

# SHAPING THE FUTURE WITH AN EMPOWERED CULTURE

**Stefan Wissenbach**  
Founder and CEO



# Today's Objectives

- Clarity
- Confidence
- Commitment

[Empowered.co/IHF](https://Empowered.co/IHF)

# Mindset...



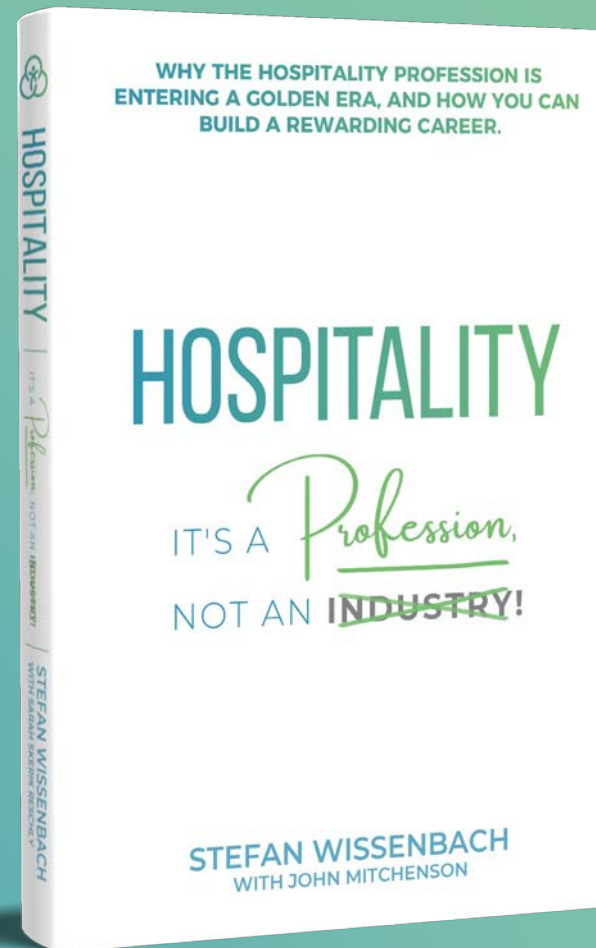
# A Golden Era...



“A world where the employees  
delivering the experience  
**are as fulfilled**  
as the guests enjoying it...”



**Hospitality:**  
**It's a profession,**  
**not an industry!**



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The heart of a hotel is not its  
reception or its restaurant  
**but its culture and its people**



# Culture...

# How Culture is formed



**Written rules**

**Unwritten rules**

**What gets rewarded**

**What gets punished**



# **Culture eats strategy for breakfast!**

*Peter Drucker*



# Culture is...



Who  
we are

How  
we feel

How  
we act



Culture is what people do  
**when no one is looking.**

*Herb Kelleher*





You either create a culture  
**or a culture creates itself!**



Only **23%**  
of employees are  
strongly connected  
to workplace  
culture!

# And they are...

3.7x

**MORE LIKELY**  
to be engaged  
at work

5.2x

**MORE LIKELY**  
to strongly agree  
they would recommend  
their organisation  
as a great place to work

68%

**LESS LIKELY**  
to feel burned  
out at work

55%

**LESS LIKELY**  
to be watching for  
job opportunities  
or actively looking  
for another job





Culture is not an initiative.  
Culture is the **enabler of  
all initiatives.**

*Larry Senn*

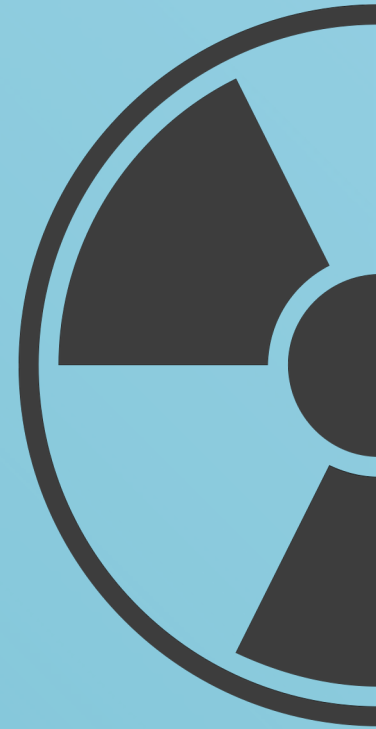




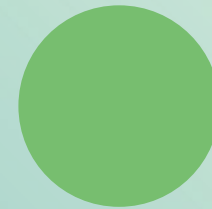
**Culture should  
not be delegated**  
It's a leadership  
accountability

