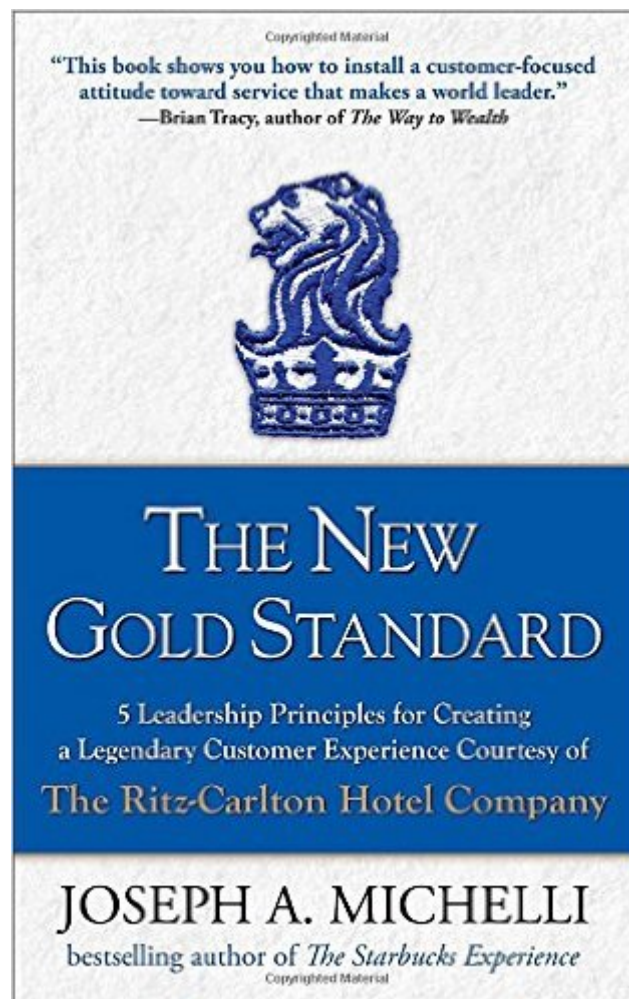


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# The New Gold Standard: 5 Leadership Principles For Creating A Legendary Customer Experience Courtesy Of The Ritz-Carlton Hotel Company



## Synopsis

Discover the secrets of world-class leadership! When it comes to refined service and exquisite hospitality, one name stands high above the rest: The Ritz-Carlton Hotel Company. With ceaseless attention to every luxurious detail, the company has set the bar for creating memorable customer experiences in world-class settings. Now, for the first time, the leadership secrets behind the company's extraordinary success are revealed. The New Gold Standard takes you on an exclusive tour behind the scenes of The Ritz-Carlton Hotel Company. Granted unprecedented access to the company's executives, staff, and its award-winning Leadership Center training facilities, bestselling author Joseph Michelli explored every level of leadership within the organization. He emerged with the key principles leaders at any company can use to provide a customer experience unlike any other, such as: Understanding the ever-evolving needs of customers Empowering employees by treating them with the utmost respect Anticipating customers' unexpressed needs and concerns Developing and conducting an unsurpassed training regimen Sharing engaging stories from the company's employees--from the corporate office and hotels around the globe--Michelli describes the innovative methods the company uses to create peerless guest experiences and explains how it constantly hones and improves them. The New Gold Standard weaves practical how-to advice, proven leadership tools, and the wisdom of experts to help you create and embed superior customer-service principles, processes, and practices in your own organization.

## Book Information

Hardcover: 304 pages

Publisher: McGraw-Hill Education; 1 edition (July 4, 2008)

Language: English

ISBN-10: 0071548335

ISBN-13: 978-0071548335

Product Dimensions: 5.6 x 1 x 8.7 inches

Shipping Weight: 1.7 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars [See all reviews](#) (83 customer reviews)

Best Sellers Rank: #13,742 in Books (See Top 100 in Books) #10 in [Books > Business & Money](#)  
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## Customer Reviews

It seems like everyone who's ever stayed at a Ritz Carlton has a story to tell. I guess we just tell them to each other because this is the first book I've ever seen about the marvelous organization that is the Ritz. In *The New Gold Standard*, Joseph Michelli does an excellent job of describing why the Ritz is an icon for great service. He starts with the story of the Ritz, from Cesar to the present. Then he tells the purpose of the book. "The New Gold Standard is primarily intended to help managers, owners, and leaders understand the driving principles, processes, and practices that have generated unusual staff loyalty, world-class customer engagement, and significant brand equity for Ritz Carlton." He does that and more. Besides the view from the top, Michelli gives us the view from behind the counter and other places at the frontline. He structures the book by using five key principles that he thinks can guide any business that wants to deliver consistent, world-class service. Principle One, Define and Refine is the foundation. You can't expect it if you can't articulate it. You can't expect it all the time unless you make it part of the culture. This is not simply the "Credo Card." Many companies have something similar. It's working the card into discussions and instructions. It's sharing the card with guests. It's the motto: "Ladies and gentlemen serving ladies and gentlemen." There's an old-world quaintness about the language, but there's no mistaking the meaning. People who work for the Ritz are "ladies and gentlemen." Their guests are "ladies and gentlemen," too. There's attention to shared standards. Those include the Three Steps of Service and the 20 Basics.

I have to say that parts of this book were so cloying and some of the anecdotes so over the top that I felt like throwing it away, except ... except for the fact that the Ritz-Carlton is one magnificent Brand founded on a great product. As I continued to read, I began to appreciate why the Ritz-Carlton is so successful. The stories of over the top customer service and attention are so common, the attention to detail is so ... well ... detailed: these are the reasons why the hotel chain has become in the author's words - *The New Gold Standard*. In this well researched book, Michelli identifies five key principles that ensure success for this great hotel chain and which of course everyone can learn from. There is nothing new about the five principles, but very few companies implement them properly. The principles are: 1) Define and refine a. Communicating Core Identity and Culture b. Be Relevant 2) Empower through Trust a. Select - Don't hire b. It's a matter of Trust 3) It's not about You a. Build a business focused on Others b. Support Frontline Empathy 4) Deliver Wow! a. Wow: The Ultimate Guest Experience b. Turning Wow into Action 5) Leave a Lasting Footprint a. Aspire, Achieve, Teach b. Sustainability and Stewardship. In writing book reviews, I don't normally re-run the basic contents page but in this case it is appropriate, because any one of the principles outlined

above will help you grow your business. The challenge of course is how to do it. If there is one key lesson I take from the book it is - Reinforcement: Reinforcement of values, Reinforcement of culture and practices.

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