


slido



**Welcome to "Be Our Guest"!**

**What is one of your favorite places to travel in your home state?**

① Start presenting to display the poll results on this slide.

1

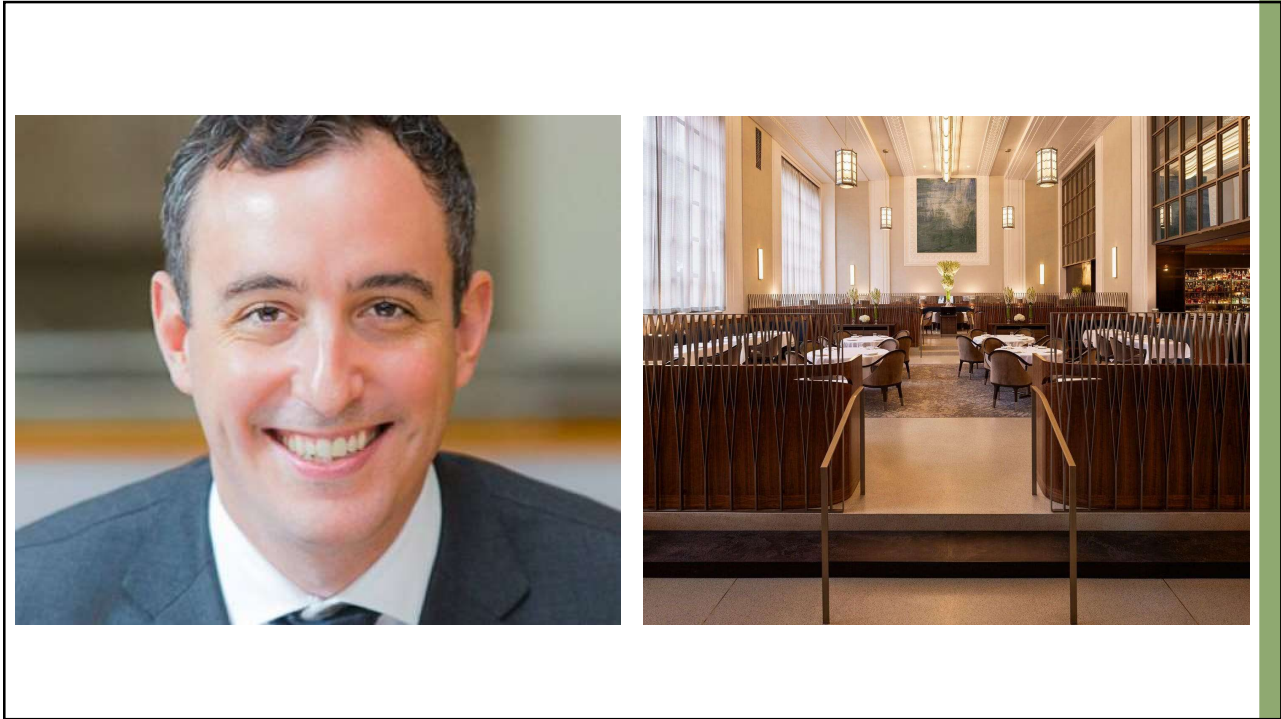
Tess Parker & Travis Atkinson

# BE OUR GUEST

Discovering the Intersection of Hospitality and Crisis Services



2



3



4



5



6

Unreasonable hospitality is going above and beyond in the pursuit of how you make people feel.

-Will Guidara

7

## Who We Are



Tess Parker  
[TessP@TBDSolutions.com](mailto:TessP@TBDSolutions.com)



Travis Atkinson  
[TravisA@TBDSolutions.com](mailto:TravisA@TBDSolutions.com)



8

8



## The Essence of Hospitality

The greatest hospitality in the world comes from **inspired people**, following guidelines & working together as **agile thinkers** & **servants**.

9

slido



**Where is one place you've  
experienced unreasonable  
hospitality?**

① Start presenting to display the poll results on this slide.

