

CRAIG KITCH

Working with managers who want to develop a workplace environment that creates loyalty within the staff and remarkable service for the customer.

In a day when employees are becoming more wanton and customers more demanding, the responsibility falls on managers to bridge the gap. If critical issues begin falling through the cracks, a self-perpetuating cycle begins that often leaves a manager exhausted and feeling like they're chasing their tail. Customers become frustrated and employees sink into the quagmire of low morale. If left unchecked, a business can slip into the "twin revolving doors" syndrome; one for the staff and one for the customers.

Craig Kitch has over 20 years of hotel management experience and works with managers to develop a workplace environment that creates loyalty within the staff and remarkable service to the customer. The most successful managers are leaders who have learned to effectively communicate a vision for their team while honoring the individuality of each player. By learning to effectively take care of their employees, business leaders find that the employees take better care of the customers.

Managers learn to create an environment with:

- ◆ More Delighted Customers
- ◆ More Happy Employees
- ◆ Less Staff Turnover
- ◆ Better Overall Performance



Craig Kitch is a professional speaker and trainer. He works with managers who want to develop a workplace environment that creates loyalty within the staff and delivers a remarkable experience for the customer.

Craig began his professional life as a broadcaster, where he learned the power of the spoken word. He took those skills with him into the hospitality industry where he had a successful career for over 20 years. Working in mid to upper level management, Craig developed the skills necessary to pull teams of people together and lead them to accomplish ambitious goals. He eventually became a "turn around specialist", using those skills to remedy problematic properties.

Today Craig runs his own business, Kitch and Associates, and is dedicated to improving the effectiveness of managers. He serves on the Board of Directors for the Greater Nashville Hotel and Lodging Association and he is President Elect of the National Speakers Association - Tennessee Chapter.



"Thank you for an outstanding workshop. Your approach in presenting the material was perfect as you kept the group engaged and participating. I highly recommend your system and workshop to everyone I know."

**- Tom Hillman, COO
Musselman Hotels, LLC**

"We used Craig for a conflict resolution workshop. He made the day interesting to a very diverse group of managers.....Identified areas of potential conflict and used the personal situations from his hotel background to gel the concepts into reality."

**- Thom Druffel, CHA, General Manager
Holiday Inn Select, Nashville**

"What an amazing day! Thanks for helping us refocus on the truly important issues. These new tools you gave us will make all the difference in the coming year."

**- Patrick Franzone, General Manager
Millennium Maxwell House Hotel**

CRAIG KITCH

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- ◆ Learn to hire right the first time.
- ◆ Develop a staff that desires continuous improvement.
- ◆ Learn the secrets top managers use to ensure success.
- ◆ Learn how people **really** want to be treated.