

JLH LEADERSHIP SOLUTIONS

Hotel Partner Program

Labor planning for the New Normal!



Hotel Partner Program

TOPICS TO BE COVERED

Executive Summary
Why We Should Change
Financial Impact
How It Works
Upshift
Partner Program
Next Steps

Executive Summary

There is currently an opportunity to reimagine the way that we hire and staff key positions in our properties that would create significant labor and benefits savings in 2020.

By embracing a hybrid staffing model comprised of traditional staffing efforts and "gig" shift resources, properties can expect to save an estimated \$1.37 per occupied room with only participation from 4 positions: Front Desk Agent, Concierge Attendant, Cook, Steward. Additional positions would yield additional savings.

WHY SHOULD WE CHANGE?

**HOSPITALITY TALENT WAS
FORCED TO CHANGE INDUSTRIES
TO SURVIVE COVID.**

PARTICIPATION IN THE GIG ECONOMY AND SIDE
HUSTLES ARE AT AN ALL TIME HIGH AND THE
HOSPITALITY INDUSTRY CAN CAPITALIZE.

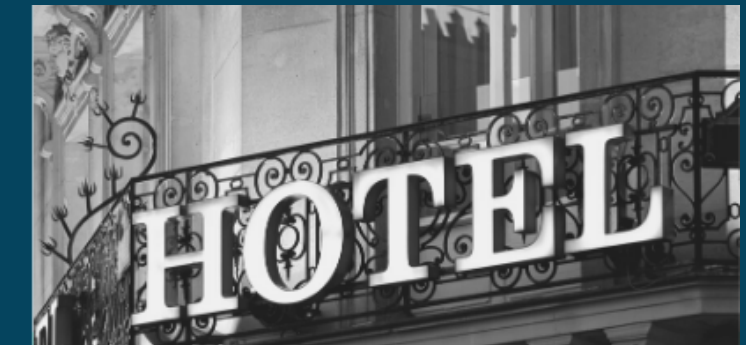
Financial Impact

10 FORCASTED PROPERTIES

2021 forecasts were reviewed for 10 city center properties in Texas, Indiana, and Ohio. These properties represent multiple large brands. The savings focused on only four positions; Front Desk, Concierge (lounge attendant), cooks, and stewards. Additional savings would be realized by including additional positions.

\$1.37

SAVINGS
PER
OCCUPIED
ROOM.



40% 55%

TARGET PROPERTY
OCCUPANCY RANGE



10

PROPERTIES
IN OHIO,
INDIANA, AND
TEXAS.