10

## Excellent Hospitality is Within Your Reach

Crisis Call Centers  
Mobile Crisis Teams  
Crisis Stabilization Centers  
Crisis Residential Programs  
Peer Respite  
Psychiatric Urgent Care Centers  
Psychiatric Hospitals

11

## Infusing Hospitality into Crisis Services



Workforce



Design

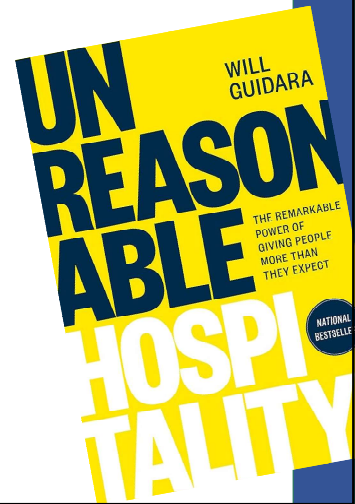


Delivery

12

Guidara recognized if he wanted his frontline teams to **obsess** about how they made their **customers** feel, he had to obsess about how he made his **employees** feel.

The two cannot be separated: **great service cannot exist without great leadership.**



13

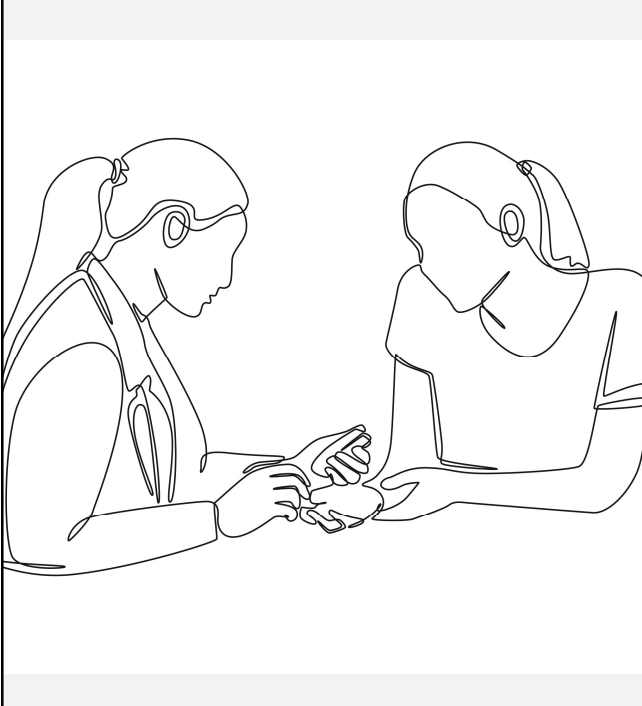
## Workforce

To treat others well,  
**you must know what it's like to be treated well.**

- Respect
- Dignity
- Appreciation of work
- Opportunity to innovate
- Baseline of trust



14



**Workforce**

Be Unreasonable

- Celebrations & suffering
- Cover a shift
- Know their stories
- Leverage empathy for advocacy

---

15



16



Find your way in the Showroom  
2nd Floor

Work Spaces  
Dining  
Living Rooms  
Living Room Storage  
Kitchens  
Shortcut

Monday to Friday 10am - 9pm  
Saturday 10am - 9pm  
Sunday 10am - 6pm

Ways to pay:

IKEA Calgary  
8000 11 St., S.E.  
Calgary, AB, T2H 3B2  
1-866-866-4532

IKEA

17

# Infusing Hospitality Into Service Design

18

## *Hospes*—Guesthouse



19

## Hospitable Service Design Prioritizes the Guest Experience

Thinking **holistically** about the guest's journey.

Identifying **critical moments** that can define the total experience.

