

Danny Meyer: Enlightened Hospitality One-Pager

(From *RunningRestaurants.com*)

Enlightened Hospitality Priorities

- 1. Employees first
- 2. Guests second
- 3. Community third
- 4. Suppliers and partners fourth
- 5. Investors last

Decision Filter

- Does this strengthen relationships in the right order?
- Will this build trust and goodwill long-term, even if it costs short-term?
- Does this action show hospitality or just service? (Hospitality = how you make people feel)
- Is the culture signal clear? (Every decision teaches your team what you value)

Daily Habits

- Pre-service staff check-in (personal connection before business)
- Empower staff to solve guest issues without waiting for permission
- Publicly recognize moments of great hospitality daily
- Capture guest names, preferences, and return visits
- Invest in community partnerships and causes

Moments Map Example

Touchpoint	Internal Action	External Impact
Pre-shift	Ask team members a personal question	Builds trust & loyalty
Guest greeting	Use guest's name & welcome them back	Creates emotional connection
Mid-meal	Manager table touch to check satisfaction	Shows attentiveness
Post-meal	Handwritten thank-you on the check	Leaves lasting impression
After-visit	Follow-up note or email for milestone guests	Reinforces relationship