



GRANITE CLUB

GRANITE GOLD HOSPITALITY THE GOLD STANDARD OF CLUB MANAGEMENT

COMMUNICATIONS - MEMBER AND STAFF ENGAGEMENT

Description & Background

Granite Gold Hospitality (GGH) is a commitment by the Granite Club Team to provide unparalleled service, foster genuine connections and anticipate the unique needs of each Member through a specialized employee training program. GGH outlines how employees can exceed Member expectations in four key pillars:

- G** — Genuine Hospitality
- O** — Outstanding Attention to Detail
- L** — Listening and Anticipating Needs
- D** — Dedication to Excellence

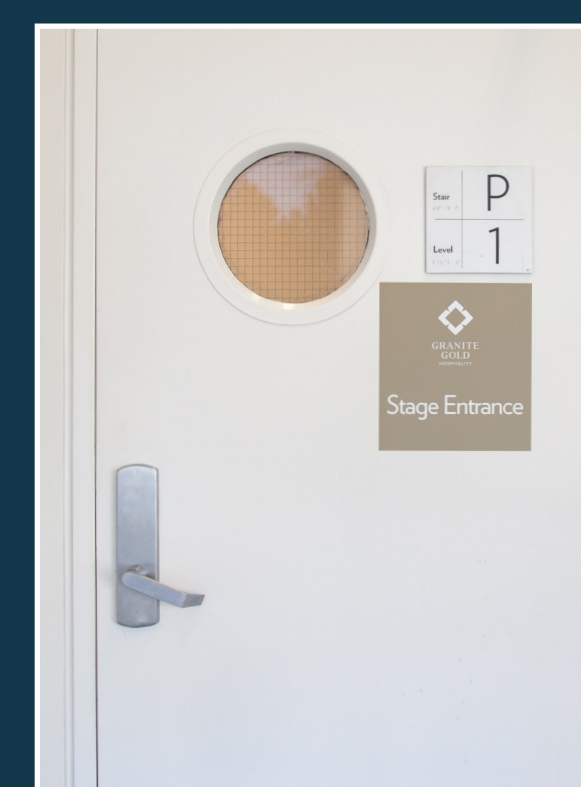
GGH is more than a work ethic, it's a blueprint for employee success; and the rollout happily coincided with the preparations leading up to the Granite Club's 150th anniversary.

Implementation & Response

After the concept was designed by the Club's Department Managers and Senior Management team, GGH was rolled out to all employees. Existing employees attended a half-day session during the fall 2024 launch, and all new employees are grouped together in a monthly session to introduce them to the program and set expectations early on. The session itself consisted of a formal presentation by senior managers, role playing exercises to explore practical applications of the four pillars, a Q&A, a group photo, a take-away leaflet and a GGH pin. The pin signifies that the employee is "GGH-certified" and is worn daily as part of their uniform, symbolizing a badge of excellence in hospitality. The program was promoted to Members in our bimonthly magazine and has since received great Member feedback regarding our team's attention to detail, and their level of food and beverage knowledge in our restaurants.



G	O	L	D
Genuine Hospitality	Outstanding Attention to Detail	Listening and Anticipating Needs	Dedication to Excellence
10/5 Rule — Acknowledge Members within 10 ft, say something at 5 ft. Always greet Members with a friendly and sincere smile. Acknowledge Members by name, if you know it. Don't tell them where; take them there. Thank Members for their compliments or feedback.	Ensure that everything is aligned with Quality Standards. Follow Departmental Acts of Service. Contribute to creating a spotlessly clean and well-maintained Club. If something doesn't look right, fix it or say something. Check and double check.	Eliminate distractions; personal devices put away, ear buds out. Engage in active listening. Empathize; put yourself in the Member's shoes and seek to understand. T.O.P.U. — "Take Ownership. Follow Up." Do the right thing.	Remember: you are on stage! Maintain impeccable grooming standards, ensuring a polished appearance. Maintain a professional demeanour at all times. Consistently provide high-quality service. Be present and engaged. Allow others to go first.



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