



**THE RITZ-CARLTON
LEADERSHIP CENTER**

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.

MOTTO

**WE ARE
LADIES AND
GENTLEMEN,
SERVING
LADIES AND
GENTLEMEN.**

THE RITZ-CARLTON CULTURE

C A R

THREE STEPS OF SERVICE

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
The Ritz-Carlton Mystique
is strengthened.

S H I I I

E R



THE RITZ-CARLTON

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

C A R

4
I understand my role in achieving the Key Success Factors, embracing Community Footprints and creating The Ritz-Carlton 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.

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.

12
I am responsible for uncompromising levels of cleanliness and creating a safe and accident-free environment.

S H I I I

E R

MYSTIQUE

EMOTIONAL
ENGAGEMENT

FUNCTIONAL

SIMPLE, SUSTAINABLE PROCESSES

IDENTIFY DEVELOP ENGAGE

CAR

Talent Selection
New Employee Orientation
Daily Line-Up
Operational Excellence
Day 21, Day 182, Day 365
Recognition & Reward

FRSHTI

EMPLOYEE & CUSTOMER ENGAGEMENT

ER

EMPOWERMENT

GROUP ACTIVITY

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?

1. Gather with your group and discuss the topic.
2. Before the allotted time has elapsed, ensure you have some key bullets written down.
3. A nominee from your group will be called upon to report out.

GROUP ACTIVITY

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?

1. Gather with your group and discuss the topic.
2. Before the allotted time has elapsed, ensure you have some key bullets written down.
3. A nominee from your group will be called upon to report out.