

Being Frank: Relationships
Determine Results,
Connections Build our Future

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Being Frank: Relationships Determine Results,
Connections Build Our Future



New Philadelphia, Ohio



Buckeye Career Center

Ohio Career Technical High School

- 34 Programs
- 3 Service Counties
- 11 Partner High Schools
- 15+ Districts Open Enroll Students

Ohio Career Technical Center

- 10 Full Time Career Development Programs
- 100's of Part Time (from Hobby Lobby to Career Readiness)
- New Skill, Upskill, Reskill
- Customized Training
- Apprenticeship and More



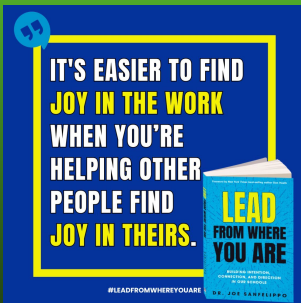








"People are far less likely to burn down what they helped build."



**RELATIONSHIPS
DETERMINE
RESULTS**







$$30 = 2880$$

$$30 = 960$$

Relationships Determine Results

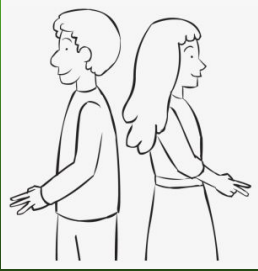
‘RDR’

What is :30
Worth to You?
You Do the Math

86,400
2,880
960

Do You Have
:30?





Add 'em up!

How Can We Say...



Being Frank: Relationships Determine Results,
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How Can We Say Yes?



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How Can We Say Yes?

- Create a strong brand
- Use it consistently across all platforms
- Encourage school, work, village, and community spirit, and pride
- What's unique about your school that you're proud of?



Why Certain Experiences Have Extraordinary Impact



MAGIC CASTLE HOTEL



Rated #2 hotel in LA



++ Snack List Menu Magic Castle Food ++

Meatballs	Salads	Breads
Beef	Caesar	Garlic Bread
Chicken	Garden of Eatin'	Rolls
Pork	House	
Shrimp	Italian	
Veal	Macaroni	
	Pasta	
	Salad	
	Soup	
	Sauce	
	Sides	
	Snacks	
	Drinks	
	Desserts	
	Smoothies	
	Juices	
	Soft Drinks	
	Alcohol	
	Non-Alcohol	
	Specialty	
	Seasonal	
	Local	
	Organic	
	Gluten Free	
	Vegan	
	Vegetarian	
	Halal	
	Kosher	
	Religious	
	Cultural	
	Historical	
	Artistic	
	Scientific	
	Medical	
	Legal	
	Business	
	Education	
	Health	
	Environment	
	Society	
	Community	
	Family	
	Friends	
	Colleagues	
	Neighbors	
	Strangers	
	Everyone	





Creating Memorable Moments

- Small interactions can have a big impact
- 30-second encounters can change classroom/work culture
- Celebrate achievements, big and small
- What's a positive 30-second interaction you've had at work/in your community?





Connections Build our Future



How do you connect?



What is your reach?



What can you do to extend your reach?



Simple, unique, & repeatable

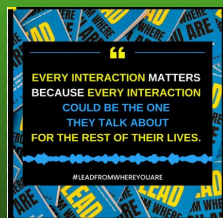
The Impact of Relationships and Positive Recognition

- Recognize staff & student achievements
- Share successes with the wider community
- Recognize, acknowledge, and extend
- Make people feel valued and important
- How does it feel when someone recognizes your hard work?





- What are the great things that are happening?
- How do we share?
- You have to be in the room to be remembered later!



Simple
Unique
Repeatable

Garfield 1..... 23 23, 1958
Two All Beef Patties..... 1974
Plop Plop Fizz Fizz..... 1975
Flintstones..... 1960-1966
Beverly Hillbillies..... 1962-1971
Gilligan's Island..... 1964-1967
Brady Bunch..... 1969-1974
867..... 1981





Are you just saying it every time because you are told to, or do you believe as such?

UNREASONABLE HOSPITALITY

Unreasonable Hospitality Philosophy

"Delivering extraordinary, memorable experiences stems from caring more and trying harder than expected." - Will Guidara





Taking Ordinary Transactions and Turn Them Into Extraordinary Experiences

- Make people feel seen
- Make people feel welcomed
- Give people a sense of belonging

Beyond the Curriculum, Beyond the Lessons, Beyond the Grades
Creating Memories, Creating Careers, Creating Life/Generational Changes

Leading with Unreasonable Hospitality

- Being Present
- Take what you do seriously, but not yourself too seriously
- Can Have Fun and Learn at the Same Time
- One size fits One
- We are a Service Industry Profession
- Creating a Competitive Advantage



The energy you choose becomes the experience you create.



- Everyone plays a role in creating school culture
- Your actions and words matter
- Be kind, inclusive, and supportive
- How can you contribute to a positive school culture today?

Keep the Right Perspective



Keep the Right Perspective





**Caution
Ramps
Ahead**









WE.....

Have to Adopt

Have to Adapt

Have to Try New Stuff



How do You Connect?



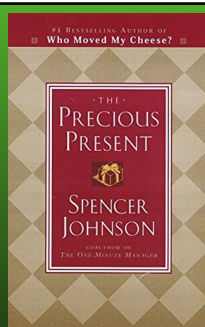
Your smile
is your logo



Your personality is your
business card



How you make others feel
after they experience YOU, is
your trademark





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