Finding Your Style Book Report

 Millions of people work in the restaurant and hospitality industry every day. Their contributions affect millions more, from customers running into a quick-service operation for a quick bite to guests vacationing at a luxurious five-star hotel. As you begin your management career in this industry, you must decide what kind of work you want to do and where you want to do it, as well as how you will handle leading the many people who keep your operation running. What philosophy will you bring to your duties to help meet the demands of your customers and ensure your employees are motivated? How will you distinguish yourself as a leader?

Assignment

Many of the most famous leaders in the restaurant and hospitality industry started their dreams with just single, small establishments. Through hard work and effective leadership, they built some of most successful chains operating today. Their techniques for success can provide you with insight into how to approach your career.

Select one of the books listed below, which tell the stories of various leaders or companies in the industry. (You can also read a book of your choosing that focuses on a person or organization in the restaurant or hospitality industry.)

- *Grinding It Out: The Making of McDonald’s* by Ray Kroc, Robert Anderson
- *McDonald’s: Behind the Arches* by John F. Love
- *Be My Guest* by Conrad N. Hilton
- *No Ordinary Hotel: The Ritz-Carlton’s First Seventy-Five Years* by Adrian Waller
- *The Spirit to Serve Marriott’s Way* by J.W. Marriott, Adrian Zackheim
- *Tastes and Tales of a Chef: The Apprentice’s Journey* by Edward Leonard
- *The Disney Way* by Bill Capodaglia, Lynn Jackson

Read the book, and write a unified, five- to seven-page paper, which will have two parts.

Part One

Select one of the following points to discuss:

- Discuss the leadership qualities that the founder or management team of the organization has. Discuss what distinguishes your subject as a leader in the industry. Include an analysis of the values and management principles that helped drive the growth of the organization and whether, in your opinion, these same values and principles are alive and well in the organization today. Give examples to support your analysis.
- Explain the management philosophy that shaped this person or organization. Give at least one example of how this philosophy was reflected in the communications of the organization.
- Analyze the relationship between at least two situations or events involving management principles or styles that had a direct impact on the success of the individual or the organization.
- Given what you know about this organization today, evaluate the vision and values represented in the initial stages of the organization’s growth to what they are today. Compare
how they may have changed, and determine what factors caused the organization to alter the original ones.

- Examine the role that goal setting and employee motivation had in building a strong company workforce for this organization.

Do not merely report facts or events from the book or provide a description of company practices. Be sure to give reasons that support your discussion.

**Part Two**

One of the most beneficial things you can do to develop your leadership skills and management style is to find a mentor. Who you choose as a mentor will depend on a number of factors, including your experiences with and knowledge about other managers and the expectations you have about what qualities a leader in your operation should possess.

Considering the book you read for Part One, describe the type of qualities you expect a top leader in the restaurant or hospitality industry to have. List and describe at least five traits you consider important in the role of a manager. Explain why these are important.