



# UNREASONABLE HOSPITALITY

the remarkable power of  
giving people more than  
they expect



Adapted from *Unreasonable Hospitality* by Will Guidara

# UNREASONABLE HOSPITALITY

**Defined - going above and beyond in the pursuit of how you make people feel**

For most of America's history we were a manufacturing economy now we are a service economy with GDP at 75% (service). Globally, GDP is at 65%. This means, in order to have a competitive advantage organizations need to be in the business of serving other people.

**75%**

Don't take yourself so seriously, take what you do seriously!

What does it look like to give people more than what's expected?

Give people a genuine sense of belonging. It's not one size fits all ... it's one size fits one

## HOSPITALITY IS FOR EVERYONE

subtle art of identifying your **raw ingredients** to facilitate deep connections

1  
We're not in the business of giving people anything, but in the business of creating unforgettable experiences

2  
What would your organization look & feel like if everyone was obsessed with creating customized experiences for each individual?

3  
The business of serving others & facilitating genuine connection requires leaders to care "a little bit more" and try "a little bit harder"

4  
Unreasonable hospitality has the power to do more than just satisfy employees or customers. Unreasonable hospitality changes lives.

# WAYS TO MOVE FROM ORDINARY TRANSACTIONS TO EXTRAORDINARY EXPERIENCES

## 01 Be Present

Caring so deeply about the end user that you forget about everything else by prioritizing the guest experience. You're razor focused on the person in front of you.

It's easy to get so caught up in "doing" that you overlook the people and environment around you, missing what they are or aren't saying.

## 02 Your Staff

Caring well for your customers begins by caring well for your employees.

By offering unreasonable hospitality to your staff, you show them how you want customers to feel. Making customers happy starts by valuing your staff's role.

## 03 Personalize every experience

When you personalize every experience you bring unreasonable hospitality to life.

Forget the product! How does the person feel after interacting with you? By meeting their needs, you make them feel seen and heard, not just like a number.

## 04 Develop a toolkit for unreasonable hospitality

By developing a toolkit you create an opportunity for your ministry to scale unreasonable hospitality.

A toolkit helps servant leaders go above and beyond in unexpected ways, fostering creativity and personalized experiences while preparing for recurring situations.

## 05 Break the rules

Do not fear disrupting the status quo if it means you are able to provide unreasonable hospitality & connect better with your end user.

To "break the rules," you must put in serious effort to achieve excellence. It's not about rebellion, but about genuine connection. Those obsessed with unreasonable hospitality can read the moment and deeply want to create meaningful connections.

"In hospitality it's all about a person's felt experience. Do they feel seen? Known? We do this by seeing people for their uniqueness not as a commodity."

-Will Guidara