**Great Culture**  
**=**  
**Great Energy**

# Fission



# Fusion



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# Infrastructure

# Creating the *ENERGY!*

# principle

/ˈprɪnsɪpl/

*noun*

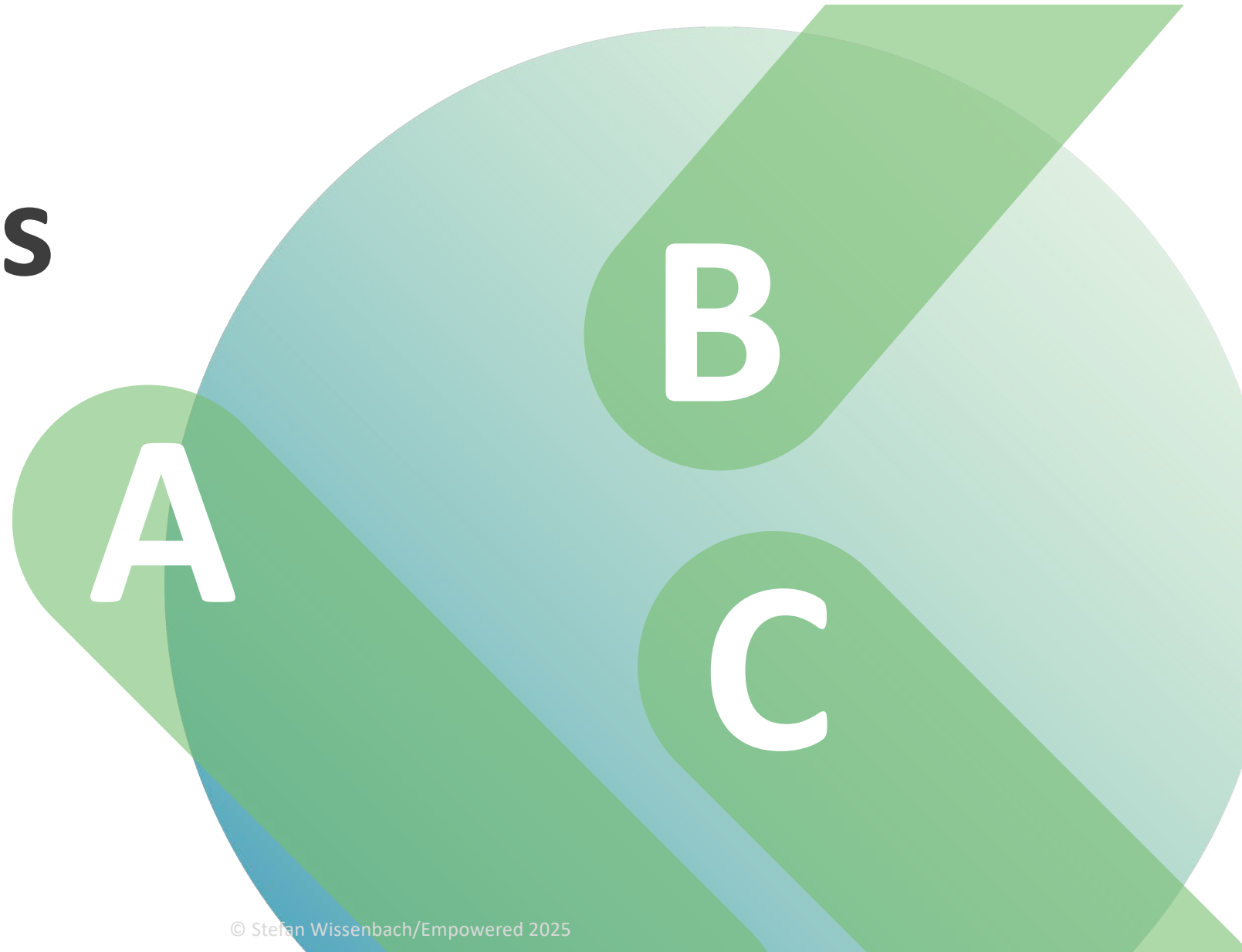
plural noun: **principles**

- 1 A fundamental truth or proposition that serves as the foundation for a system of belief or behaviour or for a chain of [reasoning](#).

"the basic principles of justice"



