

Research Recovery & Reskill

WEBINAR
SERIES



UCF

Rosen College of
Hospitality Management

UNIVERSITY OF CENTRAL FLORIDA

Personal Branding Strategies in an Adverse Business Environment



UCF

**Research
Recovery
& Reskill**

**WEBINAR
SERIES**

**Rosen College of
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UNIVERSITY OF CENTRAL FLORIDA



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UCF

Overview

- Summarize Early Stages of C - 19 & Peak: Past 6 months of Doom & Gloom
- Explore Recent Projections for the New Normal: Post Peak C - 19 Sage Views
- “Stakeholder Challenges and Demands” Moving Forward, as Filtered By:
Owners (Business environment), Guests (Segmented interests), Associates (Responsibility level)

all things considered.....

- How Will YOU Position YOURSELF (Brand) to Succeed When Others Will Not!
NexGen Needs, Theirs vs Yours, Refresh SKAs

Overview

- Summarize E
- Explore Rece
- “Stakeholder
Owners (Busi
- How Will YOI



& Gloom

age Views

ed By:
responsibility level)

s Will Not!



Pre-COVID – 19 Travel Influencers

Steady, Anxious Economy

Record rates/profits - H/R/TP/E/A/C. Leisure flourished & Commercial steamrolled.

Lifestyle hotel brands. VRH competing. Restaurant sales '19 - \$863 B

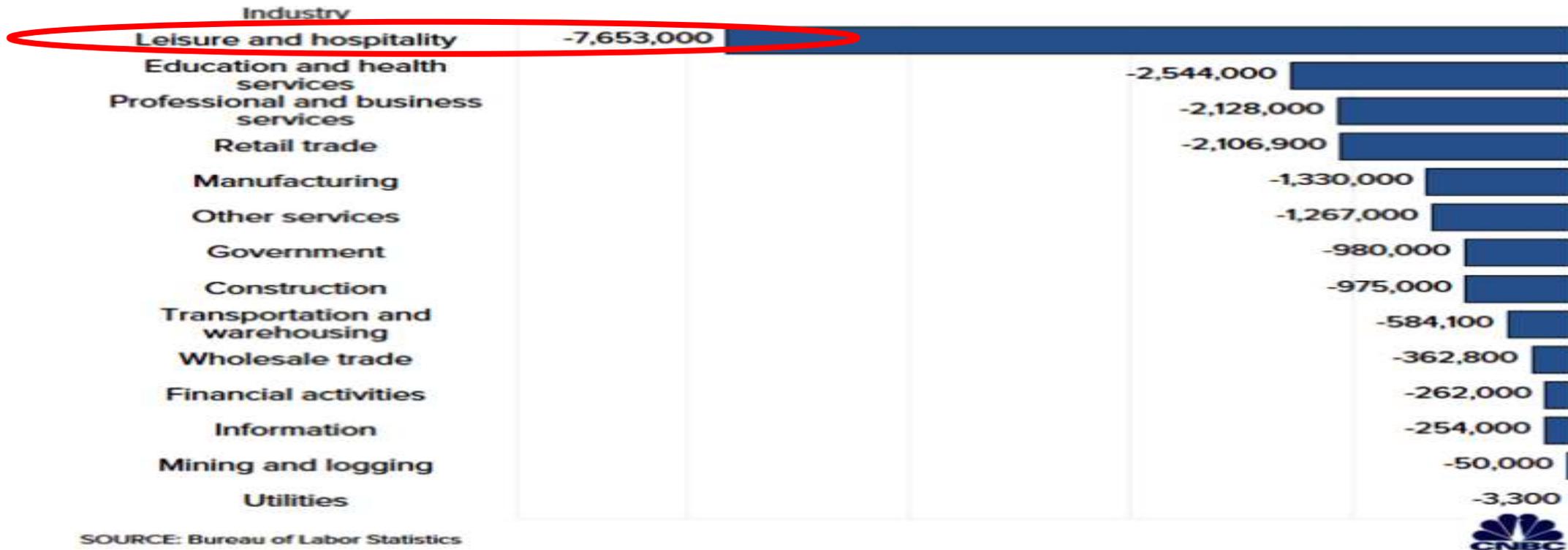
- Unemp/l-rates, Dow/S&P, OPEC ?*#, Gas \$\$ Bittersweet
- China/US Tariff Wars, Suppliers, Farmers, MNCs
- Immigration, Health Costs, \$\$ Education/Work Readiness



COVID – 19 Travel Influencers

Industries hit hardest

The leisure and hospitality industry saw the largest one-month net decline in payrolls amid the coronavirus outbreak. (One-month net change in nonfarm payrolls.)






