sledding trip to Central Park after their dinner; they filled a private dining room with sand, complete with mai-tais and beach chairs, to console a couple with a cancelled vacation. And his hospitality extended beyond those dining at the restaurant to his own team, who learned to deliver praise and criticism with intention; why the answer to some of the most pernicious business dilemmas is to give more—not less; and the magic that can happen when a busser starts thinking like an owner.

Today, every business can choose to be a hospitality business—and we can all transform ordinary transactions into extraordinary experiences. Featuring sparkling stories of his journey through restaurants, with the industry's most famous players like Daniel Boulud and Danny Meyer, Guidara urges us all to find the magic in what we do—for ourselves, the people we work with, and the people we serve.

Who the book would be good for

Groups wanting to be inspired by the stories of transforming transactions into unforgettable experiences through unreasonable hospitality. Foodies will love the behind-the-scenes glimpse into the world of restaurants.

Advice

Staff at all levels will be inspired by this easy to read telling of how the staff of one restaurant set a goal to top the list of best restaurants and achieved it when they discovered how hospitality can be intentionally applied to a diner's visit. This book will provide your team with a common vocabulary as you begin your journey to applying unreasonable hospitality to your clients' service experience with your firm.

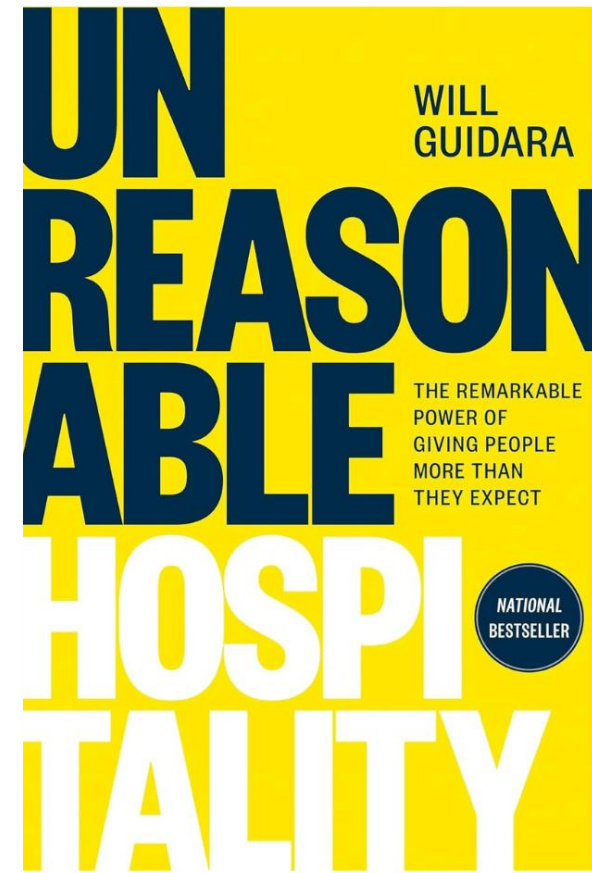
TED Talk by the author available [HERE](#) [13:53]

Big Think+ summary of Unreasonable Hospitality by the author available [HERE](#) [6:13]

A study guide is also available but certainly not required for a great book club read!

Suggested reading plan

Week	Chapters	Start Page	End Page
1	1, 2	ix	20
2	3, 4	21	31
3	5, 6	32	56
4	7, 8	57	88
5	9, 10	89	117
6	11, 12	118	146
7	13, 14	147	162
8	15, 16	163	183
9	17, 18	184	217
10	19, 20, epilogue	218	254



~~Transactions~~
→ Experiences