



**GUIDE
TO VIBE**



TRANSFORMATION

HOSPITALITY

SOLUTIONS

**Read it.
Sign it.
Own it.**

X

Team, this guide is more than just words—it's how we will succeed together. We already have what it takes. Let's bring our best, support each other, and achieve greatness every day. Proud to be on this journey with you.

KATIE SCHORN - CEO

START  HERE

This Guide to Vibe is your introduction to Transformation Hospitality Solutions. Keep it handy. Because whether this is day one, or one thousand and one, it's here to help you survive and thrive.

SECTION

- 1** Who We Are
- 2** How We Know
- 3** What We Do
- 4** How We Do It
- 5** Embrace It
- 6** Avoid It
- 7** Live It

SECTION

1

WHO WE ARE



OUR MISSION

*Reshaping excellence
in hospitality services,
through providing
experienced talent
and exceeding client
expectations.*

*We do the right thing,
and we do it better than
anybody out there.*

OUR VALUES

INTEGRITY

We operate with honesty and uphold our commitments, ensuring transparent practices that build trust.

SERVICE-FOCUSED

Our client-centric approach means we listen to your needs and tailor our services to align with your objectives.

EXCELLENCE

We strive for perfection in every aspect of our service delivery.

PARTNERSHIP

We believe in building long-lasting relationships with our clients, working as an extension of their team.

By the NUMBERS

*
WOMAN
OWNED
& LED



Our Leadership Team
has decades of experience in

GROWING & SCALING

Hospitality Services Businesses

We've delivered tens of thousands of projects
across hundreds of hotels in almost every state.



We're continuously
finding solutions for
the nations' top

- HOTEL MGMT COMPANIES
- INDEPENDENT LIFESTYLE PROPERTIES
- BRANDS

Honestly, our numbers
are growing so fast, they're
outdated by the time this
guide is hot off the press.

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CHECK OUR SITE FOR
LATEST AND GREATEST





HOW WE KNOW

We're here to transform the hospitality industry and we know exactly how to do it.

