



EP. 123 RITZ CARLTON CO-FOUNDER

HORST SCHULZE WITH HOST DON YAEGER - PART 1

(4:30) Don't come to work, come here to be _____, which I didn't understand because what is excellent about washing dishes? I learned that even if I'm a dishwasher I can define myself as a gentleman.

(7:15) *Reflection Question: Excellence is not an accident, it is the result of high intent and hard work. Your high intent needs to be expressed the moment you select and orient an employee. Then it needs to be repeated regularly. What is your organization's high intent? How often do you repeat it?*

Horst's hotel example: Our high intent is not that people have a place to sleep. It is that our guests feel respected, honored and welcomed.

(9:15) When you accept the role of a leader, you accept the responsibility to be a positive influence in the life of others, and accept that you are the representative of the objectives of the company. You lose the right to _____. Your mission is to find answers.

(16:00) In all cultures there is a subconscious expectation for what your organization delivers in three areas: Product, Timeliness, and Service. *Reflection questions:*

What systems and processes do you have in place to ensure your product is defect-free?

What systems and processes do you have in place to ensure your product gets to your customers when they want it?

*What systems and processes do you have in place to ensure your service exceeds expectations?
THIS piece develops loyalty exponentially faster.

Part 2 of Don Yaeger's conversation with Horst Schulze will be live Wednesday, December 7, 2022.

Answers:

excellence

make excuses

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Together we can add value to people who multiple that value to others.