



Holiday Inn - Downtown Everett

Organizational Analysis

Purpose

The purpose of this presentation is to reimagine the interdependence of HI-E team members to create exceptional guest satisfaction.



Holiday Inn Mission

"Great Hotels Guests Love"



HI- "5 Winning Ways"

- ✓ **Do the right thing**
- ✓ **Show we care**
- ✓ **Aim higher**
- ✓ **Celebrate difference**
- ✓ **Work better together**



S.E.A.R.C.H

- ✓ **Sincerity**
- ✓ **Enthusiasm**
- ✓ **Accountability**
- ✓ **Respect**
- ✓ **Creativity**
- ✓ **Honesty**



Methods

- ✓ **On-site Observation**
- ✓ **Personnel Interviews**
- ✓ **Course Applications**
- ✓ **Analysis**



Organizational Structure

General Manager: Linda Jones

Director of F&B
Christina

Espresso

Room Service

Restaurant

Bar

Culinary

Catering

Director of Sales

Catering

Sales

Director of Rooms:
Ruthie

Housekeeping

Front Desk

Chief Engineer

Maintenance



Sincerity

Area of Success:

- ✓ **Genuine care for guests**

Key to Success:

- **Embody "Stay Real, Be You"**



Enthusiasm

Area of Success:

✓ Passionate

Department Leaders

Key to Success:

☐ Approach every day

like it's your first



Accountability

Area of Success:

- ✓ Utilizing standard reports

Key to Success:

- ☐ Enforce safety practices



Respect

Area of Success:

- ✓ Personal and professional consideration

Key to Success:

- ☐ Be aware of tense times



Creativity

Area of Success:

- ✓ Recognition programs

Key to Success:

- ❑ Create a better approach for communication with guests
- ❑ Market yourself in empty spaces



Honesty

Area of Success:

✓ Empowered
recovery programs

Key to Success:

☐ Be honest with
faults



Conclusions

- ✓ **“Do the little things well”**
- ✓ **Inspire commitment to purpose**
- ✓ **Create what makes you different**
- ✓ **Consistency is key**



Keys for Your Success

- 1. Empowerment**
- 2. Communication**
- 3. Implementation**



References

✓ Hayes, D. K. & Ninemeier, J. D. (2007). Hotel Operations Management. Upper Saddle River, NJ: Pearson Education.

✓ Hemmerling, B. (2014, September). [Photographs]

✓ Holiday Inn Everett. (n.d.). Holiday Inn Downtown Everett. Retrieved from <http://www.hieverett.com/>

✓ Swain, J. (n.d.). Tuckman's Stages of Group Development. Retrieved from <http://www.gonzaga.edu/>