\$850k

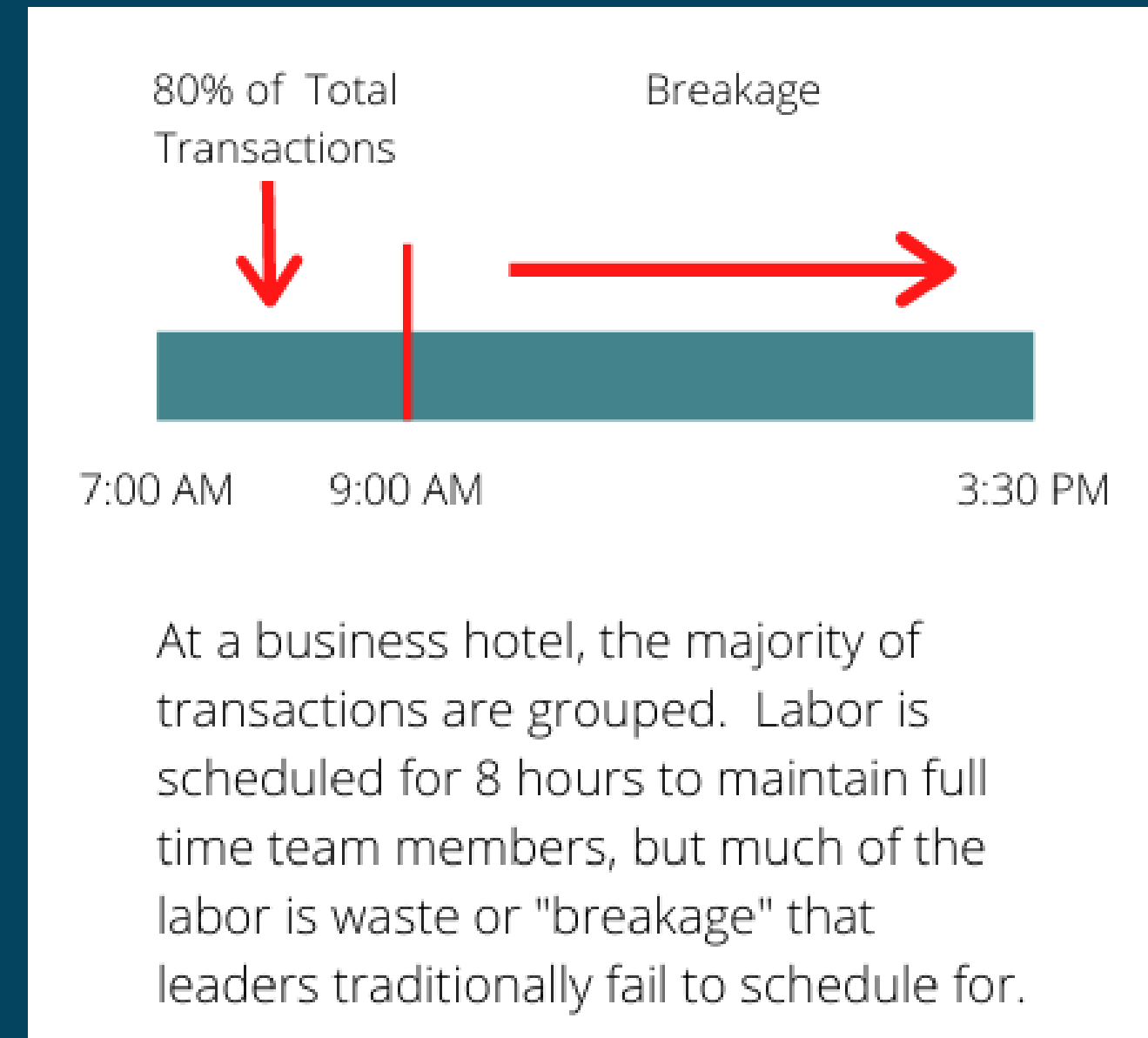
ESTIMATED SAVINGS



Numbers represent savings from Front Desk Agents, Concierge Attendants, Cooks, and Stewards.

How it Works:

- BY USING FRACTIONAL SHIFTS YOU REDUCE BREAKAGE, AND ELIMINATE LEADERSHIP BIAS.
- FRACTIONAL SHIFTS REDUCE THE TOTAL MPOR (MINUTES PER OCCUPIED ROOM) FOR EACH SHIFT.
- UPSHIFT CAN PROVIDE THE TALENT IN THE FORMAT NEEDED TO CAPITALIZE ON THE BREAKAGE.





Who is Upshift?

