



*a new generation of
hospitality management*

WHAT THEY SAY ABOUT RCS

"I've known and worked closely with Whitney Reid since 2005. She is the consummate professional, as well as being one of the most knowledgeable resources on golf club management I've seen in the several years I've worked in the industry.

Her extensive experience consulting with clubs, both domestically and internationally, allows her to use her unique and innovative skills to either initiate new programs or upgrade current food and beverage and golf services."

Sandy Gerdon-Johnson
The Balanced Worklife Company

ENGAGING. INTERACTIVE. COMPREHENSIVE.

THE PERFECT FIT

for supervisors and mid-level managers

HIGH PERFORMANCE HIRING

It's not enough to hire for skills and experience in an industry that depends on maintaining a strong service culture. Finding high-performance employees requires an understanding of high-performance hiring practices.

This training takes supervisory staff through a step-by-step approach to hiring well, which includes:

- Needs identification
- Advertising the position
- Reviewing and sorting through resumes and applications
- Preparing for the interview, including legalities every manager should know
- Conducting interviews
- Candidate evaluation
- Checking references
- Extending offers
- Keys for new employee orientation

PARTICIPANTS WILL LEARN:

- How to determine their needs for a position
- How to ensure the job description and posting are accurate
- Acceptable and unacceptable interview questions
- How to create behavioral-style interview questions to draw out important characteristics
- How to conduct effective interviews
- Four body language tips for "reading between the lines"

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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