



BILTMORE®

Center for Professional Development

→ 2019 OFFERINGS ←



TABLE OF CONTENTS

- 2** SINGLE-DAY WORKSHOPS AT BILTMORE
 - 2** The Art of Customer Service
 - 4** Authentic Leadership
 - 6** Cultivating Change
 - 8** Employee Engagement
 - 10** Strategic Storytelling
- 12** SINGLE-DAY WORKSHOP PRICING
- 12** PRIVATE TRAININGS
- 13** STAY WITH US



LEGACY OF LEARNING

George Vanderbilt's lifelong pursuit of learning inspired the creation of the Biltmore Center for Professional Development®, and his quest for knowledge and excellence is still woven through all we do. We offer professional training and development experiences based on timeless themes and best practices that resonate with modern businesses.

EXPERIENCE

Biltmore Center for Professional Development can help take your business to the next level of success, inspired by a century of world-class customer service and commitment to outstanding quality. As a thriving business that attracts more than 1.4 million guests each year, Biltmore is recognized as a leader in gracious hospitality. Such success is not accidental; it results from determination, business knowledge, and a strong culture of excellence in training and professional development. Biltmore's time-tested best practices have been applied to a wide range of industries and organizations—both private and public sector businesses, from start-ups to Fortune 500 companies.

SPEAKERS AND FACILITATORS

Our facilitators and key leaders share insights gleaned from years of leadership at Biltmore. These speakers make their stories come alive with encouraging testimony and real-world results. Our speakers are available to share their own stories and customized content either at Biltmore or the location of your choosing. They offer relevant, practical teaching that can be applied in any organizational context.

ACCREDITATION

Biltmore Center for Professional Development is an Accredited Provider by the International Association for Continuing Education and Training (IACET).



THE ART OF CUSTOMER SERVICE

Transform your customer experience with measurable results

At Biltmore, we believe that exceptional customer experiences do not occur by accident. They are the result of intentional planning and processes designed to exceed expectations. When organizations are customer-centric, they have the opportunity to create unforgettable moments for customers through relational rather than transactional encounters. This creates greater intent to return and recommend, fostering brand loyalty.

For more than 120 years, Biltmore has centered its business philosophy around the customer experience to create an icon that is synonymous with quality, customer service, and hospitality. Discover why providing exceptional customer experiences is the key to transforming your business. Learn the steps and tactics to interacting with your customers and clients in a positive, welcoming, and authentic manner.



Key Takeaways

- Convert our best practices into a personalized action plan with measurable results.
- Learn time-tested Biltmore best practices to assess and improve your organization.
- Discover and adapt our standards and processes to provide world-class service to your customers and clients at every touchpoint.
- Obtain methods for creating a service culture that empowers your employees and creates extraordinary experiences for your customers—no matter the industry.
- Discover how to convert a dissatisfied client into your biggest fan with our service recovery strategy.

Dates: May 13, 2019 | September 16, 2019

“ ”

Without a doubt, one of the most professional and well-organized training sessions I have attended. The messages were clear and all objectives were met. A hospitable group of leaders who have a true passion for their customers.

Director of Operations,
Charlotte Regional Visitors Authority

AUTHENTIC LEADERSHIP

Build your personal brand and gain confidence in leading others

Strong leadership has allowed Biltmore to remain an industry leader for more than 120 years. We value effective leadership at all levels, and cultivate talent within all of our teams. From our front lines to our corporate suite, we train, recognize, and reward Biltmore's greatest asset: our employees.

Learn how individual and team leadership can create a solid foundation for your company and drive success. You'll learn how to build your personal brand and utilize it for professional success within and beyond the boardroom. We'll then share how you can train your employees to contribute to your organization's success. You'll leave with a customized leadership life plan to guide your journey and ensure long-term rewards.