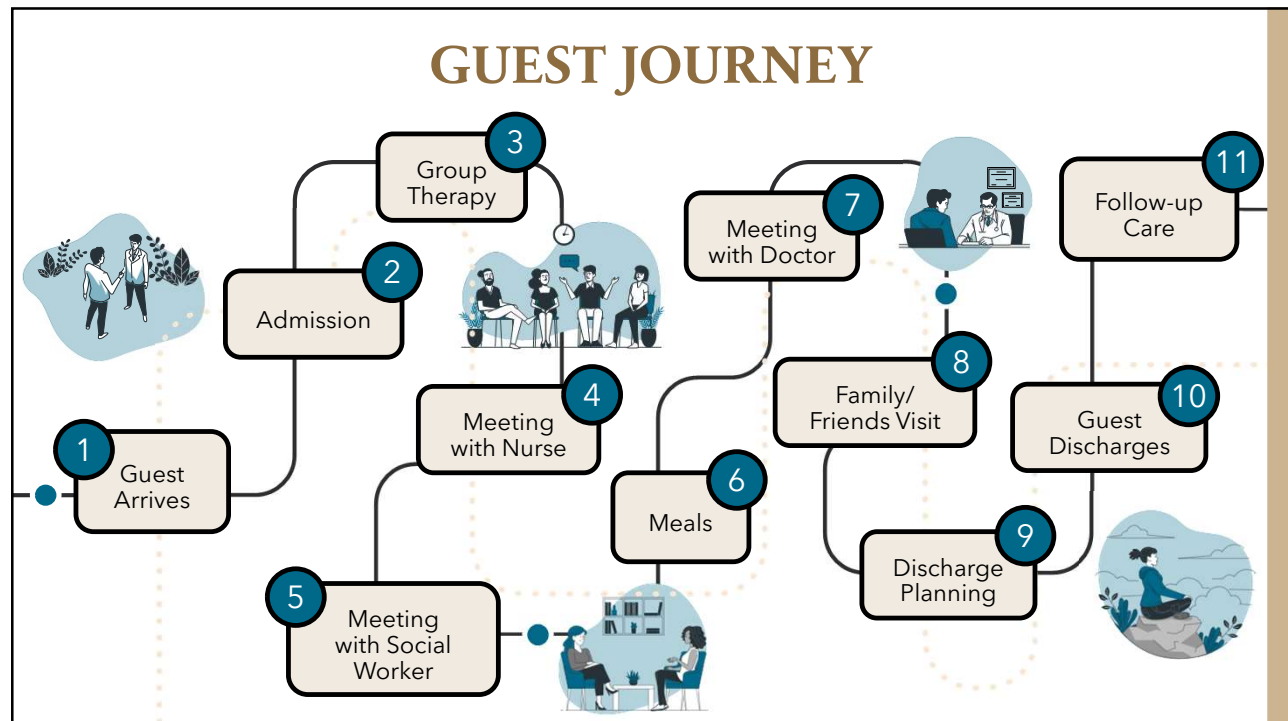
Including **guest experiences** during the design and implementation of services.

20

## Thinking Holistically About the Guests Journey

Understanding each interaction the guest has with the service from the beginning of care to the end.

21



22

## Wayfinding

A set of design strategies to orient guests within an unfamiliar environment and to help them navigate through it.

