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MASTERING HOLIDAY MAGIC

STRATEGIES TO ELEVATE
MEMBER EXPERIENCE AND
ALLEVIATE BURNOUT

AGENDA

Hospitality Timeline + Qualifiers

Start With Why

Systemize Planning & Coordination

Enhance Member Engagement

Self-Care & Team Wellness Practices

Discover PASSION

Hospitality Timeline



2012 DEMOCRATIC
NATIONAL CONVENTION
CHARLOTTE, NORTH CAROLINA



100 wine dinners

350 weddings

400 golf tournaments

2750 private events

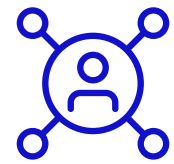
10000 club events

10000000 in revenue



**Qualifiers By
The Numbers**

What is Your Why? Why is PURPOSE important?



Improve Wellbeing

less stress, better health,
and make healthier
choices



Connection

sense of belonging
to the larger world
around you



Provide Direction

guide decisions,
shape goals, and
create meaning

Why do people plan, produce, attend or otherwise host events?



Provide opportunities
for community
building



Provide opportunities
for connection &
celebration



Build reputation
(morale & culture)



Convey a message
(knowledge exchange)

Emily & Shooter



Systemize Planning

Starts with Planning Your Week

Monday: voicemails + emails

AM-Meetings & Tours

PM-Prepare BEO Packet

Tuesday: voicemils + emails (NO MEETINGS/TOURS)