Key Takeaways

- Create a plan that incorporates Biltmore's best practices and includes customized solutions for your company.
- Achieve personal success by utilizing the support of others and creating a custom "board of directors" for yourself.
- Provide a greater sense of direction by connecting your daily tasks to larger goals and a higher purpose.
- Evaluate your work personality and behavior to discover your strengths and weaknesses.
- Learn how to support your organization through your personal core values.
- Move beyond conflict and competition by encouraging employees to focus on shared values and a common mission.

Dates: March 12, 2019 | September 18, 2019

“ ”

Thank you for a very enlightening, challenging, and fun experience! I have attended quite a few conferences in my career and this event was one of (if not) the best I have participated in. The material was pertinent, the presenters were well informed and communicated excellently, and we had fun!

Director of Customer Engagement,
HopeHealth, Inc.

CULTIVATING CHANGE

Become an innovator and discover how to make change your ally

The world has changed immensely since Biltmore's beginning in 1895. We've endured world wars, the Great Depression, social changes, and countless cultural shifts. In order to succeed, we've had to do more than just embrace change—we've learned to become an innovator and leader. No matter your industry, discover how you can make change your ally. Through this workshop, we dissect the roadblocks that prevent change from being an effective tool and reveal how you can promote momentum and growth. You'll gain the insight and knowledge necessary to create a plan to implement change effectively and intentionally within your organization.



Key Takeaways

- Create a plan that incorporates Biltmore best practices and includes tailored solutions for your organization.
- Delve into the psychology behind change and why we resist change.
- Learn how to address the common factors that limit success and weaken corporate confidence when change is afoot.
- Discuss how to intentionally cultivate change within your organization as a technique to bolster your audience and strengthen your company's initiatives.
- Use your newfound knowledge to empower your employees to embrace change.

Dates: March 11, 2019 | July 15, 2019

“ ”

As a result of our work with the Biltmore Center for Professional Development, the Lane HR team came away with a better understanding of how we can help our company meet its long-term goals through the development of a high-performance workforce. We also have direction, new tools, and new energy.

VP of Human Resources,
Lane Construction Company

EMPLOYEE ENGAGEMENT

Attract and cultivate a dedicated workforce for maximum performance

At Biltmore, we believe our employees are the primary factor to our success. Beginning with the hiring process, our unique method strategically selects the perfect candidate who aligns with our company culture, then builds upon that foundation through results-oriented training programs, proven engagement tactics, and continuous observation, encouragement, and measurement.

Engagement is more than job satisfaction—it's living and breathing the company culture to create real competitive advantages. To create a positive culture of engagement, leadership and innovation must begin on the front lines and be supported through management and corporate leadership. Learn why this blueprint works and how you can apply it to your organization. Discover how to attract the brightest candidates, energize your tenured employees, and create a greater sense of purpose with this workshop.



Key Takeaways

- Develop a plan that includes realistic action steps, measurable results, and customized solutions for your company.
- Dive into Biltmore's strategic approach to selecting the right person for the right job.
- Increase and measure employee engagement by strengthening work relationships, providing meaningful work, and creating growth opportunities.
- Learn how to implement coaching within your organization to drive honest conversations, encourage candid feedback, and build trust among your employees.

Dates: May 14, 2019 | September 17, 2019

“ ”

This kind of training is unique because you are sharing experiences and lessons from the Biltmore Estate business model. Sharing the secret of your success of how to run a 2,000 + person operation is remarkable.

Chapter President,
NY Chapter EO (Entrepreneurs' Organization)

STRATEGIC STORYTELLING

Develop and improve your message to gain fierce customer loyalty

Stories are the fabric of our lives. They create an emotional connection and provide meaning to ordinary events. As a fifth-generation, family-owned business, Biltmore uses stories to share our history and remember those who contributed to our company's founding. By weaving memories into our corporate culture, we create a powerful touchstone for our leadership team, employees, and guests.

