

# Hospitality Daily

## Discussion Guide

Welcome to our discussion guide! I want to help you talk about what YOU want to talk about, so please fill out the [intake form](#) and [pre-interview questionnaire](#) to let me know if you haven't done so already.

Below are some ideas for what we *could* discuss. **Please note we will probably not cover all of these** - I'm just sharing this to help our planning process. I'd love your input on which area(s) you'd like to focus on.

- Warm-up: 36 hours in your city (or area, or a place you love) - let's give people a teaser of what great hospitality looks like by sharing your favorite places
  - Where should I stay?
  - Where should I eat and drink? (coffee, breakfast, lunch, drinks, dinner)
  - Where should I spend time (neighborhoods, attractions, etc)
- Your Background & Career Journey
  - What initially drew you to working in hospitality?
  - Reflecting back on your career, which inflection points do you feel were pivotal? (*I'd love any stories of "big breaks" and what caused them*)
  - Tell me about a mentor or someone else who has made a big impact on you and your career.
  - Do you recall a piece of advice that's served you well in your career so far?
  - Why do you work in hospitality today?
- Hospitality
  - Can you tell me a story of a recent hospitality experience you've had as a guest at another business that stood out to you? What made it special, and what did you learn from it?
  - What's a common misconception people have about hospitality?
  - What do you think you have a different view of hospitality than most? How did you come to think this way?
  - How has your understanding of hospitality evolved over time?
- Guest Experience
  - Tell me about the type of hospitality you aim to provide.
    - What makes it unique? What are you most proud of?
    - (Tell stories or give examples of how you created what you offer if applicable)
  - Tell me about a recent project or initiative you're proud of that improved the guest experience.

- Operations and Technology
  - What systems or processes have you created to operationally help you deliver your guest experience?
  - Let's talk about technology - what's been useful for you? What are you observing or have a different take than most on when it comes to tech?
  - Tell me about a project or initiative you've led to improve operational excellence.
  - What tools or resources have been most valuable to you?
- People & Culture
  - What have you learned about leadership over your career so far?
  - What's something you teach all your new team members?
  - How do you define the "culture" of your organization?
    - What are you doing differently?
  - What's working well with regard to recruiting?
  - What's working well with regard to training?
- Community Engagement and Social Impact
  - How do you think about engaging the community at large?
  - What do you think are the most important issues facing society today?
  - What gives you hope when you think about the future?
- Current Projects and Future Plans
  - What are you working on now / next?
  - Is there anything else fun you've done or are working on you'd like to tell people about?
  - What are you excited about now?
- Personal Growth and Habits
  - What new belief, behavior, or habit has most improved your life in the last five years?
  - Where do you find inspiration for new ideas?
  - What practices or habits sustain you in your daily life?
  - What do you do to recharge and take care of yourself? Any advice you've heard that you've found helpful here?
  - How has working in hospitality shaped you as a person? Do you find the principles of hospitality guide you in your personal life with family, friends, neighbors, etc? If so, how?
- Inspiration from outside of the industry:
  - Can you share a story or example of being inspired by someone or some business outside of the hospitality industry? (I want to help our listeners understand how to take best ideas and practices from everywhere)
- More...
  - What do you have a hunch about now that you don't quite have data to support - but a theory you believe is true?
  - How do you see hospitality evolving over the next decade?
  - What are we not paying enough attention to in hospitality, but should?
  - What else is on your mind these days? (Open-ended - we can talk about anything!)

- Closing recap (for use in promoting this - likely won't be a part of the main episode): Of everything we discussed today, what was most interesting to you and you're excited to share with our audience?