AM-Administrative Tasks

PM-BEO Distribution

Wednesday: voicemails + emails

AM-Administrative Tasks

PM-Meetings & Tours

Thursday: voicemails + emails

AM-Administrative Tasks

PM-BEO Meeting

Friday: voicemails + emails

AM-Meetings & Tours

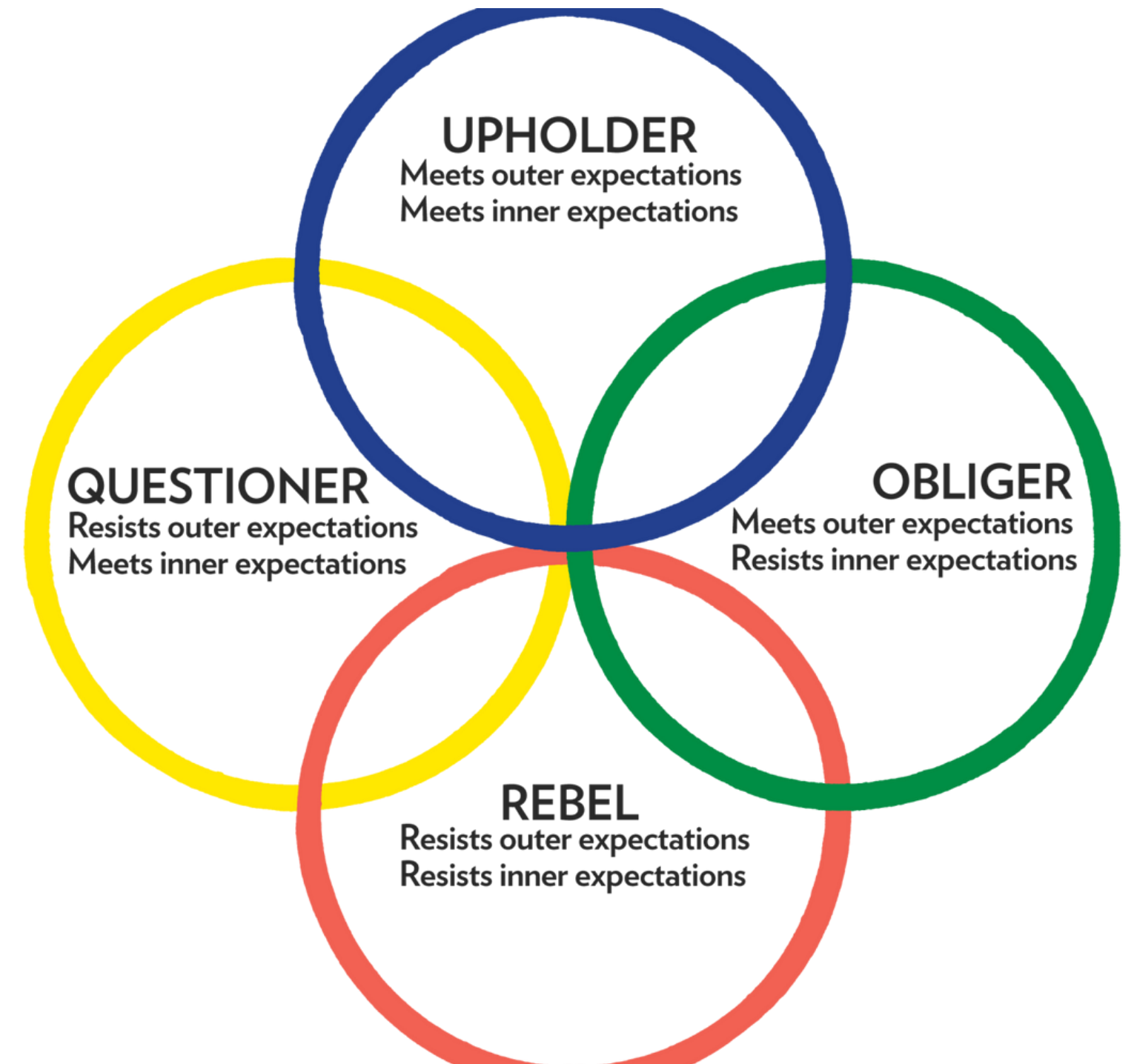
PM-Close out Open Tasks



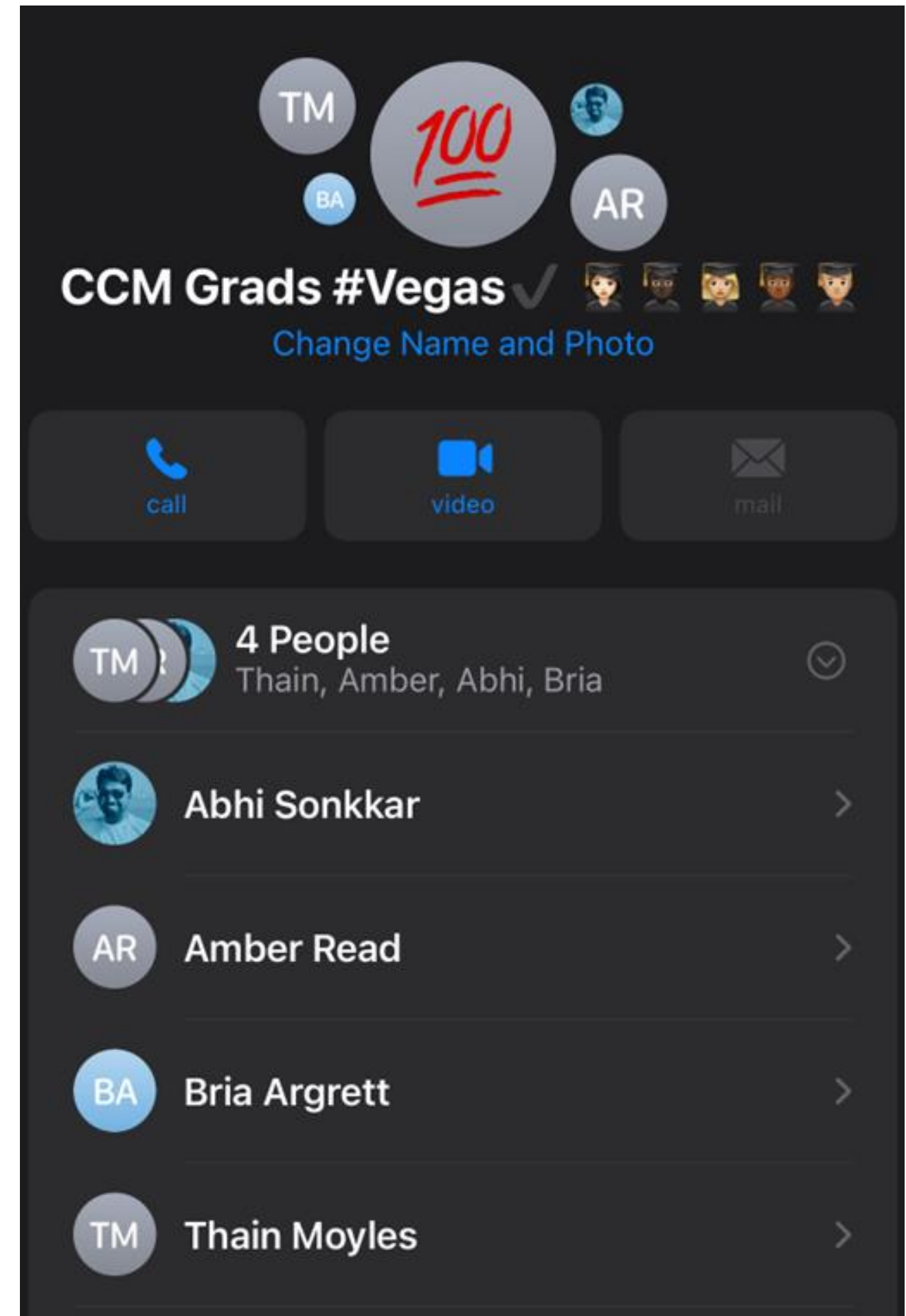
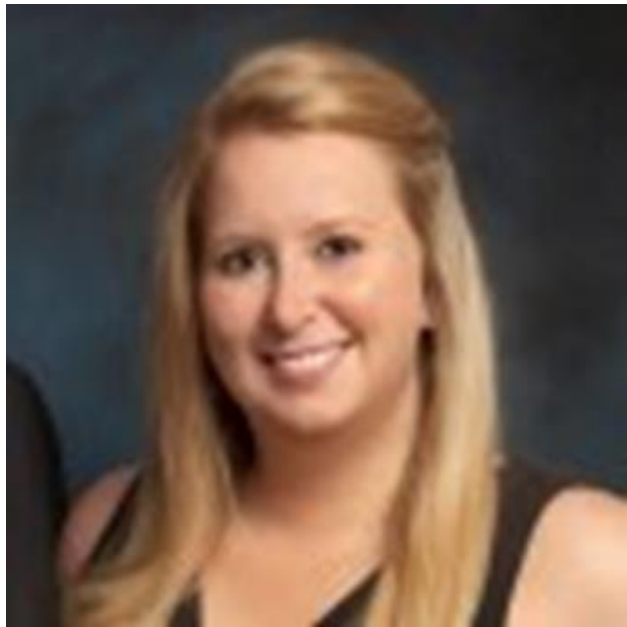
The Power of Accountability