**!Due to COVID-19
 (Corona Virus) only
 take out is available
 no dine in !**



A HOTEL INDUSTRY ON THE BRINK OF COLLAPSE

RAPIDLY FALLING OCCUPANCY RATES WILL HAVE A DEVASTATING IMPACT ON JOBS.

Note: figures represent proportionate impacts of US hotel industry based on historical performance (each 10 percentage point decline in occupancy is shown as having the same successive impact for illustrative purposes). Economic impacts are based on Oxford Economics research for AHLA.



HOTEL RELATED JOBS
*Total jobs including supply chain.

ECONOMIC IMPACT WILL RIPPLE THROUGH HOTEL SUPPLY CHAIN



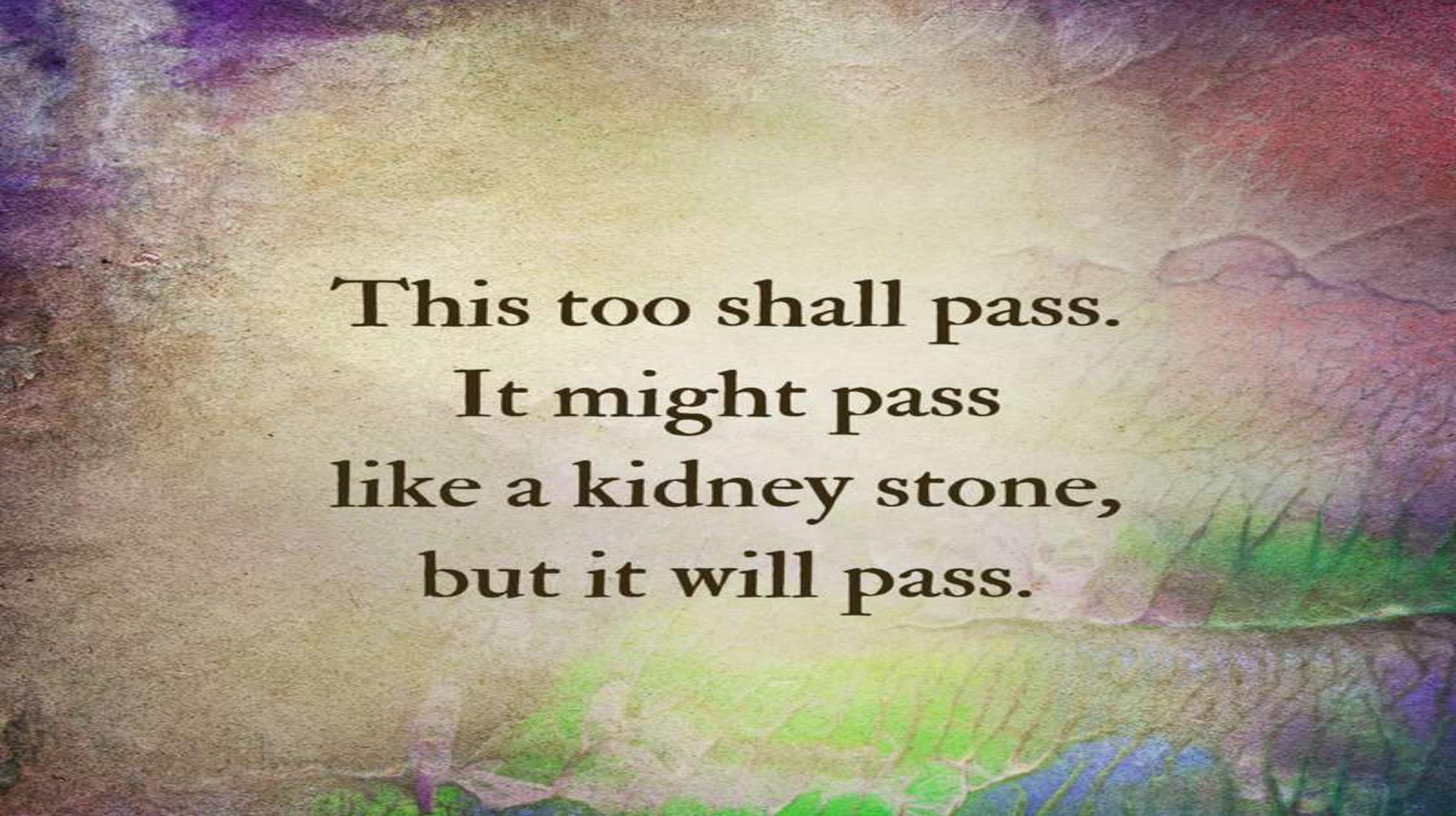


Life After COVID – 19 Peak

“.....A MASS DELUSION IN OUR TRAVEL INDUSTRY ABOUT RECOVERY:
YOUTUBE VIDEOS FROM TRAVEL CEOS, OR ANALYSIS FROM CONSULTANT-TYPES

**“IF YOU JUST HOLD ON FOR A FEW MORE MONTHS,
THE WORLD WILL COME GUSHING RIGHT BACK OUT, COME Q3 OR Q4.”**
(ADD INSPIRATIONAL SONG HERE)

MANY TRAVEL BUSINESSES, THE MAJORITY SMALL BUSINESSES, WILL BE GONE.
50% OF OUR LIVELIHOODS ARE STOPPED. EVENTS DONE, FOR FORESEEABLE....
HUMAN HABITS CHANGED INSTANTLY. COMM/LEIS TRAVEL GO VIRTUAL



This too shall pass.
It might pass
like a kidney stone,
but it will pass.



“Stakeholder Challenges”: Know Your Audience 360

Through The Lens of the Owner: A View From The Top
Frustrated, Unsure of impact, Reoccurrence, Contingency

Data Literacy. Companies need skill sets to exploit technologies. **Tech savvy** required!

- Ideal data predicts impact of business disruption, business trends, shifting guest needs.
- **AI, BIG Data, IoT, V/A Reality, Robotics** will make businesses more resilient to future pandemics.

Metrics/Analytics. Predictive prowess builds internal confidence:

- Time to identify new potential supply-chain eggs in several baskets.
- Suddenly, **risk mitigation, contingency planning** is front and center



“Stakeholder Challenges”: Know Your Audience 360

“Great Guest Escape”: Comfort, Health, and Safety

Reassurance, \$\$\$ challenged, G-experience escapism - moving target.

