

Facilitator's Guide

The goal of this session is to guide your team through the **TED Talk by Will Guidara** and help them apply the concepts to the world of public accounting.

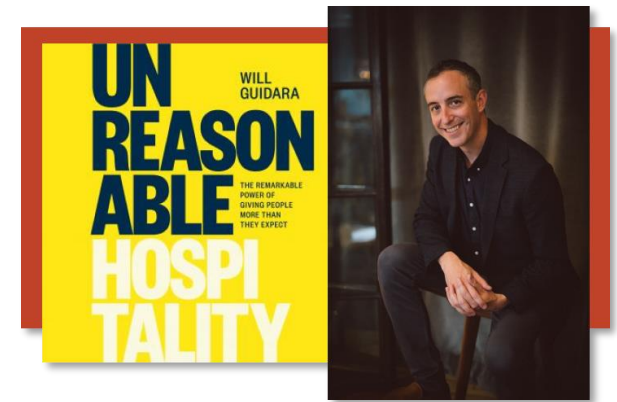
There are two note sheets:

- Fill-in-the-blank note sheet participants will use while watching the video
- Fill-in-the-blank discussion guide used in a facilitated discussion

Note that at several points in this activity, you can break the group up into small groups to discuss various topics. For example, the section labelled "*It matters how YOU define your purpose*" on the second page is a great small group activity. This allows them to develop and uncover the significance of the material for themselves – as opposed to delivering it to them in a passive way.

Facilitation

- Introduce the video and explain that they should be using the fill-in-the-blank note sheet while watching
- Play the video
- Ask the group for reactions – what stood out? What makes them more curious?
- Use the discussion guide as a way to make the connection between what they did in the restaurant to what we do in public accounting
 - Walk through the key quote from the video at the top
 - Talk about how we need to rethink what we do – just like they realized the goal of a restaurant isn't the obvious or assumed one (serving a fine meal) – it is about the *feelings* and *emotions* that are created.
 - Use the examples of different industries – have people shout out ideas for those blanks. The final statement is blank – encourage each person to insert what they do (audit, tax returns, etc) and how they can reframe their purpose
 - Consider how are clients **feel** when they are interacting with the services we provide – not how we *think* they feel or how we think they *should* feel – but truly how they feel. What does a finance manager **feel** when the auditors are getting set up for fieldwork? What are a husband and wife **feeling** as they prepare to drive to your office to review their tax return or do tax planning?
- Use the final section to recap the contrast between customer (client) service or a transaction and hospitality. It encourages staff to reconsider the true purpose of what they do for clients – just as Will's staff reconsidered their concept of serving diners.
- The final 2 pages of the PDF are the 'answer keys' to the fill-in-the-blank note pages.



TED Talk is available [HERE](#) [13:53]

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

TED Talk

Will Guidara: The Secret Ingredients of Great Hospitality

Unreasonable Hospitality. The principle that guided us as we took ordinary _____ and turned them into extraordinary _____.

“the only thing we didn’t get to try was a _____.”

What do New Yorkers call this item? _____

In restaurants, our reason for being is to make people feel _____. It is to make them feel _____. It’s to give them a sense of _____. See, in restaurants, the food, the service, the design, they’re simply ingredients in the recipe of _____.

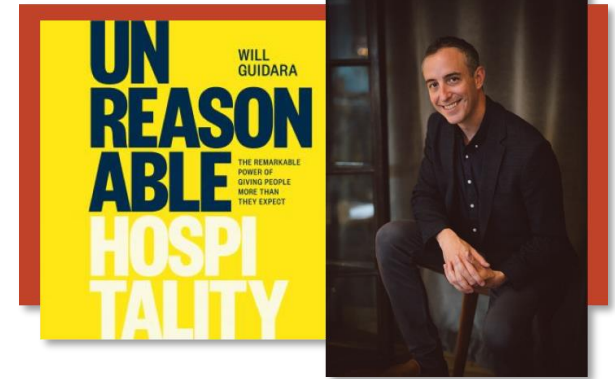
It was only then that I realized I wasn’t actually in the business of serving people _____. I was in the business of serving them _____.

3 things needed to happen for the amazing experience to happen again and again:

1. _____
Notes

2. _____
Notes

3. _____
Notes



What impact did creating these experiences have on the team at the restaurant?

But remember, that hotdog only cost _____ dollars, and the impact it had was _____. It does not take a big _____ to start infusing this into your culture, because remember, it's not the _____ of the gesture that matters. It's how it makes people _____.

TED Talk

Will Guidara: The Secret Ingredients of Great Hospitality

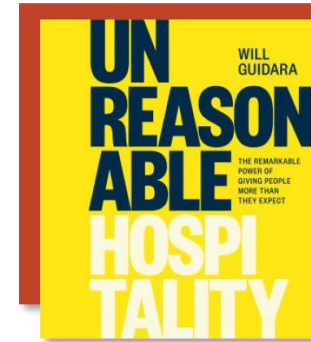
“In restaurants, our reason for being is to...

make people feel _____,

it's to make them feel _____,

it's to give them a sense of _____”

Will Guidara



It matters how YOU define your purpose.

Restaurant (Will Guidara): Not serving dinner; helping make memories.