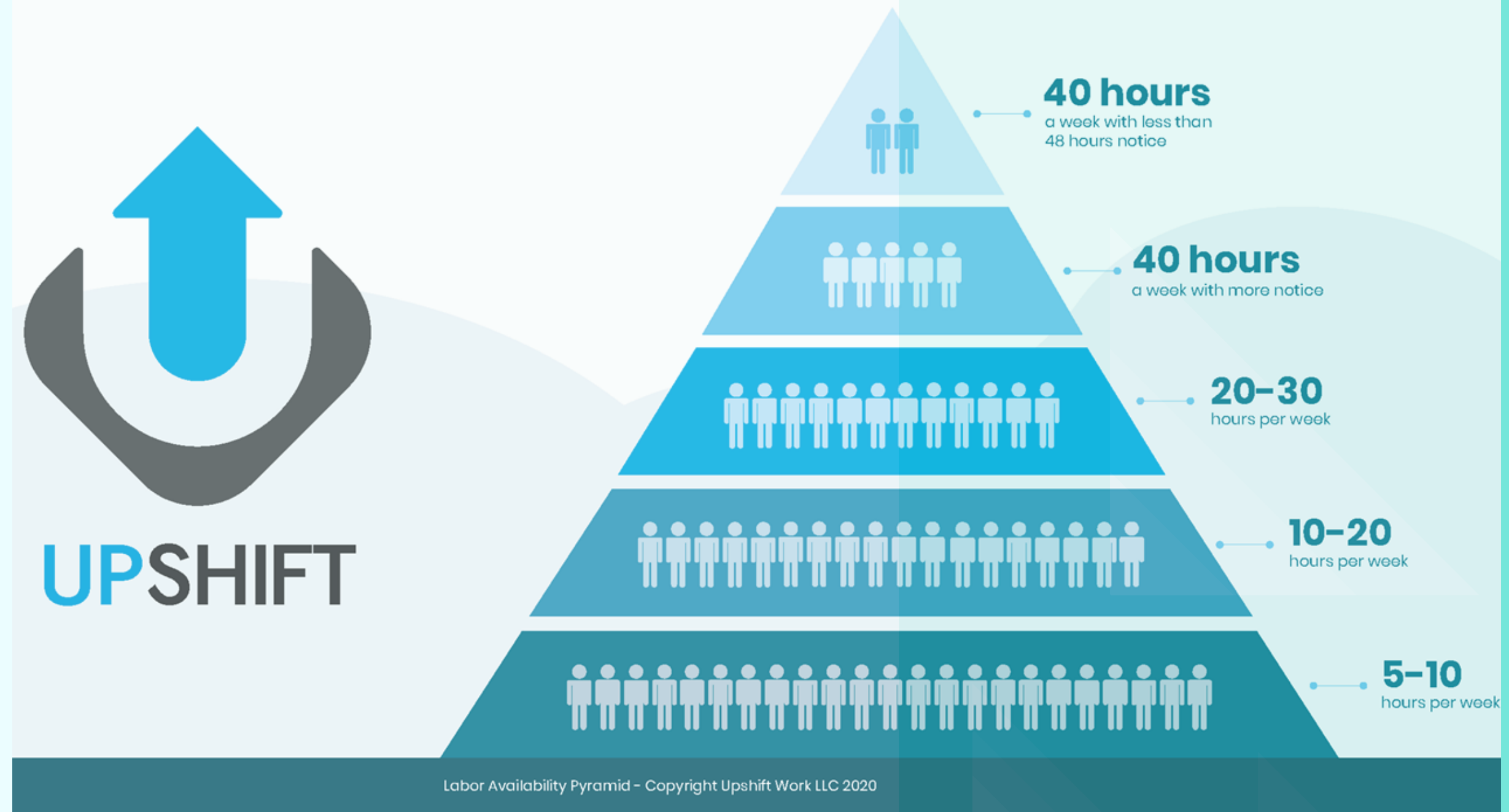
**AN ON DEMAND STAFFING
PLATFORM BACKED BY
INDEED.COM.**

Headquartered in Cincinnati they have a presence in Ohio / NKY, Nashville, Charlotte, and Dallas with over 20,000 Upshifters Nationwide.

What Makes Upshift Unique?

- Work and shift formats allow Upshift to access different pools of workers.
- Only 12% of all applicants for Upshift become Upshifters.
- Strict 3-Strike policy for discipline or attendance issues. 1-Strike for no-call no-show.
- The Rating and Review system lets employers know who they are hiring.

More Flexibility=More Labor Availability



Hotel Parnter Program

UPSHIFT LABOR PARTNERS

Hotel Partner

Offering Training to
Upshifterners in Skilled Positions

Create Videos introducing
the sites to reduce on-
boarding time

Provide Name Tags

Meals Included Where
Applicable

Upshift

Provide Technology Platform
to execute.

Manager Payroll and Benefits

Require base uniform
standards

Enforce Code of Conduct

Market For, Onboard,
Manage Talent



What's Next?

TEST PROGRAM

1. Determine the positions that would have the highest impact in your operation. Contract labor shouldn't be looked at as only a need but also as a partnership to reduce costs.
2. Contact a contract partner that can work with shorter shifts with solid talent pools. Upshift works well in our city. Contact them if they aren't in your city yet.
3. Train your leaders on your vision.
4. Standardize on-boarding, training, shift bids.
5. Launch a pilot program as your business ramps up.

Thank You

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