

—❖— 2017–2018 ❖—  
COURSE CATALOG



**BILTMORE<sup>®</sup>**  
Center for Professional Development



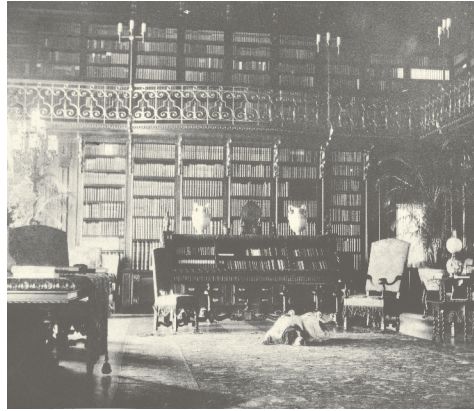


## PROGRAMS

Beyond Customer Service: Gracious Hospitality® Best Practices	2
Cultivating Change	4
Storytelling as a Business Strategy	6
Employee Engagement	8
Additional Programs	10
Custom Solutions	12
Stay With Us	13

## 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.

## 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. For booking information or further details regarding our executive speakers and facilitators, contact us.

## ACCREDITATION

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







## **BEYOND CUSTOMER SERVICE: GRACIOUS HOSPITALITY® BEST PRACTICES**

This one-day program offers an in-depth review of Biltmore's Service Standards that lay the foundation for every guest interaction. A step-by-step examination of Biltmore's best practices in gracious hospitality offers participants practical tactics that can be immediately applied in any organization serving others.

### **This program equips participants with:**

- Dozens of Biltmore's best practices in creating a welcoming environment for guests, staying one step ahead of the customer's expectations, offering gracious hospitality to fellow colleagues within the organization, and creating a lasting impression that bolsters a company's reputation and creates repeat clients.



- A unique step-by-step guide for transferring best practices to the participant's organization. This reality-based, tactical plan addresses what fits with the organization's culture, service champions, contingencies, and more—an actionable plan that will gain traction and maintain momentum long after the training is over.
- Follow-up coaching through phone call interaction with Biltmore's expert facilitators. This conversation celebrates successes and offers an opportunity to explore solutions to challenges met along the way.

**Dates:** October 2, 2017 | March 12, 2018 | October 1, 2018

**Cost:** \$995 per participant

**SPECIAL!** Save when you register for both *Beyond Customer Service: Gracious Hospitality Best Practices* and *Employee Engagement* (see page 8).



*Class size is limited to enhance participant experience. Discounts may apply.  
Special room rates may be available at The Inn on Biltmore Estate™.*

**“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



## CULTIVATING CHANGE

How does a historic attraction dedicated to the preservation of a culture and artifacts from more than a century ago stay relevant to today's consumers? Through leading change with skill and precision, calling upon lessons learned over the past 100+ years, as well as innovative strategies and present-day research.

Biltmore has faced many challenges over the decades—financial, environmental, and social—yet has maintained an unyielding commitment to the mission that continues to drive the company forward. Change, whether significant or minute, is rarely easy, but organizations can persevere and find success through Biltmore's time-tested approach to not just enduring change, but leading it.

This program takes participants through the critical steps of leading change, and tackles challenges head-on. Through insightful facilitation, realistic discussion, a field trip examining one of Biltmore's most recent changes, and an individual traction plan designed to turn the wheels of change and navigate obstacles along the way, *Cultivating Change* is a powerful program designed with results in mind.



**This program equips participants with:**

- An understanding of the psychology behind change, and the tools to thoughtfully plan, drive, and achieve change while maintaining the support and confidence of others within the organization.
- Insightful strategy and practical tactics to lead inclusive change that gains momentum and creates a driving vision shared by the organization.
- A traction plan, individually designed for your organization's change, with a realistic approach to transferring best practices and lessons learned for results you can measure.
- Follow-up coaching through phone call interaction with Biltmore's expert facilitators. This conversation celebrates successes and offers an opportunity to explore solutions to challenges met along the way.

**Date:** July 9, 2018

**Cost:** \$995 per participant

**SPECIAL!** Save when you register for both *Cultivating Change* and *Storytelling as a Business Strategy* (see page 6).



*Class size is limited to enhance participant experience. Discounts may apply.  
Special room rates may be available at The Inn on Biltmore Estate™.*

**“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



## STORYTELLING AS A BUSINESS STRATEGY

While storytelling is as old as time, Biltmore has harnessed the power and pleasure of using stories to create engagement and loyalty to our brand. Memorable and inspiring stories give employees a sense of being part of something bigger than themselves; of being connected to something they can identify with and be proud to share with others. Your stories often trickle down to your clientele, as well, and can create a powerful emotional connection. Stories can illuminate aspects of your organization that create pride and interest, and wouldn't we all prefer to engage with businesses that have unique and inspiring stories to tell?

This program offers participants an opportunity to hear some of Biltmore's most magical stories, and learn how to use storytelling to elevate your client and employee, relationships, thus building your brand. Participants walk away with Biltmore's best practices in storytelling, a method for identifying your company's most powerful stories, and insight on how to communicate your stories for maximum impact.



**This program equips participants with:**

- A unique exploration into your organization's most powerful stories, and methods to promote these stories both within the company, and externally, as well.
- Strategies for continuing the development of your organization's stories, and building an intentional culture driven by the meaning and message from your stories.
- Insight on practical approaches to communicate your stories, creating connection, meaning, and loyalty to your organization and brand.
- Follow-up coaching through phone call interaction with Biltmore's expert facilitators. This conversation celebrates successes, and offers an opportunity to explore solutions to challenges met along the way.