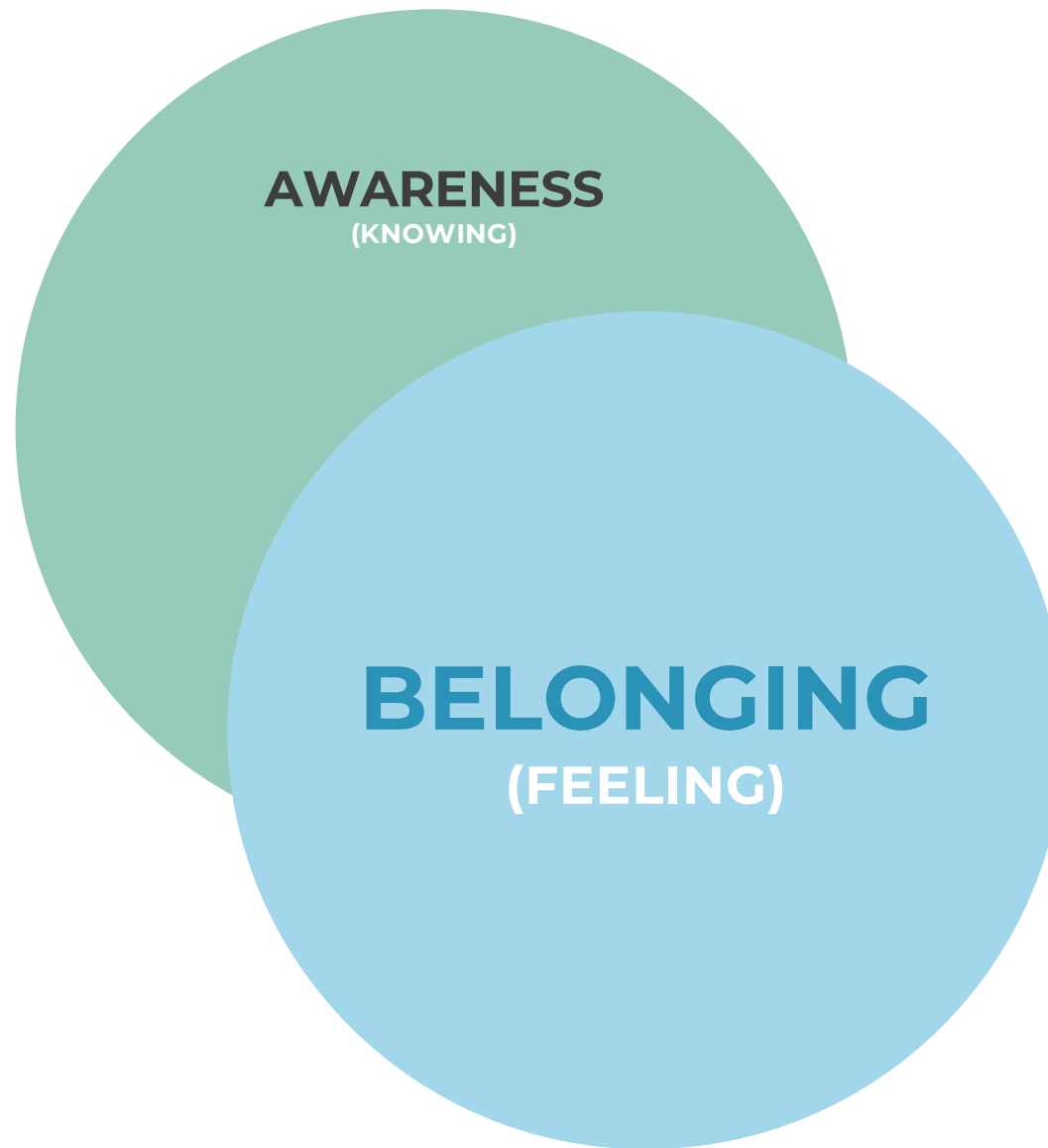
**...as  
easy as**

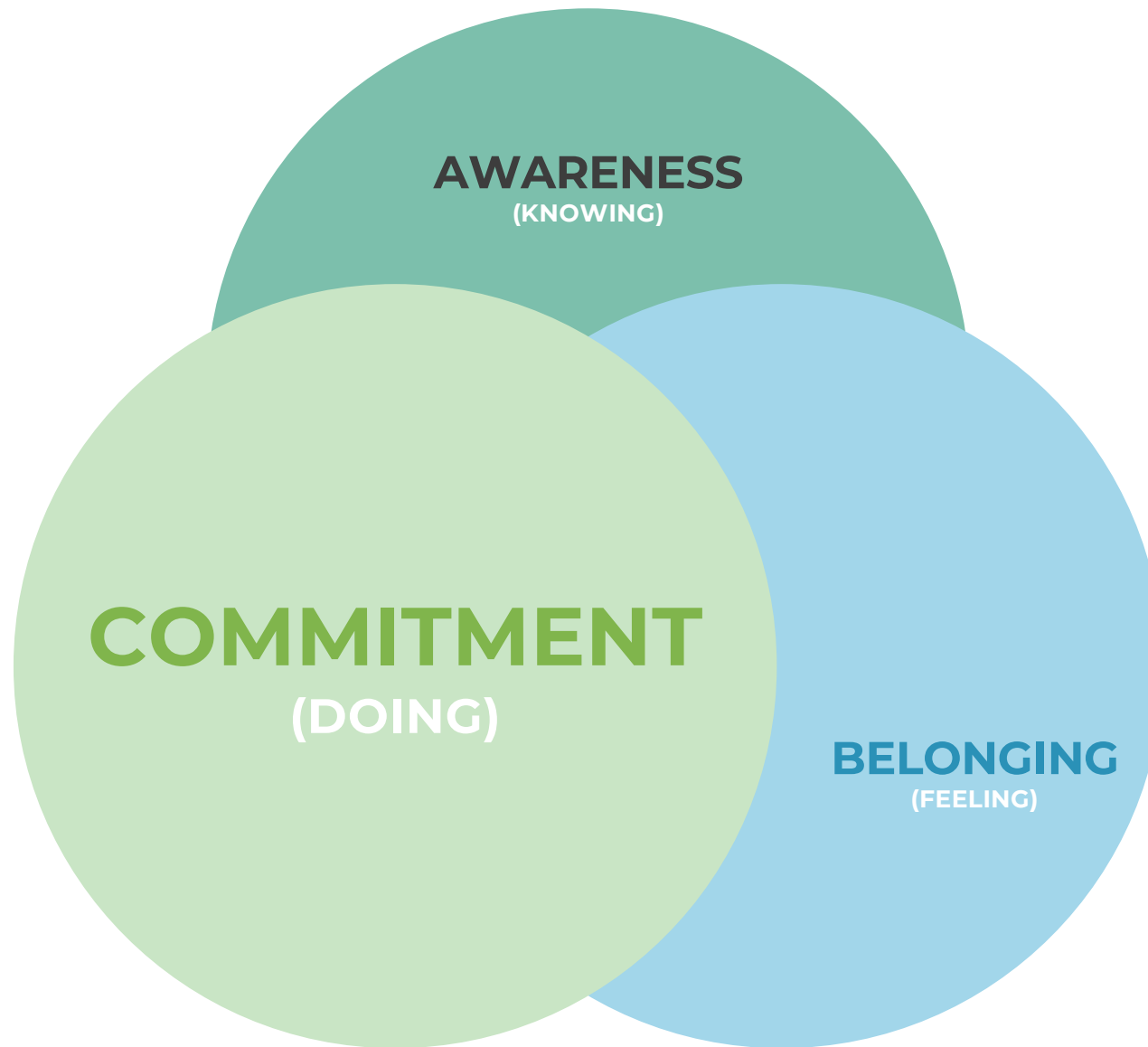


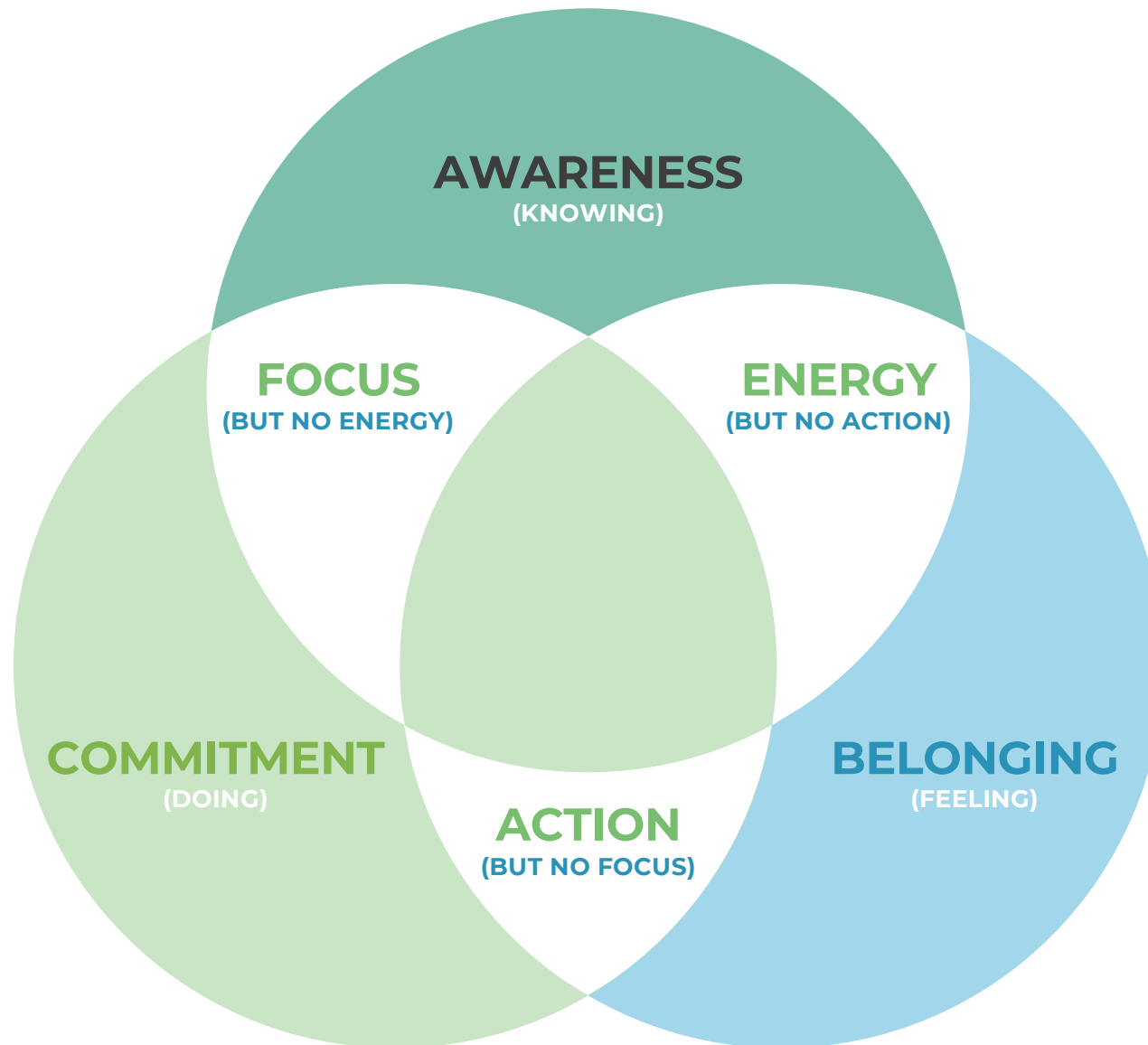


# **AWARENESS**

**(KNOWING)**











Empowered  
EVERYONE'S DREAM COMPANY

1 2 3

**YOUR  
PEOPLE**





# Awareness

AWARE·NESS | ə'WER.N'ƏS

Noun

Knowledge that something exists.

**Awareness...**  
is **knowing** the Purpose,  
Vision, Mission & Values

Purpose

Why?

Vision

Where?

