

# Flavours with values!



While customers for out-of-the-ordinary food and service are no doubt growing, running a hospitality industry, a hotel, resort or restaurant is certainly no cakewalk. Some may have the business acumen but may not be service masters or foodies and some may serve the best service and food but know little about how to get the right customers in. Either way what matters most is your ability to learn and create unconditional value.

If you are looking for value creation in your business, help is at hand, though. We, as your partners in learning and value -creation, are experts with a highly evolved palate and a discerning eye – to help set things right. We offer to hand-hold for a few things that can make your business a great success. In any business, value creators are the organisational purpose, process and people. We address all the three in a systematic way that ensures a definite value creation.

We bridge the gap between your concept and the experience that your customer takes away. While your business may have a great service or appetite for service and menu, making it work for the average customer is where we come in. We spend time with you and your customer on tweaking your purpose, process, and people, and study what your customer experiences and remembers.

We as your value creator provide a single-window services to facilitate great services that are not only “Kitchen friendly” but “Customer friendly” too.

**Athithi**  
Values in Hospitality

Continuous value creation through Athithi -

Decisions are based on long-term philosophy even at the expense of short-term gains.

Cultivating the culture of creating right value the first time and every time.

Bringing in a commitment to improve continuously. Developing a work culture of honesty, transparency and openness in the workplace.

Transforming the organisation as a learning organisation through relentless effort on continuous learning.

Creating a continuous action flow in a process.

Balancing the action flow in a process.

Using only the right tools and required technology - not driven by fads and gimmicks.

Empowering people to create value rather than simply feeding them with information.

Develop leaders who understand and live organisational values.

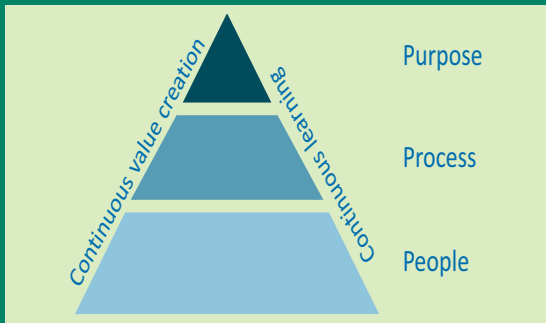
Developing alignment between the way people think and the organisational philosophy.

Recognising, acknowledging, accepting and appreciating people with their choices.

Being a mirror to others choices and helping them to make corrections promptly.

Understanding things by experience, and not just going by the dictates of emotions.

Involving people in decision-making and implementing these decisions promptly, in a project management platform.



Athithi - a system of total transformation by value creation is based on the principles of the three P model: Purpose, Process and People. The three Ps form a system of value creation, the foundation of which is a long-term organisational philosophy based on well-clarified vision, purpose, and values. The philosophy focuses on creating value for customers and society. The bottom line of this system concentrates on creating value by identifying and eliminating non-value-creating thinking and actions at the process and people levels.

**Drishti: Values in purpose transformation**  
 Organisational study and research for value creation;  
 Conducting a diagnostic study for value creation - A master health check-up;  
 Developing a value-creating business model and business plan;  
 Vision, Purpose, and Value learning, clarification, assimilation, and living initiatives;  
 Designing organisational philosophy;  
 Communicating organisational philosophy;  
 Developing organisational value chain.

**Athithi: Values in people transformation**  
 Coaching and Mentoring intervention in values for personal re-engineering, purposeful professional performance and effective family excellence.  
**Pratham:** Employability skill development initiative for new recruits.  
 Excellence in Executive Education: Executive coaching initiatives in management.  
 Customer First: Learning initiative for room service staff.  
 Check-in to check-out: Learning initiative for executive staff.  
 Clean to Clear - C2C: Learning initiative in housekeeping and visual workplace.  
 Learning initiative for supporting staff, drivers and others.  
 Lessons in Leadership: A mentoring intervention to create value based leaders.  
 Insight: Mentoring initiatives in leading at a higher level for top management executives.  
 Signature: Coaching in value creating personal image building and branding.  
 First Impression: Coaching in values in Social skills, Etiquettes and Corporate culture.  
 Coaching and Mentoring for self-growth: Yoga, Meditation, Managing stress and emotions, Healthy relationships, Values and attitudes, Building healthy self-image and confidence.  
 Coaching and Mentoring for healthy family values: Values in pregnancy, parenting, while growing, family values, marriage and growing gracefully.

**Values @ Workplace: Values in process transformation**  
 Process transformation-Designing, executing and monitoring a value creating process flow;  
 A current-state study of existing processes;  
 Designing an ideal state for each process;  
 Defining a future-state condition for each process;  
 Initiating continuous improvement projects and Visual workplace and 5 "S"  
 Total hospitality management solutions;  
 Total customer experience management.

*When a chain of people who are fulfilling their roles with utmost honesty and humbleness come together, they can ignite an enormous synergy of value creation.*

**Vasudeva** - The menu is a crucial element of a hospitality industry's plan for value creation, growth-positioning, and long-term financial health. Smart menu development has never been more important. We carefully craft menu selections that deliver love in flavour and visual appeal. These flavourful considerations are holistically balanced. Synergy and Brand have developed an integrated solution to menu development that will deliver a significant impact on health and taste experience for both customers and the organisation. We conduct a comprehensive assessment of operations to identify inefficiencies and thus reduce store level complexity, as well as provide insights for menu innovation. Every month we will bring you a new recipe: authentic, time-tested, and traditional that will enable you to whip up a tasty, healthy dish without spending hours working on it. A commitment to a healthy lifestyle shouldn't end when a customer leaves your hotel: it should be something the customer family will always cherish and return for repeatedly.