

People Skills: A partnership spanning decades

Both founded in 1980, Silver Cloud Inns and Hotels, a Pacific Northwest hospitality industry leader, and the Effectiveness Institute have maintained a partnership almost from inception. By “following the simple premise of offering their guests “Friendliness and Cleanliness”, Silver Cloud Inns, a locally owned and operated company, has risen to become a symbol of exemplary hospitality in the Pacific Northwest with 10 properties now servicing Washington and Oregon.

Roberta Weymouth, founder of Silver Cloud Inns, attended a presentation given by Effectiveness Institute Co-founder & President, Tom Champoux, in the early 1980's. A few years later, seeking to develop their internal leadership using professional development programs, Roberta recalled Tom's talk and contacted him. Focusing on developing the skills of their managers, Silver Cloud hosted a 2-day People Skills session, and the stage was set! They watched as the participants of this first session grew personally and developed professionally, working together more efficiently and interacting with staff and customers more effectively. Even reporting that managers in sales and marketing were better equipped to handle difficult situations by applying what they learned about behavior styles in the People Skills class.

Roberta still refers to her notes from that class specifically recalling two former co-workers with whom she formed more effective, professional relationships using People Skills. In one situation, she found herself perpetually frustrated by a manager who never seemed to come to a decision, causing a delay in moving projects ahead. She learned to establish a timeline and due date for a decision, giving this manager time to process and think through the information AND give her the answers she needed before it was too late. In another situation, she considered the 'style needs' of a manager who undermined others. She began to take more time for a personal connection and to acknowledge the work of this manager. Her flexing resulted in a better working relationship between them along with an increase in her/his productivity and contributions.

Silver Cloud continues to put extraordinary customer service and trust at the center of all they do. Similar values instilled in the heart of Effectiveness Institute Behavior Style model - trust, respect, dignity and integrity – fuel our partnership and continue to be a source of pride for both organizations. But, how does such a long tenured program like People Skills derived from this model maintain a lively pulse? By offering uncompromising value and perspective for all aspects of life.

Nearly 30 years later, Silver Cloud Inns & hotels still sends all of their managers through our 2-day People Skills program. Brian Zuber, Chief Operating Officer of Silver Cloud Inns, believes “the People Skills program has been beneficial in creating a culture of teamwork and a positive work environment that improves job satisfaction and reduces employee turnover.” Silver Cloud Inns remain strong advocates for the benefit of understanding how our differences can make or break us, and how developing skills around this information creates a better experience for individuals, colleagues and customers.

Delivering measurable improvement in the way individuals, teams and organizations perform

320 120th Avenue NE, B202
Bellevue, WA 98005
425.641.7620
info@effectivenessinstitute.com
www.effectivenessinstitute.com

Effectiveness
Institute