



# Hospitality Coach Program Guide

## Background

The OHI Hospitality Coach Program was established to generate interest in youth to pursue hospitality careers and provide information about the career paths and the many varied employment opportunities available in the industry. Industry professionals who participate in the OHI Hospitality Coach Program are volunteers who provide their time and knowledge to engage students in exploring hospitality careers. Through the OHI Hospitality Coach Program, the goal is to welcome youth into the industry by helping them acquire real-time knowledge from a working professional who can identify opportunities for their career they may not have previously thought of or known about.

We are excited to have you join the OHI Hospitality Coach Program. Please read this guide for more information about the program and tips on best practices to use in your school visits.

## Hospitality Coach Program Objectives

The fundamental program objectives are:

- Promote and encourage youth to seek professional careers in the hospitality industry
- Create awareness of pathways to training, education and employment
- Grow and foster awareness of industry's strengths and benefits
- Enhance professionalism and excellence in the hospitality industry
- Provide a liaison for employment opportunities between the hospitality industry, schools and students
- Recognize and celebrate the hospitality industry's leadership

## Hospitality Coach Job Description

The primary focus of the Hospitality Coach is to be an enthusiastic role model and champion of careers in the hospitality industry. The Hospitality Coach will demonstrate the positive results of working in the hospitality sector by sharing their personal career journey and their knowledge of the varied positions, career paths and opportunities available. The Hospitality Coach can provide a connection to their networking system that will help youth with potential internships and future hospitality employment during high school and after graduation.

## Hospitality Coach Benefits

Being a Hospitality Coach is rewarding for both the coach and students. Coaching can be a powerful tool to mentor, support and enhance the development of youth in their career journey. Not only does coaching play a positive role in students' lives, people in student coaching roles report that their experiences also improved their lives in tangible ways. Hospitality Coaches can learn more about themselves, develop empathy, become more effective people managers, build leadership skills and take pride in supporting the industry by giving back to students in a way that is a meaningful support to the start of their career.

## Planning for Hospitality Coach School Visits

### Hospitality Coach Profiles

Your Hospitality Coach profile is “your story”. Hospitality Coaches will complete the online profile form [here](#) with their information and include a headshot image. The information on the form is uploaded to the OHI Hospitality Coach website page. Schools requesting a Hospitality Coach visit can view the Coach profiles and indicate on the school request form the Coach that best suits their classroom needs. Hospitality Coach profiles will be posted from time to time in the OHI – We Are Hospitality social media pages. Please ensure you follow the social media platforms @wearehospitality.

### Time Commitment

A minimum of two (2) visits to schools during the academic year (September-June) is required. Hospitality Coaches may visit different schools or build a relationship with one school during the academic year to provide further information on hospitality topics, internships and employment. The length of the school visit will vary based on the class period time with the final length to be confirmed between the classroom teacher and the Hospitality Coach. It is expected each visit will be approximately 30 minutes to one hour.

### Type of Visit

Hospitality Coach school visits can be in person or virtual. The final visit format is to be confirmed between the Hospitality Coach and the school.

### In-Class Visit Preparation

Hospitality Coaches can prepare for their visits using the OHI Hospitality Coach Toolkit available on the OHI – We are Hospitality website at [here](#). Personalizing the toolkit materials with your own hospitality story is encouraged to present an interesting view of your career journey.

## School Visit Requests

School requests for Hospitality Coach visits are made directly through the OHI – We Are Hospitality website page [www.weareohi.ca](http://www.weareohi.ca) by filling out a request form and indicating the Hospitality Coach that best fits the needs of the classroom. OHI – We Are Hospitality will receive the form, notify the Hospitality Coach of the request and provide the school contact information. Upon confirmation of the school request, the Hospitality Coach will contact the school representative directly to confirm a date, format (live or virtual), school location and the class details (#students, career interests, etc.).

## Elements of Hospitality Coach Best Practices

The primary goal of the Hospitality Coach Program is to advance the hospitality profession and future workforce by providing youth with career information in an engaging and interactive way that draws them to pursue internships, employment and careers in the hospitality sector. Hospitality industry professionals are the voice of the industry, ambassadors and role models that are best equipped to speak with youth about their personal career journey and the pathways to success.

As a Hospitality Coach, your life experiences will be different from others. That's what makes your career perspectives interesting to students. Hospitality Coaches will have varied styles and planned activities for the students and there is no single formula for being a good Hospitality Coach.

These are some suggestions to help you prepare for interacting with students:

- “Break the ice” and involve students, but also understand that some will feel comfortable being involved in the class activities and interaction with the Hospitality Coach, while others may be reserved, shy, or reluctant to participate.
- Recognize that the information you are providing may be new and take awhile to “sink in”.
- Be familiar with the kinds of suggestions and information that can be useful for students by speaking to the classroom teacher prior to the visit.
- Listen carefully. Students may not know how to ask questions to convey what information they need. When you think you have understood what the student is saying, repeat it back to them and ask if you have understood correctly.
- Build Networks: You can be a powerful connection for students by helping them build a network of contacts and potential employers. You can provide your information and contact details to the teacher and students through your unique URL Hospitality Coach profile posted on [www.weareohi.ca](http://www.weareohi.ca)
- Share your real experiences. Tell of your own successes and challenges. Let the students see the human side of you.
- Put yourself in the students’ shoes as best you can. Think about what you wanted to know at their age.
- Be excited and energetic about your visit.

## Classroom Visit Activities

Set yourself and the class up for an interactive, fun Hospitality Coach session.

- What props would students be interested in touching or seeing? Bring items from your workplace to help illustrate some things you can talk about. A “guess what this is” activity can be fun.
- Is there a favorite recipe from your hotel or food service? Drop it into the OHI Hospitality Coach recipe card template found in the classroom toolkit [here](#) for students to share with their parents and continue the conversation about hospitality careers.
- For primary grades, try to sit at the student level so they can interact with you easily.

Empower student communication.

- Ask questions and encourage questioning from the students.
  - Who has ever visited or stayed in a hotel (ask a student to tell you where)?
  - Who has ever eaten in a restaurant or bought food from a store that serves drinks or food (then explain what you do (ask a student to tell you where or what)?
  - If you were going to start a food business and sell something to your friends, what would you sell and why?
  - If you could build your own hotel, what would you have in it that would be fun?

Engage with interactive play.

- Teach students a simple skill – how to fold a napkin into a windmill or flower and let them try it (bring extra paper napkins).
- Give out coloured elastics and ask why you did – “Because each day in a hospitality job means you are flexible to things that change with no day being the same”

- Think about a game or activity that fits your job and business. Get students to role play if they are comfortable.

Bring snacks.

- Check with the teachers beforehand to get approval or dietary restrictions, but this can be a big win (who doesn't like a treat!)

Tell stories about your job.

- What's the best part of your job or day?
- What were you thinking about when you were their age that related to your career?
- What is one of your favorite memories from work?
- What are some of the things you learned to do and why/how it impacts your life or family?
- What made you choose this profession?
- What was first job in hospitality, how that went, who mentored/coached you?
- What was the first thing you bought with a paycheque?

Give the students examples about work that can visualize.

- Where they could work and what jobs they can do as early as in high school.
- Why they want to work (fun, earn money, etc).

Provide prizes.

- If available, bring a small take-away from your business you can use to draw for a prize.

Help us stay connected.

- Promote our social media pages to our future hospitality workforce – students, through @weareohi for future events, prizes and contests.

Follow us @WeAreOHI



***Thank you for helping OHI – We Are Hospitality and your industry to launch a new generation of career stars!***