

A CULTURE OF EXCELLENCE | Building Success from Within

THE RITZ-CARLTON CULTURE



THE RITZ-CARLTON

CREDO

The Ritz-Carlton is a place where the genuine care and comfort of our guests is our highest mission.

We pledge to provide the finest personal service and facilities for our guests who will always enjoy a warm, relaxed, yet refined ambience.

The Ritz-Carlton experience enlivens the senses, instills well-being, and fulfills even the unexpressed wishes and needs of our guests.

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WE ARE
LADIES AND
GENTLEMEN,
SERVING
LADIES AND
GENTLEMEN.

THE RITZ-CARLTON CULTURE

		THREE STEPS OF SERVICE
		4
		1
		A warm and sincere greeting.
		Use the guest's name.
		2
		Anticipation and fulfillment
		of each guest's needs.
		 -
		3
		Fond farewell.
		Give a warm good-bye
		and use the guest's name.
EMPLOYEE PROMISE		
At The Ritz-Carlton,		
our Ladies and Gentlemen are the		
most important resource in our service		
commitment to our guests.		
By applying the principles of trust,		
honesty, respect, integrity and		
commitment, we nurture and maximize		
talent to the benefit of each		
individual and the company.		
The Ritz-Carlton fosters a work		
environment where diversity is valued,		
quality of life is enhanced, individual		
aspirations are fulfilled, and		SIM .
The Ritz-Carlton Mystique is strengthened.		JAC .
is strengthened.		1000
		THE RITZ-CARLTON
	l	SERVICE VALUES
		I AM PROUD TO BE
		RITZ-CARLTON
		1
		I build strong relationships and
		create Ritz-Carlton guests for life.
		2
		I am always responsive to the expressed and unexpressed wishes
		and needs of our guests.
		3
		I am empowered to create
		unique, memorable and personal
		experiences for our guests.

THE RITZ-CARLTON CULTURE

		4
		I understand my role in achieving
		the Key Success Factors, embracing
		Community Footprints and creating
		The Ritz-Carlton Mystique.
		The Ritz Canton Mystique.
		5
		I continuously seek opportunities
		to innovate and improve
		The Ritz-Carlton experience.
		6
		I own and immediately resolve
		guest problems.
		7
		I create a work environment of
		teamwork and lateral service so
		that the needs of our guests and
		each other are met.
		each other are met.
8		
I have the opportunity to	-	
continuously learn and grow.		
9		
I am involved in the planning		
of the work that affects me.		
10		
I am proud of my professional		
appearance, language, and behavior.		
11		
I protect the privacy and security		
of our guests, my fellow employees		
and the company's confidential		
information and assets.		
illiottilation and assets.		
12		
I am responsible for uncompromising		
levels of cleanliness and creating a		
safe and accident-free environment.		
		MYSTIQUE
		EMOTIONAL
		ENGAGEMENT
		FUNCTIONAL

SIMPLE, SUSTAINABLE PROCESSES IDENTIFY DEVELOP ENGAGE **Talent Selection** New Employee Orientation Daily Line-Up Operational Excellence Day 21, Day 182, Day 365 Recognition & Reward **EMPLOYEE & CUSTOMER ENGAGEMENT EMPOWERMENT**

Determine which of the five Gold Standards would translate well into your organization or fill a gap within your own culture? How would you bring it to life?	 Gather with your group and discuss the topic. Before the allotted time has elapsed, ensure you have some key bullets written down. A nominee from your group will be called upon to report out.
Determine which of the Simple, Sustainable Processes would translate well into your organization or fill a gap within your own culture? How would you bring it to life?	 Gather with your group and discuss the topic. Before the allotted time has elapsed, ensure you have some key bullets written down. A nominee from your group will be called upon to report out.