**Date:** July 10, 2018

**Cost:** \$995 per participant

**SPECIAL!** Save when you register for both *Storytelling as a Business Strategy* and *Cultivating Change* (see page 4).



*Class size is limited to enhance participant experience. Discounts may apply.  
Special room rates may be available at The Inn on Biltmore Estate™.*

**“Our facilitator was so enthusiastic.  
He truly opened a door to a whole new  
level of customer service for us to explore  
with the Gracious Hospitality program.”**

Environmental Protection Agency



## EMPLOYEE ENGAGEMENT

Employee engagement is a common theme pulsing through the business world today, but not all organizations understand the meaning of engagement and the significant impact it has on their bottom line. Engagement is more than job satisfaction—it's living and breathing the company culture to create real competitive advantages. Biltmore lays the foundation for employee engagement with job applicants before the offer has ever been made, then builds upon that foundation through a unique selection process, results-oriented training programs, proven engagement tactics, and continuous observation, encouragement, and measurement.

In the Employee Engagement course, participants get an in-depth understanding of engagement from the ground up, sharing best practices and tools for achieving a true culture of engagement that permeates the entire organization.

### **This program equips participants with:**

- A foundational understanding of the purpose-driven approach to employee engagement beginning with the heart of the organization, then widening to the inclusion of every employee.



- Realistic methods to build processes, training, reward/recognition, and organizational/cultural practices that both support employees and optimize customer experiences.
- A strategic and tactical traction plan, individual to each organization, designed to build and maintain support and momentum for a cultural shift you can feel.
- Follow-up coaching through phone call interaction with Biltmore's expert facilitators. This conversation celebrates successes, and offers an opportunity to explore solutions to challenges met along the way.

**Dates:** October 3, 2017 | March 13, 2018 | October 2, 2018

**Cost:** \$995 per participant

**SPECIAL!** Save when you register for both *Employee Engagement* and *Beyond Customer Service: Gracious Hospitality Best Practices* (see page 2).



*Class size is limited to enhance participant experience. Discounts may apply.  
Special room rates may be available at The Inn on Biltmore Estate™.*

**“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



## ADDITIONAL PROGRAMS

### ☼ Team Building with a Purpose

Whether you are looking to unite a group, improve communication, develop strengths, strengthen relationships, or just have fun with your team, Biltmore can put a custom program together that will impact your team and enhance their effectiveness. Please contact us for more information.





**“The Biltmore Group did a fantastic job. I heard many comments that the training was the best they had received in their career. The “hospitality” perspective is really a universal language and is good business, whatever the business. Biltmore brought this home and the training is having a lasting impact on our campus.”**

President  
Isothermal Community College



## CUSTOM SOLUTIONS

If your organization could use a more tailored approach, consider a customized solution. Our experienced staff of instructional designers is trained to sculpt the programming to your needs, across a wide variety of industries and personalities. To get this level of customization, we guide you and your team through the following steps:

- **Establish Outcomes:** Our team will conduct a thorough needs analysis addressing your desired outcomes, expectations, and personalities of your team.
- **Choose the Players:** While you may already have a list of proposed attendees, our needs analysis can help further determine who might get the greatest benefit from a customized program.
- **Construct the Program:** Each proposal includes a complete agenda, educational objectives, and process briefings. We'll also detail program pricing and additional services offered on the estate.
- **Experience Your Creation:** You and your team will enjoy an intense, interactive development opportunity focused on experiential activities and behind-the-scenes learning that weaves in Biltmore best practices and core competencies. The program will conclude with a powerful action-planning session.
- **Evaluation and Follow-Up:** Stakeholders evaluate the program, ensuring alignment with intended objectives. Follow-up coaching for any program is available at an additional fee.



*Contact us to design your own custom learning solution  
at 828-225-6158 or [thecenter@biltmore.com](mailto:thecenter@biltmore.com).*



## STAY WITH US

An overnight stay at Biltmore means experiencing the same gracious hospitality enjoyed by George and Edith Vanderbilt's guests. Both The Inn on Biltmore Estate™ and Village Hotel on Biltmore Estate® are located on the property, making them convenient for program participants to make the most of their time at Biltmore.

**The Inn** welcomes guests who desire extraordinary hospitality amid magnificent surroundings. From small touches like twice-daily housekeeping to a full concierge staff dedicated to special requests, our four-star, four-diamond Inn features world-class hospitality and service. Amenities include The Spa Biltmore, business center, heated outdoor pool (open seasonally), and fitness center, plus sweeping views across fields, woodlands, and mountains.

**Village Hotel** offers all the warmth and charm of the picturesque farm houses and the families who called Biltmore home during the last century. Located just steps from Antler Hill Village & Winery, guests can enjoy the lively social setting or relax in the quiet comfort of the hotel which features amenities including a heated outdoor pool (open seasonally), fitness center, access to The Spa Biltmore at The Inn, and much more.

*Additional features and services include casual and fine-dining restaurants, complimentary Wi-Fi/Internet, and complimentary estate shuttle service.*

*The Inn on  
Biltmore Estate*

*Village Hotel on  
Biltmore Estate*



**BILTMORE**<sup>®</sup>  
Center for Professional Development

[BILTMORE.COM/TRAINING](http://BILTMORE.COM/TRAINING) | 828-225-6158 | [thecenter@biltmore.com](mailto:thecenter@biltmore.com)

©2017 The Biltmore Company