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OPINION ARTICLE

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# If I Only Knew Then...

Lessons from the Field™

By John Hogan, CHA CHMS CHE CHO

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IF I ONLY KNEW THEN.....

At one time or another in our lives, we have all had that feeling of wishing we had some of the wisdom acquired over the years at some point earlier in our careers or lives. That series of successes, near misses and (admittedly) misevaluations that led to a less than desired outcome when we were younger all helped us to mold our style, our insights and strengthened us along the way. Hindsight is always perfect, yet learning and finding our own unique ways is something that few of us would trade away,



Charles Grodin, has assembled a collection of stories from 80 or so people. Some are people he knows well and recognizable names to us as athletes, journalist,



**hospitalitynet**™; are what he calls

names to us.

The really interesting stories in this book are not because they may have come from "famous names", but because these stories seem to be from the heart and address issues that many of us deal with in our everyday lives. (Jobs, stress, hard decisions, values, hours worked, right & wrong, opportunities, friendships, etc).

Globally, the challenges we all face in hospitality have many parallels regardless of where we live:

- Staffing
- Training
- Marketing
- Technology
- Competitive advantage
- Profitability
- Market Share
- Government regulations
- Competition
- Safety and security
- Ethics
- Guest satisfaction and loyalty
- Associate engagement and loyalty
- and more

I am compiling a series of "lessons learned" from people in hospitality from around the world. This series will include as many different types of examples and lessons as possible.



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™ October 2011 - if you  
your lessons that

could be of value to others and would like more  
information, please contact me

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KEYS TO SUCCESS™ is the umbrella title for my 2011  
programs, hospitality services and columns. This  
year's writings focus on a variety of topics for hotel  
owners, managers and professionals including both  
my "HOW TO" articles, *HOSPITALITY CONVERSATIONS*™,  
*Lessons from the Field*™, *Hotel Common Sense*™ , *THE  
P-A-R PRINCIPLE*

™ and Principles for Success.

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