



# TALENT CHALLENGES

FINDING & GROOMING THE NEXT GENERATION OF  
LUXURY MARKETERS

Talent has been harder to secure in the luxury space as younger generations forgo learning traditional craftsmanship. Hospitality has been hit especially hard as it has become difficult for hotel groups to hire and retain dedicated staff members. How has the Four Season New York – one of the New York's most prestigious hotels – dealt with this industry reality with which other luxury brands and retailers can identify?



MEHDI EFTEKARI

General Manager of Four Seasons Hotel New York





## WHO WE ARE

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We have chosen to specialize within the hospitality industry by offering only experiences of exceptional quality.

Doing so allows Four Seasons to satisfy the needs and tastes of our discriminating customers, and to maintain our position as the world's premier luxury hospitality company.



# THE FOUR PILLARS OF SUCCESS

## QUALITY

To operate only small to medium sized hotels of exceptional quality, and to be the best wherever we locate.



## SERVICE

To make service our distinguishing edge and our most significant competitive advantage.



## CULTURE

To create a culture and a work ethic based on the Golden Rule, which would give our people, our most valuable asset, a framework within which to pursue the creation of a superior international service culture.



## BRAND

To grow as a management company, by building a brand name synonymous with an exceptional level of quality that would be far more valuable than the ownership of real estate.



“THE REASON FOR OUR SUCCESS IS NO SECRET. IT COMES DOWN TO ONE SINGLE PRINCIPLE THAT TRANSCENDS TIME AND GEOGRAPHY, RELIGION AND CULTURE. IT’S THE GOLDEN RULE – THE SIMPLE IDEA THAT IF YOU TREAT PEOPLE WELL, THE WAY YOU WOULD LIKE TO BE TREATED, THEY WILL DO THE SAME.”



**Isadore Sharp**

Founder & Chairman

Four Seasons Hotels and Resorts



# THE COMPANY'S FINEST ACHIEVEMENT IS THE PEOPLE IT ATTRACTS

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The Golden Rule guides our interactions with our guests, our business partners and investors, but most importantly – with each other.

We also believe in investing in our employees and promoting from within. Many of our senior managers began their careers with Four Seasons and continue to be culture ambassadors.







“Early in the company’s history we decided to focus on [redefining luxury as service](#), and that became our strategic edge,” explains Sharp. “To deliver on that promise, we needed to harness the ‘best of the best’ – employees who are dedicated, committed and inspired to deliver great service.”







# OUR GREATEST ASSET, AND THE KEY TO OUR SUCCESS, IS OUR PEOPLE.

Each of us needs a sense of dignity, pride and satisfaction in what we do. Because satisfying our guests depends on the united efforts of many, we are most effective when we work together cooperatively, respecting each other's contribution and importance.





# SERVICE CULTURE

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The deeply instilled Four Seasons culture is personified by its employees – people who share a single focus and are inspired to offer great service.

Our goals, beliefs & principles are the foundation of the work we do every day on behalf of our guests.

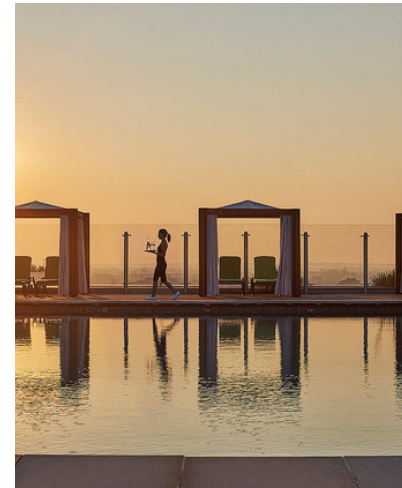


# CONTINUOUSLY EVOLVING

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Times change, but our dedication to perfecting the travel experience never will.

As the company has grown from a single hotel to 101 in 42 countries, our deeply instilled culture, personified by our employees, continues to get stronger.





# 100 BEST COMPANIES TO WORK FOR

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For 19 years in a row, Four Seasons has been named by its employees to FORTUNE Magazine's list of the "100 Best Companies to Work For."

Four Seasons is one of just 12 organizations to have the distinction of being recognized every year since the list began.







# FOUR SEASONS

HOTELS AND RESORTS

THANK YOU.

PLEASE DON'T HESITATE TO CONTACT US IF YOU HAVE ANY QUESTIONS

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