gretchenrubin.com/quiz

Knowing our Tendency can help us approach situations in ways that make us more likely to achieve our aims. We can make better decisions, meet deadlines, meet our promises to ourselves, suffer less stress, and engage more deeply with others. Just as important, understanding other people's Tendencies can help us reduce conflict and make significant, lasting change.



My Road To The CCM

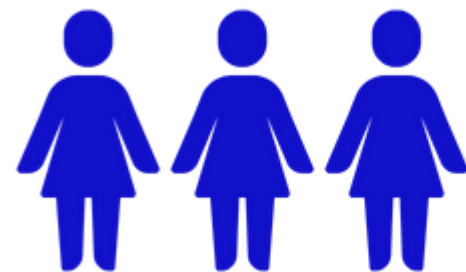


Know Your Audience To Be of Service

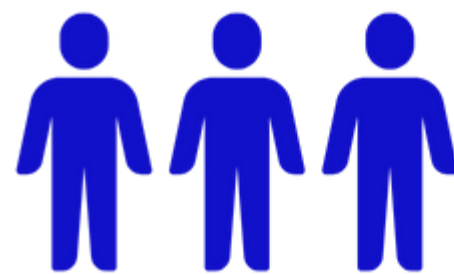
Clubs Within Clubs
Golf - Racquets - Recreation
Family Activities