- Signs
- Symbols and/or Pictographs
- Colors

23



24



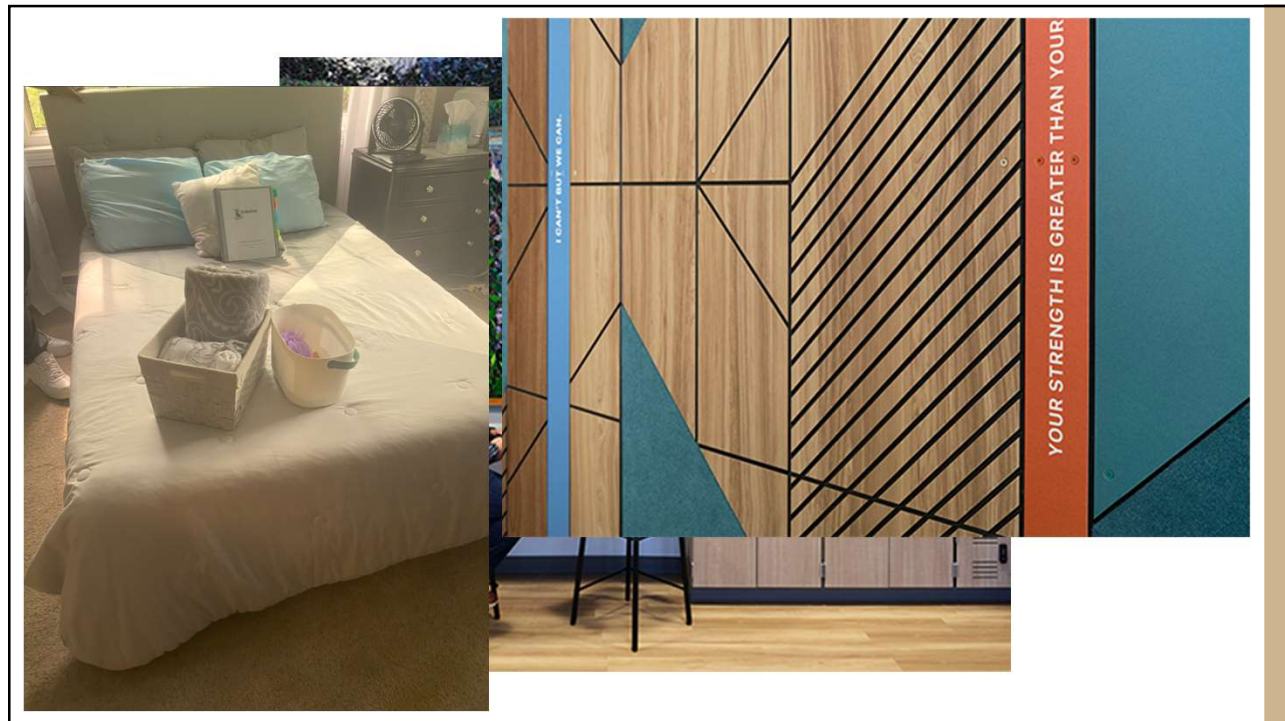
## Identifying Critical Moments That Can Define The Total Experience

Often, when an individual talks about their overall experience, they're referring to one or two moments that stood out to them that created their perception.

25



26



27

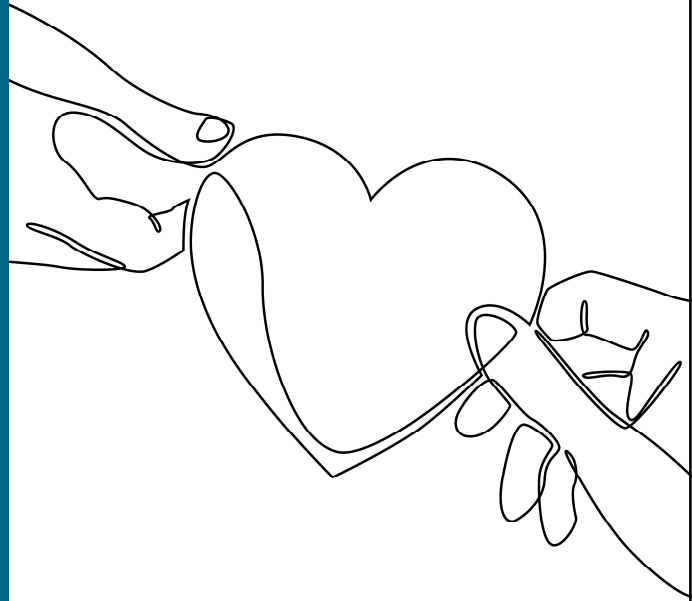
## Including & Considering Guest Experiences During the Design of Services



