

# A Baker's Dozen of Formulas to Thrive (and not merely survive) in the Service and Hospitality Industry!

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Over the last ten years, I have researched and found more than 100 proven strategies that have varying degrees of particular value to hospitality businesses. While some of them are not new, they all have specific benefits to anyone in the service industry. In order for them to work though, everyone in the organization must make a personal commitment to allow these strategies to work. When the owner or senior management introduces them in a positive and re-enforcing manner, today's staff will respond with enthusiasm.

## Do More than Survive: Thrive!

*Introducing THE P-A-R PRINCIPLE™:<sup>1</sup>*

PAR = Webster defines the noun "par" as

1. " a stated value (as of a security)
2. a common level
3. an accepted standard or normal condition

As a verb, PAR takes on a new dimension:

1. equal
2. match
3. keep pace with
4. balance

*Introducing THE P-A-R PRINCIPLE™:*

**P = People** (Associates and Customers)

**A = Administrative** (Procedures, financial controls, business practices to care for the asset)

**R = Resources** (Using what is available to you to the best interests of all parties. This includes traditional inside resources and outsourcing as a permanent option)

The hospitality and tourism industry today is collectively considered the single largest employer in the world today. It is unique from many other industries in that it requires a substantial measure of both

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<sup>1</sup> *The P-A-R PRINCIPLE™* by John Hogan, HospitalityEducators.com

tangible and intangible asset care. It is an industry that requires large amounts of capital, yet is one that requires an intensive commitment to the "people" side of service

**CARPE DIEM = "seize the day."**

Our industry has survived for centuries, but it has not been one that has generated adequate financial returns for many investors and staff. Using **THE P-A-R PRINCIPLE™** involves a fresh outlook at virtually all areas of our business. This includes marketing, understanding and using consistent sound business practices, *Hotel Common Sense™<sup>2</sup>* and developing loyalty from both associates (staff) and customers (guests).

**TO THRIVE,  
WE MUST DEAL EQUALLY WITH THE THREE SIDES  
OF THE BUSINESS TRIANGLE IN DAILY OPERATIONS,  
AS WELL AS IN OUR LONG-TERM STRATEGIC PLANNING.**

## **A Baker's Dozen of Formulas to Thrive (and not merely survive) *in the Service and Hospitality Industry***

The following partial list of ideas and formulas are prime areas for the hospitality business of today and warrant review and attention on a regular and repetitive basis.

Each business and individual has different priorities. Some ideas may appear to be obvious, while others need more thought and analysis. This program is one of our **2011 Keys to Success™ workshops and keynote presentations<sup>3</sup>**.

**The letters P, A or R are listed after each idea for emphasis and focus.**

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|--|--------------|
| <b>1. Understand and Identify real profit centers</b>        | <b>R</b>     |
| <b>2. Establish who is actually in charge</b>                | <b>P-A-R</b> |
| <b>3. Review property tax valuations and rates</b>           | <b>A</b>     |
| <b>4. Investigate the legal option of "carry-back" taxes</b> | <b>A, R</b>  |
| <b>5. Evaluate Ownership pay</b>                             | <b>P-A-R</b> |
| <b>6. Accepting personal accountability</b>                  | <b>P-A-R</b> |
| <b>7. Know who is spending what</b>                          | <b>A</b>     |

<sup>2</sup> *Hotel Common Sense™* by John Hogan, HospitalityEducators.com

<sup>3</sup> <http://www.hospitalityeducators.com/articles/Keys-to-Success-Workshops-and-Keynotes>

8. Budget and judge by department	A, R
9. Calculate the true value and costs of perks (and tell everyone)	P, A, R
10. Set Bonuses with a purpose	P, A
11. Examine Retirement plans: Unique ways to fund them	P-A-R
12. Consider Non-cash compensation and motivators	P-A-R
13. Comprehend the total cost of Energy	A, R

## *MORE TO FOLLOW*

### Hospitality Tips of the Week™

#### Two quotes this week

***"It is a thousand times better to have common sense without education than to have education without common sense."* Robert Ingersoll, (1833 – 1899) American political leader, and orator during the Age of Freethought, noted for his broad range of culture**

***"Common sense ain't common".- Will Rogers***

(1879 –1935), born to a Cherokee Nation Family, he became known an American cowboy, humorist, social commentator and one of the best-known celebrities in the 1920s and 1930s. He wrote more than 4,000 nationally syndicated newspaper newspaper columns <sup>4</sup>,

***KEYS TO SUCCESS™*** is the umbrella title for my 2011 programs, hospitality services and columns. This year's writings focus on a variety of topics for hotel owners, managers and professionals including both my "HOW TO" articles, **HOSPITALITY CONVERSATIONS™**, **Lessons from the Field™**, **Hotel Common Sense™** , **THE P-A-R PRINCIPLE™** and **Principles for Success**.

Feel free to share an idea for a column at [john.hogan@hospitalityeducators.com](mailto:john.hogan@hospitalityeducators.com) anytime or contact me regarding consulting, customized workshops, speaking engagements ... And remember – we all need a regular dose of common sense.



<sup>4</sup> ^ [a b c](#) Schlachtenhaufen, Mark (2007-05-31). "[Will Rogers grandson carries on tradition of family service](#)". *OkInsider.com*. Oklahoma Publishing Company. Archived from [the original](#) on 2007-09-28. [http://web.archive.org/web/20070928161652/http://www.okinsider.com/topic\\_01OF0MMAHY/readstory.oki?storyid=03K101DDQ](http://web.archive.org/web/20070928161652/http://www.okinsider.com/topic_01OF0MMAHY/readstory.oki?storyid=03K101DDQ). Retrieved 2007-07-21.

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John Hogan is a successful hospitality executive, educator, author and consultant and is a frequent keynote speaker and seminar leader at many hospitality industry events. He is Co-Founder of a consortium ([www.HospitalityEducators.com](http://www.HospitalityEducators.com)) of successful corporate and academic professionals delivering focused and affordable counsel in solving specific challenges facing hospitality today.

[www.HospitalityEducators.com](http://www.HospitalityEducators.com) is a membership site offering a wide range of information, forms, best practices and ideas designed to help individual hoteliers and hospitality businesses improve their market penetration, deliver service excellence and increase their profitability. Individuals wishing to contribute materials may send them [Kathleen@HospitalityEducators.com](mailto:Kathleen@HospitalityEducators.com). **Special pricing is in effect for a limited time that also includes a complimentary copy of LESSONS FROM THE FIELD- A COMMON SENSE APPROACH TO EFFECTIVE HOTEL SALES.**

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If you need assistance in any of these areas or simply an independent review or opinion on a hospitality challenge, contact me directly for a prompt response and very personalized attention.

**[www.HoganHospitality.com](http://www.HoganHospitality.com)**

**Your Hospitality Resource for the Hotel Owner, Innkeeper, Manager and Hospitality Industry Associations**

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