



Working with Hyatt

Visionary Intro Letter

In the travel and tourism industry, we are fortunate to support 1 out of every 10 jobs worldwide. Yet often, people in underserved communities lack the paths they need to find these opportunities.

Around the globe, more than 40% of young people are either unemployed or living in poverty. Often referred to as Opportunity Youth, these young people are disconnected from the economy.

This is where RiseHY comes in. Our program is designed to bring hospitality jobs and Opportunity Youth together. At Hyatt, we're in a unique position to be part of the solution because hospitality is an industry where people can truly rise from entry-level roles to create meaningful, life-long careers.

Consistent with our company's purpose – to care for people so they can be their best – Hyatt and its hotels have been working with community-based organizations around the world for decades to help young people rise to their full potential. Now, we're taking a bigger step: With RiseHY we are committing to hiring 10,000 Opportunity Youth by 2025.

How? First, we are bringing more attention to the types of jobs Hyatt and its hotels offer. With the help of virtual reality, young people will experience, sometimes for the very first time, what life is like inside a hotel.

Next, we're working with community-based organizations to use digital technology to match candidates' skillsets with the entry-level job that is the best fit.

And finally, we're growing our global network of community-based organizations. With the help of organizations like yours, Hyatt and its hotels will provide on-the-job training programs as well as full-time employment.

With each hire, we add to our collective impact on this societal challenge. And by enabling more Opportunity Youth to rise, we will ensure Hyatt and its hotels have a diverse, inclusive pipeline of colleagues for years to come.

Malaika Myers
Chief Human Resources Officer

RiseHY Overview

Vision Statement

We will bring Hyatt's purpose of 'caring for people so they can be their best' to life in our communities through a global signature program that helps build a diverse workforce by upskilling and hiring Opportunity Youth and supporting their personal and professional development as the next generation of leaders at Hyatt.

RiseHY Goals

- Build a more broadly diverse pipeline of talent by attracting more Opportunity Youth to hospitality careers
- Train Opportunity Youth for hospitality careers through different methods addressing life, soft, and technical skills (e.g., job shadows, digital tools, CBO upskilling partnerships, etc.)
- Hire 10,000 Opportunity Youth into Hyatt roles by 2025
- Improve the quality of potential candidates by using assessments, work-based learning experiences (WBEs) and simulations to increase candidate fit.



- Improve retention of Opportunity Youth by encouraging managers to adopt best practices for supporting new hires and young adults colleagues
- Share Hyatt's global successes broadly with key constituents, including customers, current and prospective colleagues, shareholders, etc.
- Put Opportunity Youth on a development pathway to a long term career within Hyatt

Playbook Overview

Playbook Purpose

The purpose of this playbook is to provide Community-Based Organizations (CBOs) a guide to engaging with the hospitality industry in general, and Hyatt in particular. It includes information on the career opportunities that exist in the hospitality industry, considerations for working with Hyatt hotels, and an overview of the stages of partnering with a Hyatt property.

Your Role

- Provide professional skills and job-readiness training for young adults.
- Provide wrap-around support services for young adults.
- Identify dedicated staff member to act as liaison to hotel(s).
- Be familiar with the hospitality industry in general and Hyatt in particular, including how hotels operate and the career paths offered.
- Support Hyatt's culture and work together with the local property to guarantee a successful partnership.
- Coordinate and participate in 30 day, 90 day, 6 month and end-of-year check ins with Hyatt liaison.

Best Practices for an Effective Partnership

All effective partnerships share some basic principles:

Consistent, Open Communication

Consistent, ongoing communication underlies any good partnership. Develop a communications cadence and determine how to share feedback with key partners. This will ensure that the appropriate information is communicated to the relevant individuals (such as the General Manager or HR Leader at Hyatt and Program Manager at the CBO) at regular intervals. This could be as simple as scheduling regular check-ins with your liaison at Hyatt to make sure that you are sharing information back and forth in a timely manner.

Shared Goals

Every organization will have different objectives and motivations for entering into a partnership. Understanding those objectives is key to making sure that both members of the partnership are satisfied with the relationship. Developing common goals that encompass the needs of both partners and making those goals and needs explicit will ensure that you are driving towards a shared definition of success.

Clear Expectations

Both partners need to have a clear understanding of their own roles and responsibilities and what the other partner will be responsible for. It can be helpful to outline these things in writing and share them with all involved in the partnership to make sure that there is clarity from the beginning. This also helps ensure accountability and gives you a place to start a discussion should difficulties arise in the partnership.



Mutual Trust and Respect

As in any relationship, having trust and respect for the credibility and capacity of your partner establishes a strong foundation. It can take time to build a strong relationship and putting that time in up front by working together to develop shared goals and taking the time to understand your partner's work and their needs can help you weather the challenges inherent in any collaboration.

Leadership Support

Regardless of whether a partnership begins at the top or bottom, it is important to ensure that leadership is bought into the collaboration before work begins. Having the support of those with authority and resources is key to helping you overcome roadblocks and being aligned with leadership's overall strategy will provide greater impetus for success.