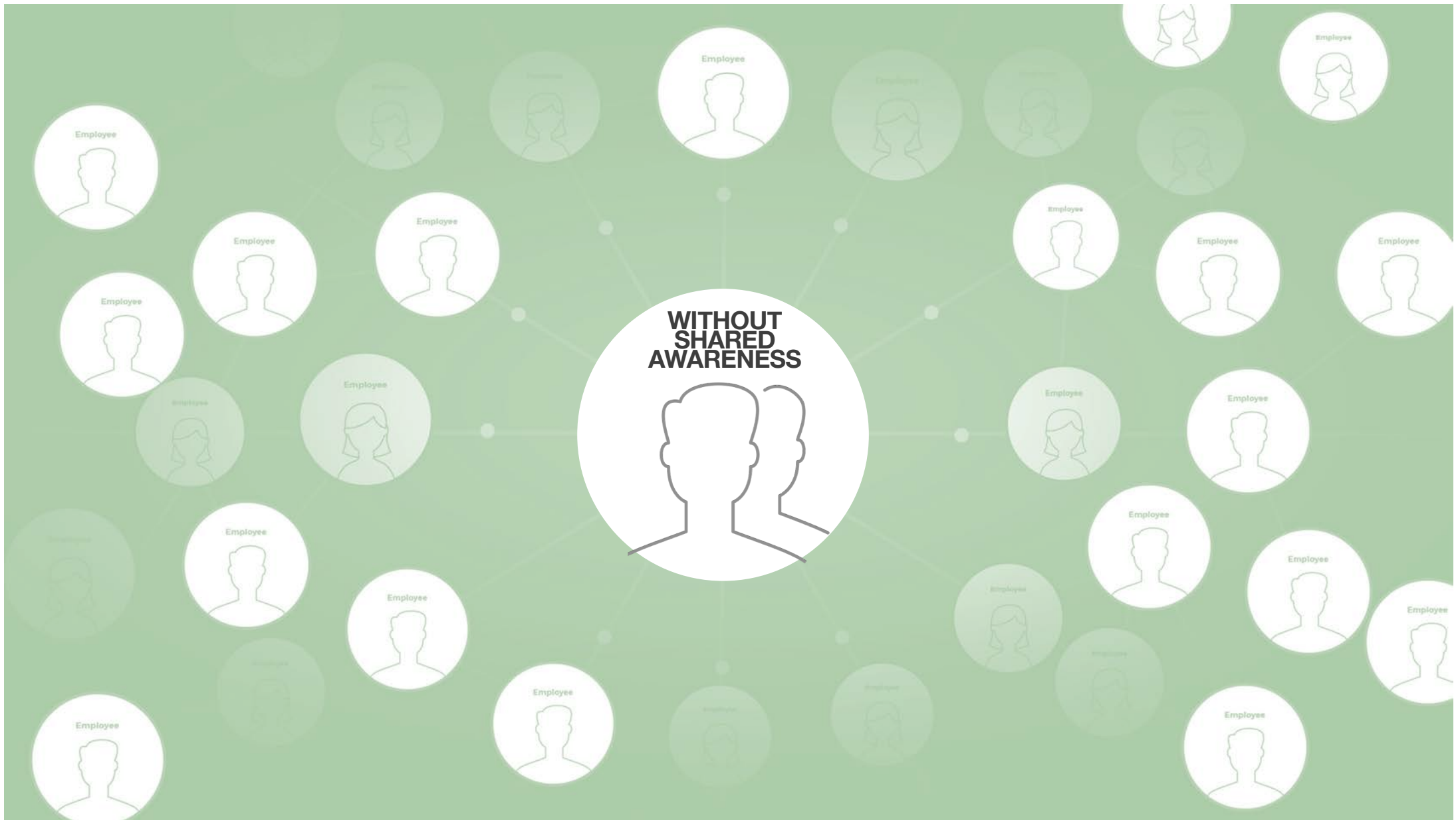
Mission

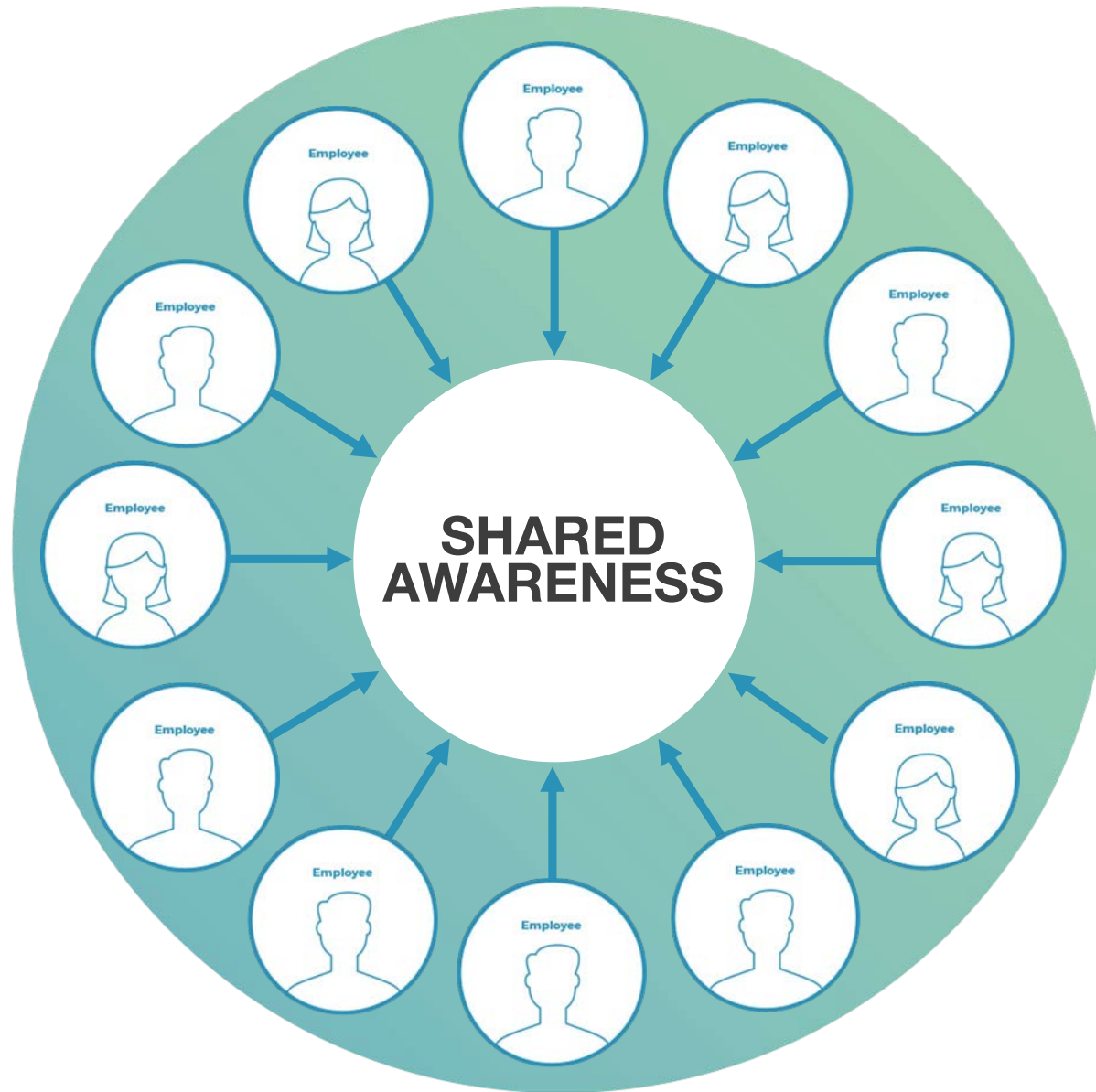
What?

Values

How?







Without awareness  
**everyo|clear**









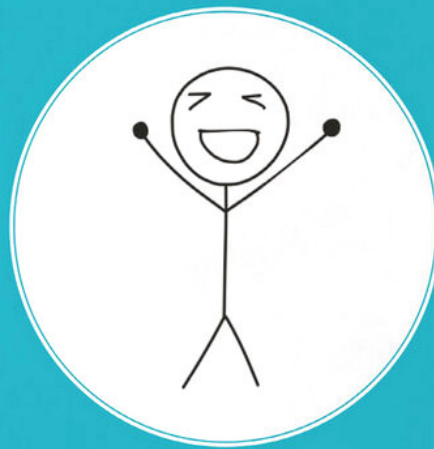
<b>MISSION</b> What we do	WE MAKE CULTURE EASY TO UNDERSTAND, MEASURE AND IMPROVE					
	What makes us special and unique					
	Our Unique Approach	Our Client Dashboard	Our Resources Library	Our White Glove Support	Our Community of Leaders	Our Culture Accreditation
<b>PURPOSE</b> Why we do it	UNLOCKING POTENTIAL AND IMPROVING LIVES (we do this for our clients and each other)					
<b>VISION</b> Where we are heading	Long Range					
	We are the global leader in helping organisations understand, measure and improve culture.					
	Three Year – December 2027					
	1m+ hospitality professionals empowered to create better cultures. Culture Accreditation Program the hallmark of excellence in hospitality.					
	One Year – December 2025					
	28650+ new people Empowered. 30%+ Efficiency gain for all employees. 95%+ NRR. Accreditation live.					
<b>VALUES</b> How we think and behave	"IFACE every day with our values in mind"	IMPACT	FUN	AUTHENTICITY	CARING	ENTHUSIASM

It's not just  
businesses...





Sam Leaper's  
**Little Book Of  
Wisdom**

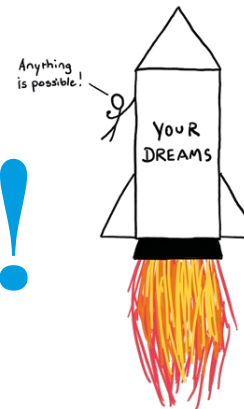


Written and Illustrated by  
**Oliver 'Felix' Wissenbach**



# 30

schools built!