Discover how and why you should incorporate storytelling into your organization as a competitive advantage, no matter the industry. Explore how to use results-oriented storytelling to achieve your outcome, whether that be to drive a change initiative, thrive after a challenging time, build brand loyalty, or achieve another organizational goal. You'll learn how to communicate your stories effectively and how to foster emotional engagement that excites your employees and customers and creates fierce loyalty. Best of all, you'll leave with a solid plan that helps you move forward and make storytelling a part of your success story.



Key Takeaways

- Create a plan that incorporates Biltmore best practices and includes personalized solutions for your company.
- Learn how to identify your corporation's stories and how to weave them into your company's culture.
- Bolster your employee culture, increase customer loyalty, and drive community support by communicating your stories with maximum impact.
- Transform storytelling into a business strategy that attracts customer and clients, creates engagement with your business, and leaves customers wanting more.

Dates: July 16, 2019

“ ”

Thank you for a fantastic morning with our team. The scheduling process was seamless, the accommodations were beautiful, and we found the training to be just what we needed. We appreciate your accommodation, and look forward to working with you in the future.

National Development Director,
Pediatric Brain Tumor Foundation

SINGLE-DAY WORKSHOP PRICING

Registration includes breakfast and lunch, comprehensive reference materials, an immersive field experience, and a follow-up coaching session.

Standard Pricing: \$1,350

Available when booked less than 120 days before the workshop start date

Early Bird Pricing: \$1,147

Available when booked 120 days or more before the workshop start date

Special rates for teachers, students, non-profit employees, and groups of five or more are also available.

Please be aware that class size is limited to enhance participant experience.

Call us at 828-225-1259 to learn more.

PRIVATE TRAININGS

In addition to Single-Day Workshops on the estate, Biltmore Center for Professional Development offers customizable, private trainings. Allow us to adapt Biltmore's time-tested best practices to create an exclusive, impactful experience for you and your organization.

Simply select one of our five topics—The Art of Customer Service, Authentic Leadership, Cultivating Change, Employee Engagement, or Strategic Storytelling—and our team of experts will tailor the content to meet the specific needs of your group.

These private trainings are available in 90-minute, half-day, and full-day sessions and can take place either on the estate or at a location of your choice. Whether it's for your company, your association, a corporate retreat, or your next convention, we can develop an interactive workshop just for you.

**To schedule a needs analysis, contact us at 828-225-1259
or thecenter@biltmore.com.**

STAY WITH US

With two distinctive hotels conveniently located on the property, we invite you to extend your workshop experience into a memorable getaway. Both The Inn on Biltmore Estate™ and Village Hotel on Biltmore Estate® offer Single-Day Workshop participants deeply discounted rates*—valid for the day of the scheduled workshop, three days prior, and the following day.

The Inn welcomes guests to an oasis of style with sweeping views of the estate. Amid elegant surroundings, treat yourself to luxurious accommodations, the most exclusive dining experience on the estate, pampering spa treatments, and world-class service recognized by AAA, *Forbes Travel Guide*, *Travel + Leisure*, and TripAdvisor year after year. Allow our concierge to curate personalized activities and discover Biltmore the way it was intended—as an overnight guest.

Village Hotel offers a more casual way to experience Biltmore. Enjoy warm hospitality in a relaxed and welcoming atmosphere with décor reminiscent of the country homes and cottages of the estate. Within the hotel, Village Social offers inspired cuisine for breakfast, lunch, and dinner. Just steps away from the Winery, shops, and activity of lively Antler Hill Village, Village Hotel is an ideal place to both get away—and find plenty to do.

Each of our hotels has a fitness center and a heated outdoor pool (open seasonally). Both properties offer complimentary self-parking, estate shuttle service, and shuttle service to downtown Asheville on Fridays & Saturdays.

*The Inn on
Biltmore Estate™*

*Village Hotel on
Biltmore Estate®*

BILTMORE®

Center for Professional Development

BILTMORE.COM/TRAINING | 828-225-1259 | thecenter@biltmore.com

