

THE KNICK'S GUIDE
TO BEING GOOD



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Hello.

If you have received this book, then you are a part of our ever growing culture. The “good” that we refer to is just a simple way to say virtue or altruism. The word virtue means morally positive and the word altruism means selflessness. Think of the opposite of virtue as vice and the opposite of altruism as selfishness.

These truths are universal throughout history. We are destined, as our address is the “Crossroads of the World,” to bring these fundamentals back to what hospitality really means in today’s society. It is a daunting task for such a sacred address and a building with such a profound and hidden past.

We need to peel back the fundamentals of who we are as human beings to change the way we see things. We will create a culture in which everyone is equal under one rule: to protect each other from the vice and selfishness of this world, starting with how we treat each other.

Using mutual respect, transparency, integrity and most of all good, I firmly believe we can change the world, one guest at a time.

Looking forward to the journey,



Jeff David

THE SIX LAWS OF GOOD

1

Everyone and everything is inherently good.

2

Good always gravitates towards good.

3

The mind and the heart are equal;
listen to both.

4

Taking care of each other first is actually
taking care of our guests.

5

Knowing why we’re here is more important
than the “how” of it.

6

Good will always win.


WHEN WE PROVIDE HOUSEKEEPING
SERVICE TO OUR GUEST ROOMS,
WE LOOK OUT FOR OPPORTUNITIES
TO ADD A THOUGHTFUL TOUCH;
LIKE LEAVING A POLISHING CLOTH
FOR GUESTS UNDER THEIR GLASSES
OR TABLET.



WE ARE THE KNICK.

When people think of luxury service, they usually think of high thread-count sheets, seven-course meals and turndown chocolates. We think luxury is anything that makes people feel good, like everything is just taken care of. That's our job; to create an inspiring community where good happens. We appeal to the modern traveler whose expectations revolve around their own lifestyle; rather than just doing what has always been done before. And to make this work, we start with each other. WE are the community the takes care of our fellow colleagues first, and our guests second.

You're about to learn that the people in our hallways know more about true hospitality than just about anybody. So, welcome to The Knick. Read on, then go be amazing.

A photograph of a bar setting. In the foreground, a small white ceramic bowl is filled with several bright green lime wedges. Behind it, a tall, clear glass contains several long, thin, curly orange twists. The background is softly blurred, showing a bar counter and some indistinct shapes, possibly other glasses or bottles, under warm, ambient lighting.

PEOPLE ASKING FOR ICE ARE MOST
LIKELY ABOUT TO POUR THEMSELVES
A DRINK. WHEN WE DELIVER IT,
WE MAKE SURE TO INCLUDE TWISTS
AND WEDGES TO ENSURE THEY HAVE
THE PERFECT GARNISH.

THE KNICKERBOCKER HAS
SOME HISTORY.


Actually, a lot of it. In 1906 a man named John Jacob Astor IV (from the old school New York family that owned pretty much everything and rubbed elbows with names like Rockefeller and Vanderbilt) built a luxury hotel in what is now Times Square. The Knickerbocker became THE spot for indulgence. All of the city's social elite, glitterati and dignitaries flocked to it as a sort of urban country club to drink the best martinis (it's rumored that the iconic drink was invented here), to eat amazing food inspired by the world, and to simply celebrate life.

At the height of The Knickerbocker, John lost his life going down with the Titanic, but his young wife and unborn child – John Jacob “Jakey” Astor VI – survived. After that, his eldest son Vincent took over the hotel for the next 15 years. Since then, it has been renovated multiple times, most

notably as offices for Newsweek magazine, and is finally a hotel again. Now, it's our turn to restore The Knickerbocker to its position of greatness.

By now, you might be wondering: just what is a Knickerbocker anyway?