Insight. Time to reinvent: Refresh, monitor, validate, adapt strategy.

- No time to “set-it and forget it”. 100% of stakeholders onboard – re-educate daily.
- Authentic/transparent engagement. Contact and/or contactless end-to-end.

Critical Thinking Industrial hygienists! Dispel “fake news” (e.g., 3rd wave)

- Marriott electronic spraying tech., Hilton new room seal, endorsement by local health org.
- Daily newsletters (sanitation). Rotate items after C/Os. HVAC filters, personal pods in rest./bars



“Stakeholder Challenges”: Know Your Audience 360

Confused, Forgotten, Cocooning, Vulnerable Associates.

Unemployed – time gap, broke, homebound. Concerns - guests’ hygiene. Less jobs.

Empathy. Must communicate with furloughed/laid off - show concern/support.

- Aware - depth inequality struck disproportionately; Dependent small biz closed?
- Montage Fam meal, 2 care packs/month, weekly newsletter - tips on finance/health/meditation

Leaders Step-up Their Game. Catalyze – organize, prep, rally, teambuilding.

- Need engagement. Retrain/educate - culture, values, performance. Not business as usual.
- Crisis-intervention strategies for at-risk workers; Enhance talent strategies - employer of choice



“Stakeholder Challenges”: Know Your Audience 360

Owners, Guests, and Associates – “See it *same*..... but *different*”

All 3 need # 1 most important skill that YOU can provide to succeed –

Emotional Intelligence. Uncertain stakeholders need your “wedge ability” to become aware of, express, and control your emotions (and theirs)! Exceeds empathy.....

- Neuroscience + Psychology = Roots of Compassion and Cooperative Behavior
- ID your triggers: Overcome distrust, life stressors, self-esteem, catalyzing change
- Assure associates of safety, hygiene, transparency/candid, exude strength of character
- Style and substance delivery, your Brand filter (stay the course)



Great Leaders Emerge Amidst Chaos in Crisis

Assess Your Personal “Great Leader” Brand Positioning vs Needs of NexGen!