Dedicated Staff Commitment

Partnerships require ongoing management and attention. It is important that there are staff members whose job responsibilities explicitly include tasks related to collaboration with Hyatt. Given the time and energy required, these duties should be accounted for when an individual's overall job performance is being assessed.

Hospitality Careers

An Industry of Opportunity

When young adults join the Hyatt family, they are joining a world of possibility. Currently, the hospitality industry accounts for 10% of the overall employment in the United States. That translates to 8 million jobs and the sector is expected to add another 3.3 million jobs in the next decade. Hospitality and tourism lead the future as one of the largest growing work segments, offering career-minded young people a rewarding, fast-paced environment with multiple career paths.¹

Hyatt's commitment to caring for people so they can be their best, encompasses guests, colleagues and the community. That has resulted in Hyatt being recognized as one of Fortune's 100 Best Workplaces for Millennials and as one of America's Best Employers for Diversity by Forbes. Young adults entering Hyatt will have access to career paths that can lead them in many different directions and supervisors who will support their growth and development as young professionals.

Pathways to a Career

Typical career path visuals about responsibilities under each role

¹ <https://www.ahla.com/dreams> and https://www.ahlei.org/uploadedFiles/Content/About_Us/Workforcebrochure-catalog.pdf



Bell Attendant -> Bell Captain



F&B -> Lead Server





Housekeeping Room Attendant -> Housekeeping Lead Inspector



Line Cook -> Culinary Supervisor





Steward -> Stewarding Supervisor



About Hyatt: A Great Place to Work

Our colleagues love working at Hyatt. We're proud to say that 93% of colleagues say their workplace is great and 95% are proud to tell others they work at Hyatt.² You can hear our colleagues share firsthand why they believe that Hyatt is a great place to work here: <https://www.youtube.com/playlist?list=PL0F76371BA798BED3>

Purpose and Values

Our purpose of care is the foundation of everything we do. Every day we care for our colleagues, guests, owners, operators, community members and shareholders. . We do this by living out our values:

- Respect
- Integrity
- Humility
- Empathy
- Creativity
- Fun

These values and the underlying behaviors that support them show up in all of our daily interactions.

Careers at Hyatt

At Hyatt we recognize that part of what attracts young adults to working with us is the opportunity for growth. A recent survey of young adults by AHLA and WageWatch suggested that the hotel industry's training and growth

² <http://reviews.greatplacetowork.com/hyatt-hotels-corporation>



opportunities and fast track promotional opportunities were the top reasons they are interested in working in hospitality.³ Young adults who come to work at Hyatt will find clear career paths from entry-level roles into management across multiple departments, including food and beverage, culinary, housekeeping, front office, stewarding and events. Likewise, those simply seeking a great work environment will find it at Hyatt.

What We Offer

In addition to the ability to grow your career and standard medical and retirement benefits (dependent upon location), some of the additional benefits Hyatt offers its employees include:

- **Complimentary Hotel Stays:** Hyatt colleagues are eligible to book up to 12 complimentary room nights per year at any Hyatt hotel in the world. During their stay, colleagues also receive a 50% discount on food and beverage as well as a 20% discount on all spa services.
- **Employee Rate Hotel Stays:** Hyatt colleagues are eligible for unlimited employee rate room nights per year at any Hyatt hotel in the world. These stays start the day the employee begins work.
- **Diversity Business Resource Groups:** A key part of Hyatt's diversity & inclusion efforts has been the establishment of affinity groups or Diversity Business Resource Groups (DRBG). These DRBGs can be formal or informal gatherings of colleagues who share a common cultural heritage, race, gender, age or interest. Benefits include basic business networking, mentoring each other and others in their communities and developing professionally.
- **Rest and Relaxation Lounges:** In an effort to promote a relaxing atmosphere to our colleagues in-between shifts and during breaks, Hyatt provides rest and relaxation lounges where colleagues have access to computers, TVs and video games, as well as comfortable, lobby-like lounge furniture and libraries.
- **Free On-Site Dry Cleaning:** Hyatt colleagues are provided with access to free on-site dry cleaning for uniforms and work suits so they do not have to worry about this during their time away from work.
- **Healthy Cost Effective Meals:** Hyatt provides healthy breakfast, lunch and dinner options at our colleague dining rooms to accommodate all shifts. These meals are offered for little or no cost. Our corporate culinary team created healthy menus for colleague dining rooms using the same principles applied to our hotel restaurant menus, which focus on healthy people, a healthy planet and healthy communities.
- **Caring Fund:** Many of our hotels offer the Hyatt Caring Fund which provides financial resources to colleagues in need due to unforeseen emergency circumstances. The benefit is funded 100% by hotel colleagues.

Who We Hire

To support our purpose of "caring for people so they can be their best" we strive to find individuals who identify with a strong sense of **care**. We look for individuals who are...

