



*a new generation of
hospitality management*

WHAT THEY SAY ABOUT RCS

"We are very pleased with the two days that RCS spent training our team. We really did get a needed lift from your visit. I have had many comments about how you kept us engaged, let us break when we weren't attentive, and really made everyone feel important. More specifically, you trained us with a vast knowledge of clubs, and not just jargon. The specific examples you gave are what stick in people's minds. I could probably go on and on, but I should simply say, thank you."

Phil Satterfield,
General Manager
The Gallery Golf Club

ENGAGING. INTERACTIVE. COMPREHENSIVE.

MOTIVATE ME!

for supervisors and mid-level managers

Creating and maintaining a motivated work environment is not always easy. Motivation lags for many reasons: organizational fear or intimidation; bureaucracy or red tape; deadline pressure or anxiety; conflicting goals or messages; lack of training; conflicts between short- and long-term goals; lack of direction; unclear objectives; lack of time or resources; not feeling valued.

This critically important training program helps managers at all levels create and foster a motivated work environment. Discussion includes Maslow's Theory on Motivation, differing management styles, management behaviors or organizational conditions that reduce motivation, and the use of praise and constructive feedback.

Successful leaders are discussed, with a focus on lessons learned, how to visualize success, proven leadership techniques, and ways to avoid common mistakes.

PARTICIPANTS WILL:

- Understand the connection between intrinsic and extrinsic motivation
- Understand the seven steps to motivational success
- Be able to list five steps for coping with change
- Be able to identify barriers to motivation and how to get back on track
- Be able to create an environment in which employees know what's expected and feel passionate about doing their jobs

LET'S GET STARTED!



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The RCS Hospitality Group, three times honored by Boardroom Magazine for excellence, is the "go-to" group for private clubs seeking state-of-the-art management consulting and staff training services that combine 21st-century techniques with the timeless values of America's great golf and country club traditions.

RCS offers a wide array of tailor-made services that can be applied individually or in combination to meet your club's particular needs. Our goal is to prepare your club for the next generation of customers, members, and employees through insightful strategic planning; expert hospitality service training and staff development; inspired operations consulting; and expedient hiring of the most talented managers in the industry.

WHITNEY REID PENNELL

Whitney Reid Pennell is the founder and president of the award-winning RCS Hospitality Group. She is a published author and frequent lecturer with over 20 years of club operations management and consulting experience, specializing in innovative marketing concepts coupled with comprehensive alignment strategies and training programs. Ms. Pennell is nationally known for expertly facilitating management and staff workshops, and is internationally recognized as an expert in club management.



Strategic Planning

RCS provides a full array of award-winning strategic planning services, including club audits, competitive analysis, and membership surveys. We also have significant experience in planning for the expansion and development of club facilities.

Food & Beverage Boot Camp™

RCS has perfected staff food and beverage training with its signature, nationally renowned Food & Beverage Boot Camp™ sessions--a day of intensive (but fun) training that enhances member happiness, employee satisfaction and retention, and your bottom line.

Membership Services

RCS is renowned for its comprehensive approach to building membership recruitment & loyalty, including our signature facility audit. We can help your club enhance the member experience through tournament consulting and annual programming planning.

Food & Beverage Management

RCS offers some of the industry's most innovative and highly regarded food and beverage management services, including comprehensive f&b audits, menu development, and programs designed to enhance member satisfaction and financial success.

Staff Training & Development

RCS conducts some of the most innovative and effective leadership and staff training programs in the industry. Our programs are designed to enhance operational efficacy, member satisfaction, bottom-line requirements, and employee satisfaction.

Executive Search

Critical to a club's success is the quality of management, but discovering the right people is often a challenging task. RCS offers full executive recruitment services that begin with an understanding of your club's needs before identifying, screening, and hiring the best candidates.

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