28

## Hospitality Strategies for All Crisis Services

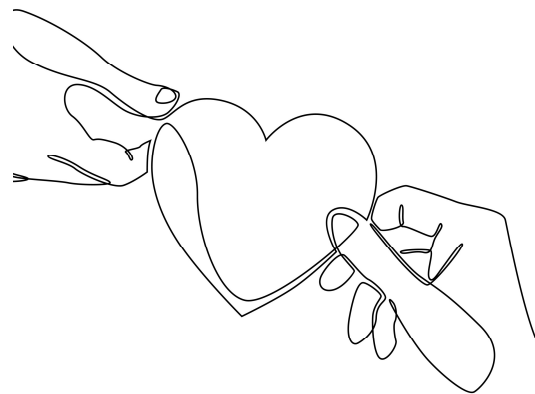
- Give your guests a proper greeting
- Use preferred names & person-first language
- Ask them once, invite them (at least) twice
- Minimize the times a person must re-tell their story



29

## Hospitality Strategies for All Crisis Services

- Use preferred names & person-first language
- Ask them something once, invite them to something (at least) twice
- Minimize the times a person must re-tell their story



30

## Hospitality Strategies: Crisis Call Centers

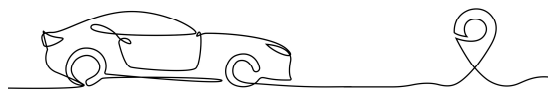


- Clear expectations
- Follow-up calls/support
- Minimizing the retelling of the caller's story
- Nonverbals and space for listening

31

## Hospitality Strategies: Mobile Crisis Teams

- Comfortable meeting location
- Offering food, water, or coffee
  - ...or cigarette?
- Temperature
- Managing pain
  - Ice pack, comfortable body position



32



## Hospitality In Rules



- **NO** glassware outside
- Children under 18 **MUST** be supervised
- **NO** diving
- **NO** swimming under the influence of alcohol or drugs
- **DON'T** let children use the pool as a toilet

33

## Hospitality In Rules



- **Have fun** and **be safe**
- Children under 18 must be supervised
- Please do not dive into the swimming pool
- Please do not swim under the influence of alcohol or drugs
- Please use swim diapers for toddlers
- **Your safety is our concern!**

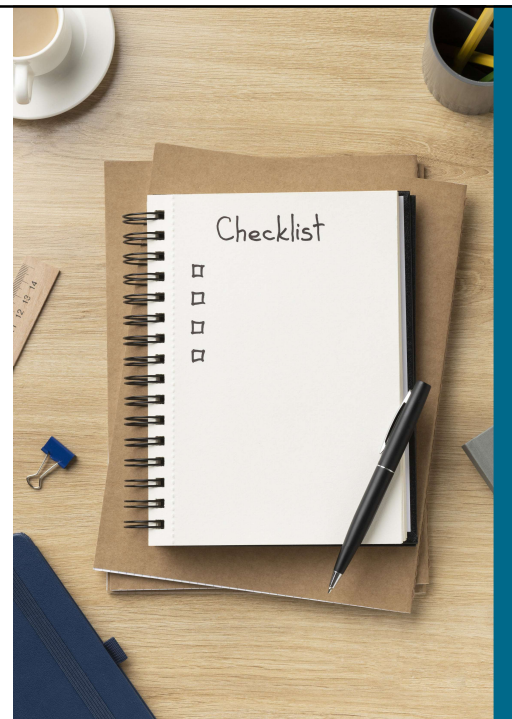
34



35

## Hospitality in Drafting Rules

- Be polite in your instruction and use manners whenever possible
- Request don't demand
- Understand the communication requirements of your risk management team, and then write them lovingly
- Prioritize visual design, aesthetics, branding, and ease of understanding



36

## Inclusion of Persons Served

Thoughtfully and effectively including persons with lived experience means engaging them as equal design partners, not as token representatives