- Innately service oriented
- Creative
- Innovative

³ https://www.ahla.com/sites/default/files/Millennial_Retention_Survey.pdf



- Hard working
- Helpful to guests and colleagues
- Supportive of guests and colleagues
- Adaptable
- Team players

Developing Our People

Hyatt is committed to making sure our colleagues are well prepared for the job they have today and the one they may want tomorrow. All employees go through an Orientation to learn about the purpose, goals, values and principles of the company and receive role-specific training. Many Hyatt properties use the MyLearning portal through our learning management system, where further training materials are available on topics such as bringing the brand experience to life and hotel culture. Some properties also offer access to eCornell courses for further professional development and certification (e.g. ServSafe, Certification for Financial Management).

Engaging with RiseHY

Hyatt relies on its partnerships with community-based organizations to bring RiseHY to life. We partner with CBOs around the world that are identifying and working with Opportunity Youth to help them gain the education and skills they need to grow and thrive.

Because each Hyatt property is unique, RiseHY does not have a set model of engagement. Rather, it will be up to the individual properties and CBOs to work together to determine how to partner. If your organization has standard ways of engaging with corporate partners (e.g. mentoring, guest speakers, site visits, etc.), sharing that information with your liaison at Hyatt will help that person get his or her colleagues involved in the collaboration as well. We know that the more everyone at the property is invested in the partnership, the more ownership they will feel over the success of the young adults at the center of RiseHY.

In addition to the liaison at your local property, you will also have access to a RiseHY Regional Liaison [ask your Hyatt hotel partner who the Liaison is for your location], who is familiar with the initiative and can share best practices from other partnerships across RiseHY to help inform your work.

Appendix A: Hyatt Brands

The Hyatt portfolio encompasses 14 unique brands which each offer a distinct interpretation of our foundational purpose: to deliver personalized care and unforgettable experiences. It is important for young adults to understand how these distinctions translate into different working environments and identify where they will be most successful.

Two Roads brand descriptions coming soon!

Brand	Distinguishing Features
Park Hyatt	Full service refined residential-inspired luxury experiences in top-tier cultural destinations. Guests enjoy highly personalized and engaged service, renowned art and design, and exceptional food and wine.
Grand Hyatt	Full service destination hotels that deliver elevated and upscale services in iconic destinations.



Hyatt Regency	Upper-upscale full service hotels targeted to the business traveler.
Andaz	Luxury full service boutique hotels rooted in local art and culture.
Hyatt	Small lifestyle hotels for business and leisure travelers to provide guests with a home base as they discover and explore new neighborhoods.
Hyatt Centric	Upper-upscale boutique lifestyle hotels in popular urban and resort destinations.
The Unbound Collection	Upper-upscale full service properties designed for high-end, high-value travelers seeking distinctive experiences with the reassurance of a familiar brand.
Hyatt Place	Upscale select service hotel for mid-to upper income business and leisure travelers.
Hyatt House	Upscale extended stay hotels typically located in urban, airport and suburban areas with spacious accommodations and the comforts and conveniences of home (e.g., apartment-style kitchen suites).
Hyatt Zilara & Ziva	All-inclusive upscale full service hotels targeting adults looking for time away to recharge.
Hyatt Residence Club	High-end vacation ownership experiences in exclusive destinations around the U.S.
Miraval	All-inclusive luxury destination wellness resort and spa.
Exhale	Spa and fitness facilities in over 25 locations in the U.S. and Caribbean.

Appendix B: Sample Job Descriptions

Bell Attendant

Bell Attendants are in constant communication with the Front Office and Valet to ensure guests are escorted and their luggage and personal items are transported to and from the guest rooms efficiently. It's important to ensure that guests are comfortable with accommodations and are familiar with room offerings and features. This highly visible role gives opportunity for casual conversation and hotel or local recommendations.



Culinary

The Entry Level Cook is a culinary position that requires basic culinary skills or related cooking experience and good communication skills. This is typically a production position that requires total supervision and training. Requirements include:

- A true desire to satisfy the needs of others in a fast-paced environment.
- Possessing the physical stamina to lift, carry, push and pull moderate amounts of weight.
- Ability to stand for long periods of time.
- Ability to work flexible schedule and various shifts, including but not limited to, days, nights, weekends and holidays.
- Capable of performing repetitious duties.

Room Attendant

The Room Attendant is responsible for maintaining the cleanliness of the guest rooms assigned. Previous cleaning experience as well as the ability to communicate to guests preferred.

Server

Restaurant servers are responsible for submitting guest menu selections and presenting these food and beverage preferences. The right person will gain menu knowledge and give recommendations from our compilation of cuisine and drink offerings. A Hyatt restaurant server will engage in casual conversation and create the restaurant experience by their style and service attributes. Other duties include general restaurant preparation and maintaining a sanitary environment.

Steward

A Steward or Dishwasher is primarily responsible for maintaining the cleanliness of all hotel china, silverware, and cookware. This person must have the ability to lift, pull and push a moderate amount of weight.