Realtor: Not selling houses; helping families find a _____.

Teacher: Not managing a classroom; helping children achieve their _____.

Mechanic: Not fixing cars; keeping families _____ and helping them get _____.

Pilot: Not just flying a plane; connecting _____ to one another.

Tax Professional: Not just preparing a tax return; _____.

Auditor: Not just completing an audit; _____.

Consultant: Not just answering questions; _____.

_____: Not just _____; _____.

Customer Service: Getting the right _____ to the right _____ at the right _____.

Hospitality: Genuinely _____ with the person you're serving, so you can make an authentic _____.

Their Goal: _____ in the restaurant was committed to the single goal of being the _____ restaurant – even if they didn't have direct _____ with the customer.

Our Goal: Everyone in the firm is committed to being the firm that provides the _____ experience.

TED Talk
Will Guidara: The Secret Ingredients of Great Hospitality

Unreasonable Hospitality. The principle that guided us as we took ordinary transactions and turned them into extraordinary experiences.

“the only thing we didn’t get to try was a New York City hotdog.”

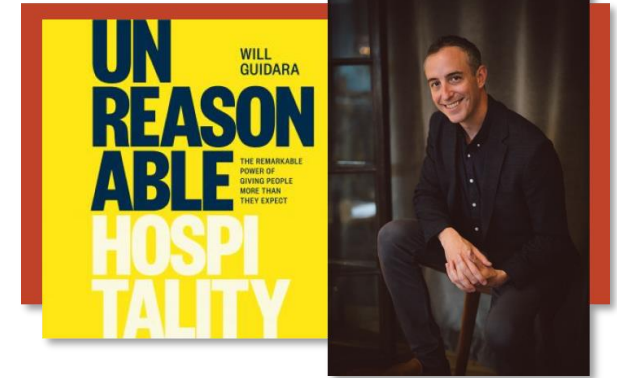
What do New Yorkers call this item? dirty water dog

In restaurants, our reason for being is to make people feel seen. It is to make them feel welcome. It’s to give them a sense of belonging. See, in restaurants, the food, the service, the design, they’re simply ingredients in the recipe of human connection.

It was only then that I realized I wasn't actually in the business of serving people dinner. I was in the business of serving them memories.

3 things needed to happen for the amazing experience to happen again and again:

1. Being present
Notes
You need to listen – be constantly aware and perceiving who your client is and what is going on in their world. What matters to THEM? Will overheard the comment about the missed hot dog.
2. Take what you DO seriously without taking yourself too seriously
Notes
We allow our brand and how we see ourselves to create barriers to providing what would really impact and change the way they feel
3. Acknowledge that one size fits one
Notes
Every client is an individual – they are unique. To truly provide hospitality to a person, you need to treat them as an individual and adjust your approach and behavior.



What impact did creating these experiences have on the team at the restaurant?

The team was happier. They had autonomy to make a difference. They were no longer just delivering someone else's vision...but rather they were part of the process and part of making a difference. They witnessed the joy as their idea impacted the guests. Making people happy makes us happy. They also were inspired to not only go above and beyond for their guests...but also for each other.

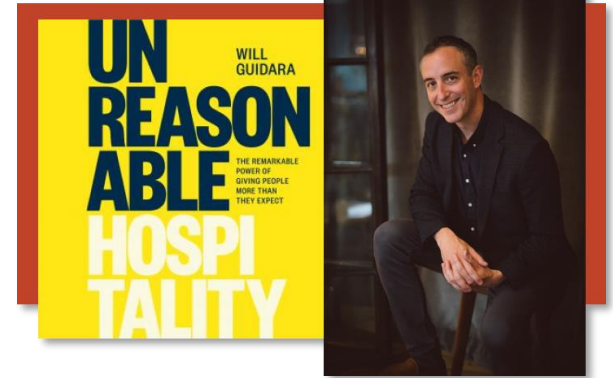
But remember, that hotdog only cost \$2 dollars, and the impact it had was priceless. It does not take a big budget to start infusing this into your culture, because remember, it's not the cost of the gesture that matters. It's how it makes people feel.

TED Talk
Will Guidara: The Secret Ingredients of Great Hospitality

“In restaurants, our reason for being is to...

make people feel seen,
it's to make them feel welcome,
it's to give them a sense of belonging”

Will Guidara



It matters how YOU define your purpose.

Restaurant (Will Guidara): Not serving dinner; helping make memories.

Realtor: Not selling houses; helping families find a home.

Teacher: Not managing a classroom; helping children achieve their dreams.

Mechanic: Not fixing cars; keeping families moving and helping them get to where they are going.

Pilot: Not just flying a plane; connecting families & lives to one another.

Tax Professional: Not just preparing a tax return; (answers will vary).

Auditor: Not just completing an audit; (answers will vary).

Consultant: Not just answering questions; (answers will vary).

(their role): Not just (what they do); (the larger impact and effect they have by that work).

Customer Service: Getting the right plate to the right person at the right table.

Hospitality: Genuinely engaging with the person you're serving, so you can make an authentic connection.

Their Goal: Everyone in the restaurant was committed to the single goal of being the #1 restaurant – even if they didn't have direct contact with the customer.

Our Goal: Everyone in the firm is committed to being the firm that provides the best client experience.