The  
Magic Future  
Foundation  
*The World Better Because*



Learn more at:  
[oliverwissenbach.com](http://oliverwissenbach.com)

 [@themagicfuturefoundation](https://www.instagram.com/themagicfuturefoundation)



# The Power...



# Awareness

## Knowing...

1. The Vision
2. The Values
3. The Purpose
4. The Mission



# The evidence

60%

**BETTER  
EMPLOYEE  
RETENTION**

5.3x

**MORE  
LIKELY TO  
STAY**

63%

**CANDIDATES CITE  
IMPORTANCE IN  
APPLICATION  
PROCESS**



# Belonging

BE·LONG·ING | /BĬ-LÔNG'ĨNG/

Noun

An affinity for a place or situation.

The era of  
**belonging.**

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**JUST TWO THINGS!**

# Maslow's hierarchy of needs



# Maslow's hierarchy of needs





# Maslow's hierarchy of needs



**A profound sense of  
belonging  
is a critical determinant  
of long-term success**

# Belonging

## Feeling..

1. I care for what my hotel stands for
2. I feel cared for



# Creating Belonging with a People Charter



Empowered™  
EVERYONE'S DREAM COMPANY

## Creating Your People Charter

This guide provides you with ideas and success strategies for creating, sharing and integrating your People Charter.



CASTLE HILL INN  
EST. 1875



## OUR PEOPLE CHARTER

At Castle Hill Inn, we are committed to creating a work environment where you feel valued and aligned with our purpose statement, "Seamlessly curating a home away from home, where guests and employee-owners are all family." Whether you have been at Castle Hill for years, or whether this is your first season, our People Charter outlines how I hope you will feel about your experience working at our magical property. If we all do our jobs well, I hope you will be able to say:

I feel PROUD to work at Castle Hill Inn and take pride in my work and my team.

I feel HEARD by my leaders when I voice a concern or a suggestion.

I feel SUPPORTED by the people around me and to be who I am, in and out of work.

I feel EMPOWERED and ENCOURAGED to personalize our guests' experience and to provide exceptional hospitality.

I feel EXCITED by my work, and that my work matters.

I feel RESPECTED, always.

I feel CONFIDENT that our leadership's behavior will reflect our company's purpose and core values.

I feel VALUED.

I feel EDUCATED & INFORMED about my role and what is happening throughout our property.

I feel UNIFIED in our mission to provide thoughtful and intentional service.

I feel INVESTED in our team's success, the success of our business, and the integrity of our experience.

I feel ACCOUNTABLE for my actions, their impact on our business, our purpose, and our team.

I feel CHALLENGED to grow and to improve.

I feel DRIVEN to deliver excellence.

I FEEL like an employee-owner.

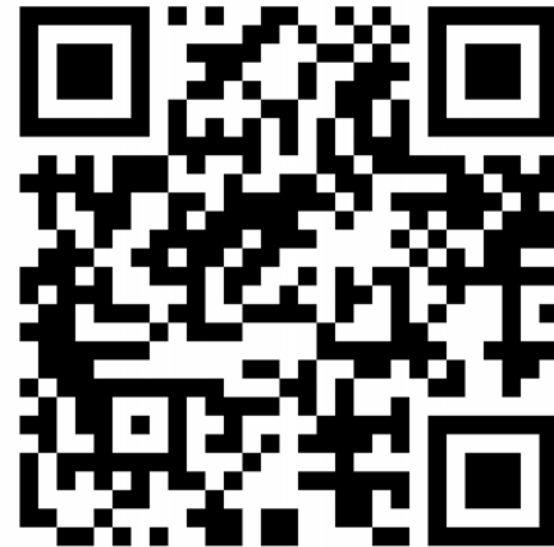
I feel I can HAVE FUN and ENJOY my workday.

Creating this environment is a shared responsibility and one we must collectively choose to commit to daily for our personal happiness, professional success, and the success of our business. Together, we can create a culture where we can challenge ourselves, do great things for our guests and for each other, and have an amazing time doing it.

BRIAN YOUNG, MANAGING DIRECTOR

# Example People Charter

[Empowered.co/IHF](https://empowered.co/IHF)



# The evidence



56%

**IMPROVEMENT**

in job  
performance

50%

**DROP**

in staff  
turnover risk

75%

**REDUCTION**

in sick  
days



# Commitment

COM·MIT·MENT | \ 'KLER-Ə-TĒ

Noun

The act of committing, pledging or engaging oneself.





“Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness. Concerning all acts of initiative (and creation), there is one elementary truth, the ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, then providence moves too. All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising in one's favour all manner of unforeseen incidents and meetings and material assistance, which no man could have dreamt would have come his way. I have learned a deep respect for one of Goethe's couplets:

Whatever you can do, or dream you can, begin it.  
Boldness has genius, power, and magic in it!”



**William Hutchison Murray**

**Culture is created  
with actions  
not words**





# Commitment

**Do \_\_\_\_\_ walk the talk?**

1. You
2. Your Leaders
3. Your Employees



# P3



## **The Power of Three Method™**

A proven, highly effective approach to  
leveraging your results and  
communicating with employees



# The evidence

When actions are more consistent with words about culture, organisations are more likely to see:



29%

**INCREASE  
IN REVENUE**



72%

**EMPLOYEE  
SATISFACTION**



68%

**CLIENT  
SATISFACTION**

Source: PwC Global Culture Survey

# The good news...



# Culture is quantifiable



If you can measure it,  
**you can improve it.**



All progress  
starts with knowing  
**the truth**

# dimension

/dʌɪ'mɛnʃn, dɪ'mɛnʃn/

*noun*

- 1. a measurable extent of a particular kind, such as length, breadth, depth, or height.