## How did we do?

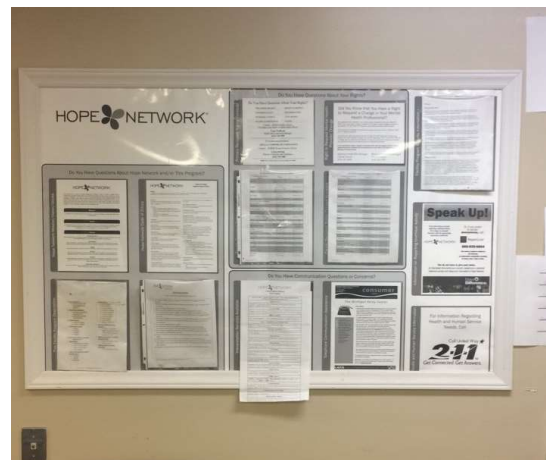
Scan the QR Code below to take an anonymous survey about your time spent at the Linn County Mental Health Access Center.



Your feedback today,  
means better visits tomorrow!

37

## Compliance vs. Quality



38

## Hospitality Strategies: Facility Based Services

- Clear expectations: Schedules, maps, routines
- Titrated information so as not to overwhelm (need to know)
- Collecting and acknowledging birthdays and anniversaries
- Opportunities for generative acts
  - Recovery quilt



39

## Hospitality in Communication



40



# Financial and Relational Costs of Overlooking Hospitality

41

## Financial Costs

- Poor reviews
- Loss of referrals
- High turnover



42

slido



According to a 2019 Forbes article, what percentage of an employee's annual salary can be spent on cost related to turnover?

① Start presenting to display the poll results on this slide.

43

## Financial Costs

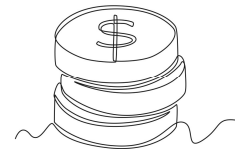
High turnover

- Turnover can cost employers 33% of an employee's annual salary

\$45,000  
per-year



\$15,000  
per-person



44

## Relational Costs



- Loss of trust in program/provider
- Mistrust of treatment services

45

## Barriers to Implementing Hospitality (and Solutions)

- Underfunded programs and staff
  - Broken Windows Theory
  - Few hospitality innovators began working under ideal conditions
- Nothing left to give
  - Paradigm shift from compliance to quality
- "There's no way \_\_\_\_\_ would ever allow us to do that!"
  - Cite examples of others trying it
  - Have a safe space for trial & error

46

# Recommendations

1. Crowdfsource examples inside of our industry
2. Discover examples outside of our industry
3. Find ways to lead with **love and trust** more than risk and safety



47

# Questions & Reflections

Scan to receive this FREE hospitality strategies paper or email  
[Training@TBDSolutions.com](mailto:Training@TBDSolutions.com)



Tess Parker  
[TessP@TBDSolutions.com](mailto:TessP@TBDSolutions.com)



Travis Atkinson  
[TravisA@TBDSolutions.com](mailto:TravisA@TBDSolutions.com)



## 25 IDEAS TO INFUSE HOSPITALITY INTO CRISIS SERVICES

DESIGN

- Allocate rooms or spaces in your program for artistic expression and sensory grounding and allow guests access to these spaces as often as they'd like. Purchase durable music equipment and quality art supplies so guests can fully express themselves.
- Place bedroom and living room lights on a dimmer switch so guests can adjust the settings to their liking based on mood or preference.
- Affix a whiteboard to the door of each guest and invite them to write their own name and draw something unique about themselves.
- Provide access to and control of music, especially in settings where guests are waiting. Provide volume control and choice of music through subscription apps or access to physical or digital music libraries.
- Display your organization or program mission prominently for guests and staff to see, understand, and remember what you are all about.
- Include strength-based questions in your intake assessment, such as what guests love to do, what they are good at, or what makes them feel at home.



48