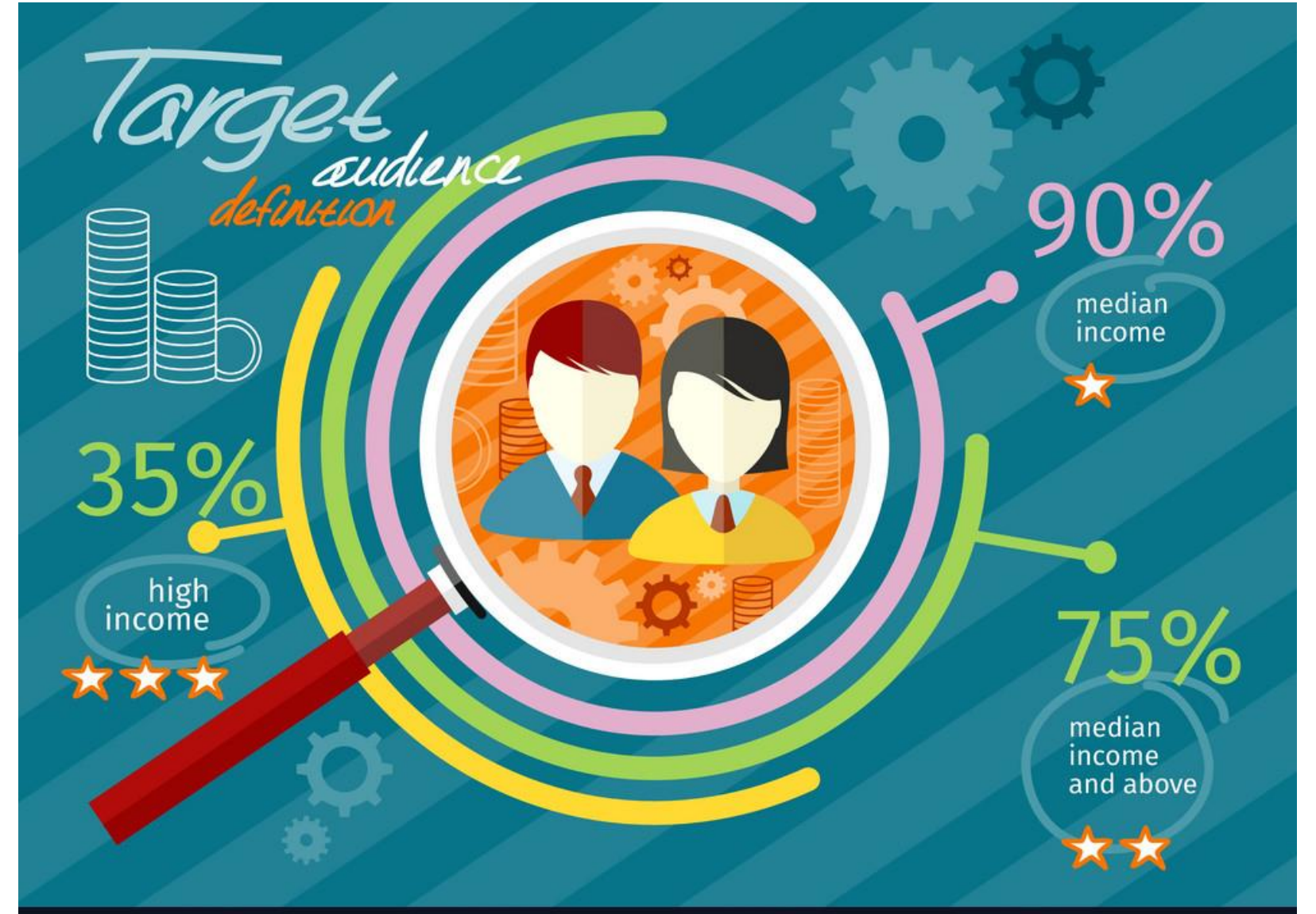
Men



Women



Families





MOUNTAIN MAGIC
Ladies Member/Guest Tournament

Enhance Member Engagement

- Know Your Audience
- Work Within Your Budget
- Make Your Marketing Fun
- WIIFM Concept
- Obtain Qualitative Feedback & USE IT!