"the final dimensions of the pond were 14 ft x 8 ft"

- 2. an aspect or feature of a situation.

"we must focus on the cultural dimensions of the problem"



# The six core culture dimensions of an Empowered Culture Framework



Awareness



Alignment



Leadership



Engagement



Accountability



Valued

# The Goal: Progress not Perfection

# Kaizen

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# Kaizen

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# Awareness

60%

**BETTER**  
Employee retention

5.3x

**RETENTION**  
Millennials likely to stay

63%

**CANDIDATES**  
Cite importance in application process

---

# Belonging

56%

**IMPROVEMENT**  
in job performance

50%

**DROP**  
in staff turnover risk

75%

**REDUCTION**  
in sick days

---

# Commitment

29%

**INCREASE**  
in revenue

72%

**EMPLOYEE**  
satisfaction

68%

**CUSTOMER**  
satisfaction

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# A Golden Era...

**Hospitality**  
**is a profession,**  
**not an industry**



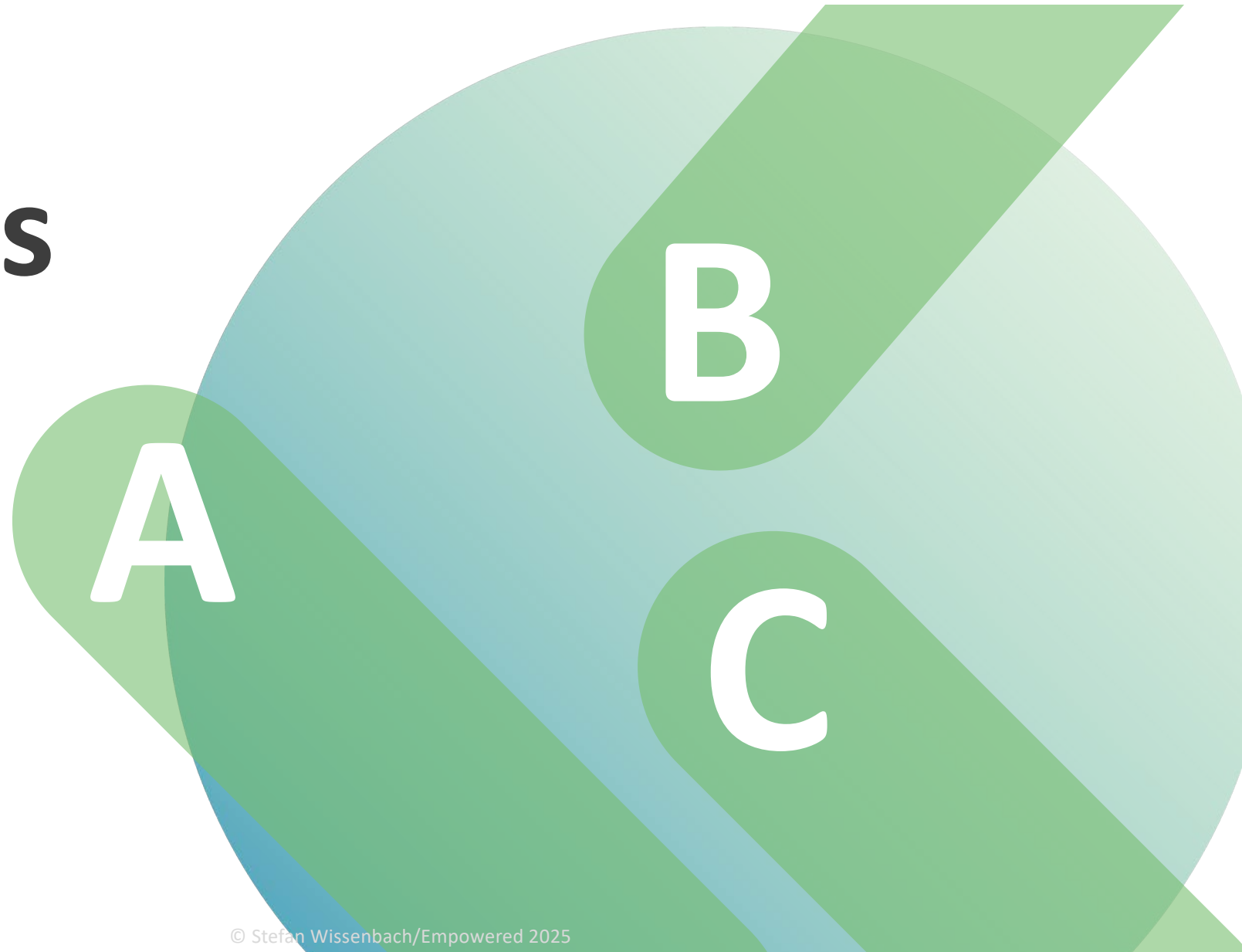


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*Larry Senn*



**...as  
easy as**



“ A world where the employees  
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**are as fulfilled**  
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# THANK YOU!

TO REQUEST RESOURCES, GUIDES  
HELP OR FURTHER INFORMATION:

[Empowered.co/IHF](https://empowered.co/IHF)