

Ferðamálaþing
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*„If everyone is moving forward together,
then success takes care of itself“*

Henry Ford







$(\text{Team} + \text{Strategy})(\text{Quality}) = \text{Success}$



- Part 1 –

Strategy for the Company



Vital Steps:

1. Create and Publish your Vision and your Mission Statement
2. Use the Mission Statement as a guide to create your strategy
3. Implement the strategy
4. Work with the Team to achieve success
5. Revise the strategy as needed when there are changes in the SWOT



Create and publish your Vision and Mission Statement



Create your Strategy



Implement the strategy



Work with the Team to
achieve Success



Revise the strategy as needed when there are changes in the SWOT



- Part 2 -

Strategy for the Team



Before the team plays a role in the strategy of the company, it is vital for companies to be clear on the role they want them to play

....and to set them up for success.



Vital Steps:

1. Define Roles for each Team Member
2. Build a Team
3. Train the Team
4. Clarify the Strategy for the Team



Define roles for each Team member



Build a Team



Train the Team



Clarify the Strategy for the Team



Part 1 – Strategy for the Company

1. Create and Publish your *Mission Statement*
2. Use the *Mission Statement* as a guide to create your *Strategy* and *Quality standards*.
3. Work with the *Team* to implement the *strategy*
4. Work with the *Team* to uphold and improve the *quality standards* and achieve *success*
5. Revise the *strategy* as needed when there are changes in the *SWOT*



Part 2 – Strategy for the Team:

1. Define Roles for each Team Member
2. Build a Team
3. Train the Team
4. Clarify the Strategy for the Team



Q: Once you have decided a strategy for your company, set SMART goals, communicate actions and activities – does Success come naturally?

A: Unfortunately not – No matter what level of a company you are in, you need to remember it is your whole team that is required to produce Quality.

Without Quality – Success is a game of Luck!



The Hybrid Hospitality Quick 6 of Ensuring Quality



Inspire your Team to achieve success



Listen to your Team.
Listen to your business.



Motivate.



Continually strive to engage staff in
improving quality and ensuring quality



Nurture a healthy work environment



CELEBRATE EVERY SUCCESS!!!



(Team + Strategy)(Quality) = Success



Questions?

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Thank You