WE'RE A **HERO** **BRAND**

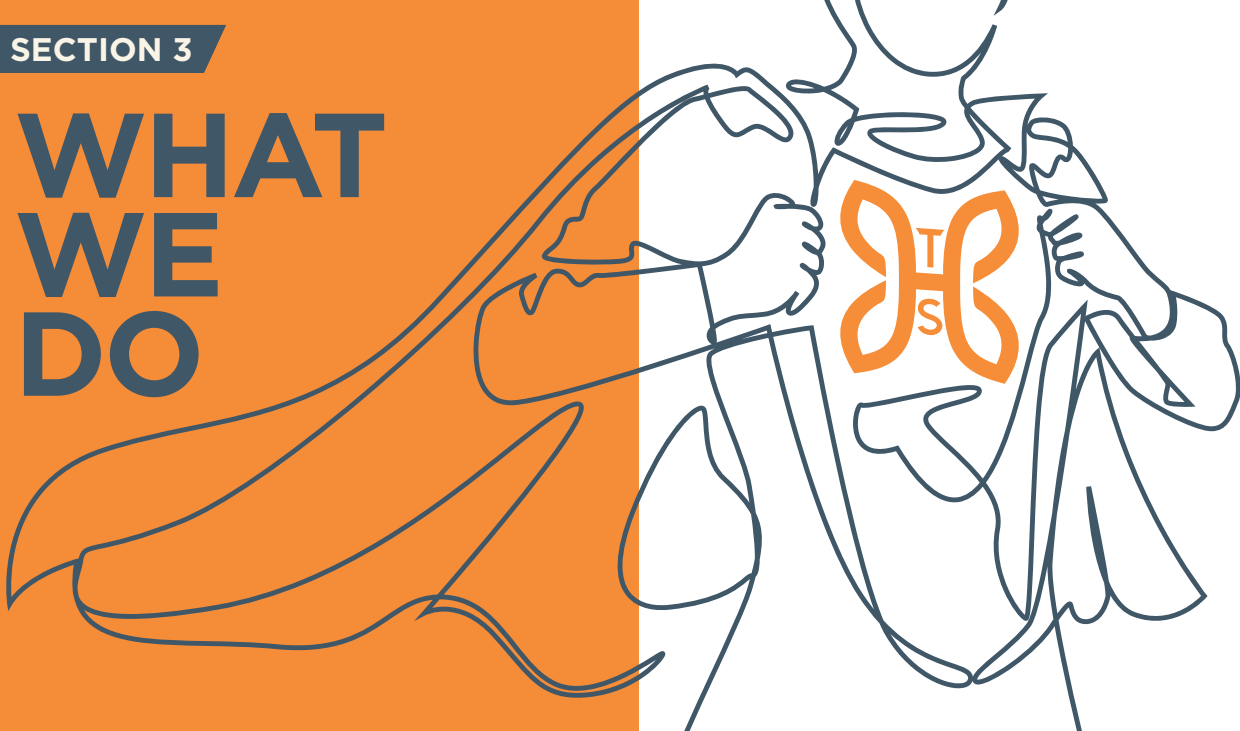


Our Brand Truth is focused through the lens of the **Hero Brand Archetype**.

Hospitality Services are our Superpower. Our goal is to leave a mark.

We leave a mark with our clients by providing the talent that will leave a mark with their customers.

WHAT WE DO



**Transforming
Hospitality
Services are
our Superpower**

By harnessing our in-depth industry knowledge, we help hotels enhance their revenue through strategic lead qualification and business development initiatives, making us your go-to partner for hospitality excellence.

TASK FORCE



Our hospitality task force consultants undergo a thorough vetting process to ensure they are aligned with our results-driven approach and match with the hotelier.

DIRECT HIRE

Our executive leadership brings extensive expertise in identifying and vetting exceptional talent for every role for building successful teams.

SALES LEAD

Our elite team of prospecting experts drives hotel occupancy through dynamic outbound marketing strategies.

BIZ DEV

Our dedicated new business development producer is focused solely on securing and finalizing new business ventures.

At the property level, our Business Development Program is your gateway to revenue and business growth.



HOW WE DO IT



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How do we do business?

We are happy and respectful,
because our experience is
supported and welcome.

Got it. But how do we do that?

In every facet of your role at
TSHS, make sure you check
your tone. Everything you do,
say, write should be executed
against our Brand Tone below.



ACTIVATED

Active solutions/not passive.



CONNECTED

We're with you every step of the way.



TRANSFORMATIVE

It's in our name. From chaos to calm.



REAL

Talk like a person, not a robot.

EMBRACE IT

To deliver endless possibilities our culture has to thrive. Culture thrives when you can see it happen and know how to keep it going.



WHAT OUR SUCCESS RELIES ON



Our success relies on our team and clients feeling connected, appreciated, and supported.

LOOK FOR THESE CUES TO
KEEP US THRIVING.

PEOPLE FEEL

CONNECTED

- When we reach out vs. respond.
- When we share experiences.
- Show personal interest.
- When we're "camera on."

PEOPLE FEEL

APPRECIATED

- When we get unsolicited testimonials
- When they are affirmed.
- When they are seen and heard.
- When they are recognized.

PEOPLE FEEL

SUPPORTED

- When they are understood.
- When we actively listen.
- When we respond.
- When give our attention.

AVOID IT

There are many things that can keep our culture from thriving, but there are a few that can absolutely wreck it.



WHAT WE CAN'T TOLERATE



We can't tolerate our team or clients feeling unwelcome, powerless, and uncaring.

LOOK FOR THESE CUES TO AVOID GETTING STUCK.

PEOPLE FEEL

UNWELCOME

- When we aren't attentive.
- When we gossip.
- When we don't return calls.
- When we stop hearing from them.

PEOPLE FEEL

POWERLESS

- When they shut down.
- When they give up.
- When they are given no authority.
- When they don't have tools/skills.

PEOPLE FEEL

UNCARING

- When they aren't responsive.
- When they are indifferent.
- When they show no passion.
- When they are doing the bare minimum.

SECTION



LIVE IT



As part of the THS family, our culture and brand is yours. It takes all of us working together to live our Brand Truth. When we do that, people notice.

I could not be happier with the outstanding service of THS. I have worked with several task force providers and this company is on another level! Communication, follow-up, and ease of scheduling is top-notch.

Marriott Renaissance Montgomery Hotel & Spa

You and THS are proof that that there is still room in business for strong relationships.

Blossom Hotel Houston

THS is the absolute best for providing talent and giving a honest opinion. It's what I value most! They are very responsive!

Baltimore Marriott Inner Harbor at Camden Yards



YOUR SPACE

WRITE IT. DOODLE IT. SAVE IT.
JUST DON'T WASTE IT.



