



# EQ in Hospitality Research

EQ | Emotional Intelligence

## WHY SHOULD YOUR HOTEL PARTICIPATE?

The outcome of this research will enable us to increase Guest Engagement



by creating tools that support team's

while driving our KPIs

SELECTION   GROWTH   RETENTION

GUEST EXPERIENCE   LOYALTY   REVENUE



## WHO IS LEADING THIS RESEARCH?



The research is done in partnership with **Six Seconds**, a leading nonprofit organization with a vision to reach a billion people practicing Emotional Intelligence globally ([www.6seconds.org](http://www.6seconds.org)).

**Your Turn Solutions** is a Preferred Partner of Six Seconds in North America.



## WHAT IS THE RESEARCH'S KEY QUESTION?

The aim of the research is to connect Guest Experience and Emotional Intelligence Talents of the Front Desk teams. It will answer the question:

**"WHAT SET APART GREAT FRONT OFFICE AGENTS, WHO DELIVER AN EXCELLENT GUEST EXPERIENCE?"**



## WHAT'S IN IT FOR PARTICIPATING HOTELS?



The participating team members of each hotel will receive an **individual EQ Assessment report**. This can be used for internal coaching and development.

Each hotel will have a chance to be selected in a draw to receive one of five **EQ Assessments and Debriefs** (worth USD 300).

Participating hotels will be first in receiving a copy of the Research White Paper.

There are **no costs** involved in participating.

## WHO WILL TAKE PART IN THE RESEARCH?



5\* Hotels | 4 Hotels per City



Front Desk Staff | 5+ in each hotel

Dubai, Johannesburg, Mecca, Singapore, Hong Kong, Bangkok, Rome, London, Paris, Miami, New York, and Las Vegas.



Total Sample. | 240 Team Members



Hotel's Name will be kept confidential.

Team Members' data will be kept confidential.

Specific information on how data is exchanged and protected is readily available.



How much time will participating in the research involve?

**2** hours from the side of the Front Office Manager

**15** minutes for the team

To participate in the Research, connect with **STEFANIA PICHECA** at [stef@yourturnsolutions.com](mailto:stef@yourturnsolutions.com) | +1 703 8508564

LET'S GET YOUR HOTEL INVOLVED AND MAKE THE DIFFERENCE