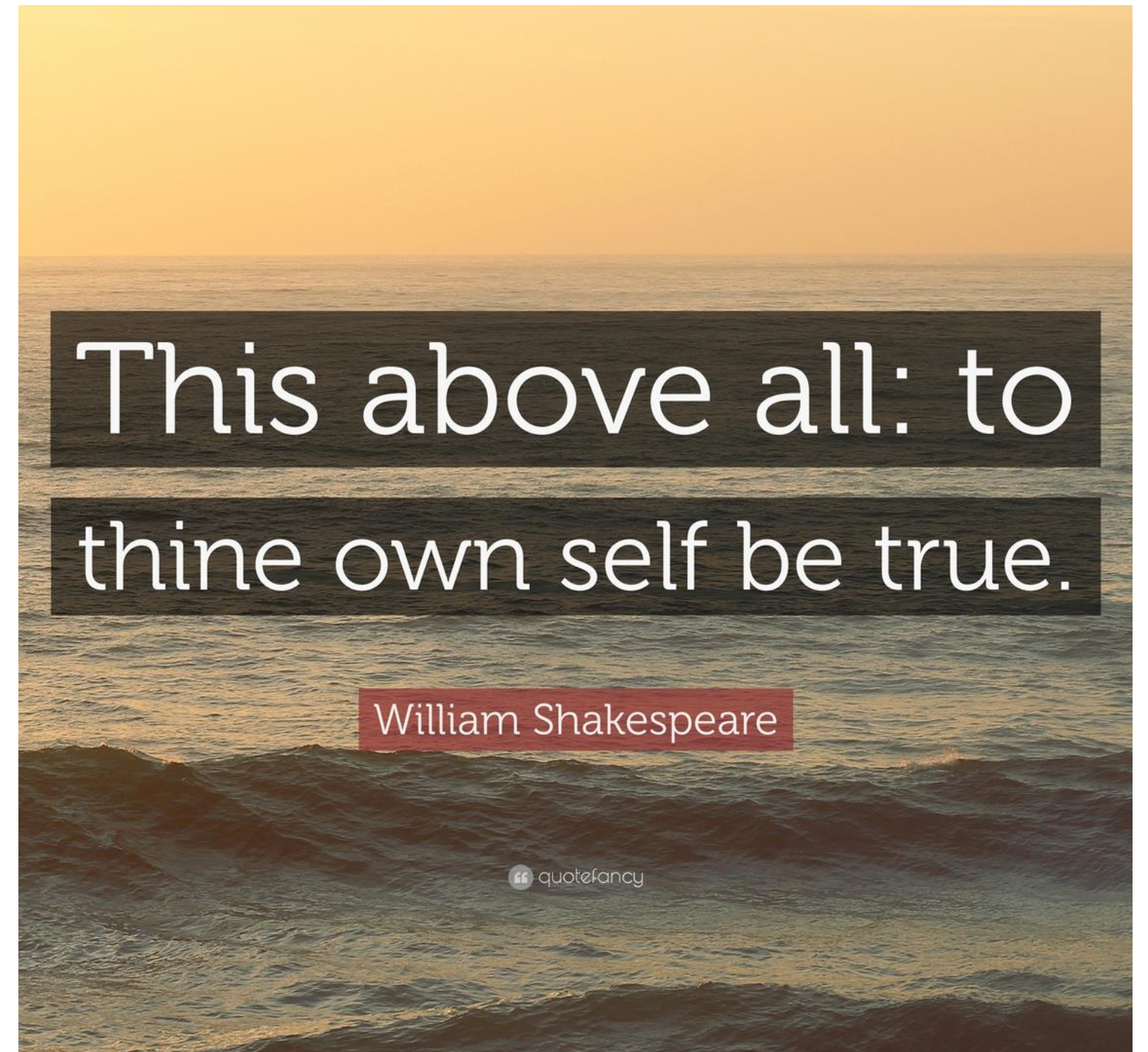
The Power of SELF

self-awareness (ability to recognize your own thoughts & emotions)

self-esteem (confidence in one abilities)

self-worth (internal sense of value)

self-care (taking action to preserve ones health)



This above all: to
thine own self be true.

William Shakespeare

SELF CARE = TEAM WELLNESS

The wellness of a TEAM depends heavily on the HEALTH of its LEADER

It is IMPOSSIBLE to serve others from an empty vessel

-diet - exercise

-sleep hygiene -chronic stress

-ikigai (reason for being)

purpose heals



Innovation & Creativity

THIS IS WHERE THE
MAGIC
HAPPENS!!!



P

Purpose

Accountability

Self

Service


Innovation

Objective

Nobility



QUESTIONS



What is easy is sustainable.
Birds coast when they can.

Adrienne Maree Brown

THANK YOU

Passion Graham
WHATEVER YOU DO, DO IT WITH PASSION
OR NOT AT ALL.