Doesn't just “happen”takes strategy and execution.

What will be your Personal Brand? Intentional or not.

Why is it Important?

- Closings, slow recovery, need for “best of show” talent
- Fewer jobs available, Value = salary
- Jump to head of the class (others outdated)
- Mentors/owners eager to help you round-out your brand
- New world calls for awareness and new positioning



Great Leaders Emerge Amidst Chaos in Crisis

Brand Defined: Gut feel of others...what is said when you are away. Do you know?

Adjust for tomorrow's Industry and company needs, next 1-3 years long-view?

- Seek objective feedback from your advisors (fam, friends, mentors/owner, staff, peers)

External 360 Discovery

- Appearance, personality, style, delivery, timing, consistency, energy, empathy, decision-making
- Unique selling point, best SKAs, transparency, adaptability, passion, authenticity, instill trust
- Professional strengths and super-strengths



Great Leaders Emerge Amidst Chaos in Crisis

Brand Defined: Gut feel of others....what is said when you are away. Do you know?

Internal Self-discovery: Dial-in your Personal Brand Strategy Refresh

Grade yourself on a scale of 1-100?

- Social, analytics/metrics, leadership, communication, vocabulary, self confidence
- Data literacy, technology savviness, open-minded, patience, empathetic, EI, follow-up skills
- ID your differentiators....specialty.....expertise....core comps.... innovative, teaching ability
- Jack of all ...king/queen of none? Self-define your brand!



Great Leaders Emerge Amidst Chaos in Crisis

Write-down: a priority list with a realistic timetable.

What is the Path to Achievement?

- Mentors, webinars, health news, publications, e-books, free massive open online courses (MOOCs)
- Coach, Controller, HR, Executive Chef, IT Specialist

Important to allow yourself Think Tank time to work on 1-2 pieces at a sitting



Personal Brand Wellness

Strategize Your Personal Brand Infrastructure.

Health, Wealth, Happiness: Assess Your “DNA Gestalt”

Research proves: successful, sustained leaders establish a regimented, daily routine.

To maximize your Brand, proact to ensure a Winning Strategy

Mentally, Physically, Emotionally, Financially, Academically

Guaranteed Competitive Edge in the New Normal



Competitive Edge in This Adverse Environment

Successful Personal Brand (engine) Daily Routine

- Head wellness – news and views: hospitality, business pubs, newsletters, ezines, AI,
 - Skift, PwC, CBRE, Revfine, STR, NYT, WSJ, BBC, World Future Society, EMM newsbrief, Quartz news
- Body wellness – “you are what you eat”: breakfast, fruits, veggies, ~~sugar, carbs~~
- Heart wellness – exercise body and mind – walk, run, bike, swim....think time
- Emotion wellness – yoga, meditation to steady decision-making



Competitive Edge in This Adverse Environment

Successful Personal Brand (engine) Daily Routine

- Stamina wellness – sleep 7 minimum, nap as needed
- Finance wellness – pay bills as due to max credit report – employers check!
- Social wellness – mix with smarter, somed Washington Post test – employers check!
- Esteem wellness – MP3 audios, TEDs, The 7 Habits, The Magic of Believing

Personal Brand Toolkit: www.positioningstatement.com – verbal, card, resume, tagline, blogs, social network profiles





Personal Brand Strategy Wrap!

What you know:

Challenges ahead

Stakeholder insights

Industry needs

What you should do:

Assess vs Needs

Self-discover

Establish priorities

How to gain an edge:

Wheel of wellness

(Heart, Head, Soul)

Proact

(Trust Bank)

“Best of Show” Brand

(BYBY)



Questions?



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“The keys to brand success are self-definition, transparency, authenticity and accountability.”

Simon Mainwaring



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Additional Reskill resources:

Degree programs

<https://hospitality.ucf.edu/degree-programs/>

Graduate certificates:

[Hospitality and Tourism Technologies Graduate Certificate](#)

[Destination Marketing & Management Graduate Certificate](#)

[Event Management Graduate Certificate](#)

Webinar #8:

Mentoring: Enhancing Yourself and Your Career

Presented by:

Ms. Jessica Wickey

Program Director, Internships, UCF Rosen College

and

Dr. Carissa Baker

Asst. Professor, UCF Rosen College

Friday, Aug. 21, 2020 | 11:00 a.m. EST