You've no doubt heard of a particularly popular basketball team called the New York Knicks, or you might even think of a pair of loose fitting pants known as 'knickers' that gather at the knee (and sometimes get in a knot over silly non-important things!). Fact is, the term “Knickerbocker” was coined by American writer Washington Irving in his 1809 novel Knickerbocker's History of New York. The book's narrator, a cantankerous old Dutch historian named Diedrich Knickerbocker, captured the public's fancy and the word “Knickerbocker” became synonymous for upper-crust, Dutch-descended New Yorkers (it was the Dutch, after all, who founded this city once called New Amsterdam).



PEOPLE DINE SOLO ALL THE TIME.
CONNECT WITH THEM BY SENDING
OUT A SIGNATURE MENU ITEM THAT
FITS WELL WITH THEIR ORDER.



WHY ARE WE DOING THIS?

Because we are here to tell a story. The story of our location in Times Square, our concept of relevant luxury, and our history as a great hotel. Now, we are ready to do something amazing here, again, at the “Crossroads of the World”. We have a responsibility to tell the story of The Knick. How could we not?

WHY WE AREN'T JUST ANOTHER HOTEL.

The Knickerbocker is a Haven. We embrace the contrast between the iconic and contemporary. This is where the edge of the city is left outside, and where real hospitality and community is fostered within. We are here to make the guest experience perfectly uncommon. The Knick is where good happens.

We are storytellers and the best listeners. We listen before we do - to our surroundings, to each other and to the guest. We are entrusted to always anticipate and effortlessly deliver.

Our service is relevant. We do what makes sense; it's not just what other hotels do. We create a diverse experience, constantly adapting to each guest.

WHAT MAKES A GOOD STORYTELLER?

Every day we are creating a story for our guests.

The best storytellers are excited to share this experience with others. They pay attention to details at all times and really understand how all the senses play into creating the perfect moment. They are colorful in their description and enthusiasm, yet understand the nuanced personalities of their audience to know when to be more refined. Above all else, the best storytellers connect with the emotion of those around them to deliver an epic story.

From cave paintings and rock carvings to Facebook and Instagram, storytelling remains our most basic form of communication. Regardless of how the stories are shared, the desire to hear and tell remains unchanged. It is what binds us as humans.

A woman with blonde hair is shown from the chest up. She is wearing a black turtleneck sweater under a light beige, draped-style coat. She is holding a smartphone in her left hand and has her right hand near her waist. She is wearing several gold bracelets on her right wrist and a long, thin gold necklace with a tassel. The background is a window with horizontal blinds, and the lighting is warm and soft.

OUR GUESTS ARE BUSY.
IF YOU HAVE SOMETHING TO
CONFIRM FOR THEM, ASK IF
THEY WANT AN EMAIL OR TEXT,
INSTEAD OF A PHONE CALL.

WHAT OUR SERVICE LOOKS LIKE.*

Be approachable.

Greet our guests, whenever it's natural, no matter where you are in the hotel.

Have a conversation with the guest.

Be interested in their experience, ask them how their stay is going and what else they have planned.

End every interaction with the possibility for more.

Always ask if there is anything else you can do for the guest before going on to the next thing.

Just do what makes sense for the guest.

Tailor every interaction to their needs. Listen to their words and body language to figure out what will resonate with them most.

Pace yourself to the guest.

Act with urgency when they are hurried or tired, but don't be afraid to slow down when they want to enjoy the finer things.

Take every moment to be uncommonly great.


Work with each other to provide service that is truly amazing. *(Take a look at the service tips throughout this guide for some ideas)*

Take pride in our story.

Know the hotel and everything it has to offer: hours of the outlets, your favorite cocktail on the roof and how to work an in-room tablet.



*** This isn't just service to our guests, but also to our fellow colleagues. We must start with each other.**



FEWER AND FEWER PEOPLE ARE
RELYING ON PAPER MAPS. ASK
A GUEST IF YOU CAN HELP THEM
FIND THEIR WAY BY TYPING
THEIR DESTINATION INTO THEIR
FAVORITE MAPS APP.

WHAT WE HATE.

Being ok with being just ok.

Being a robot when interacting with our guests.

Not paying attention to what the guest actually needs.

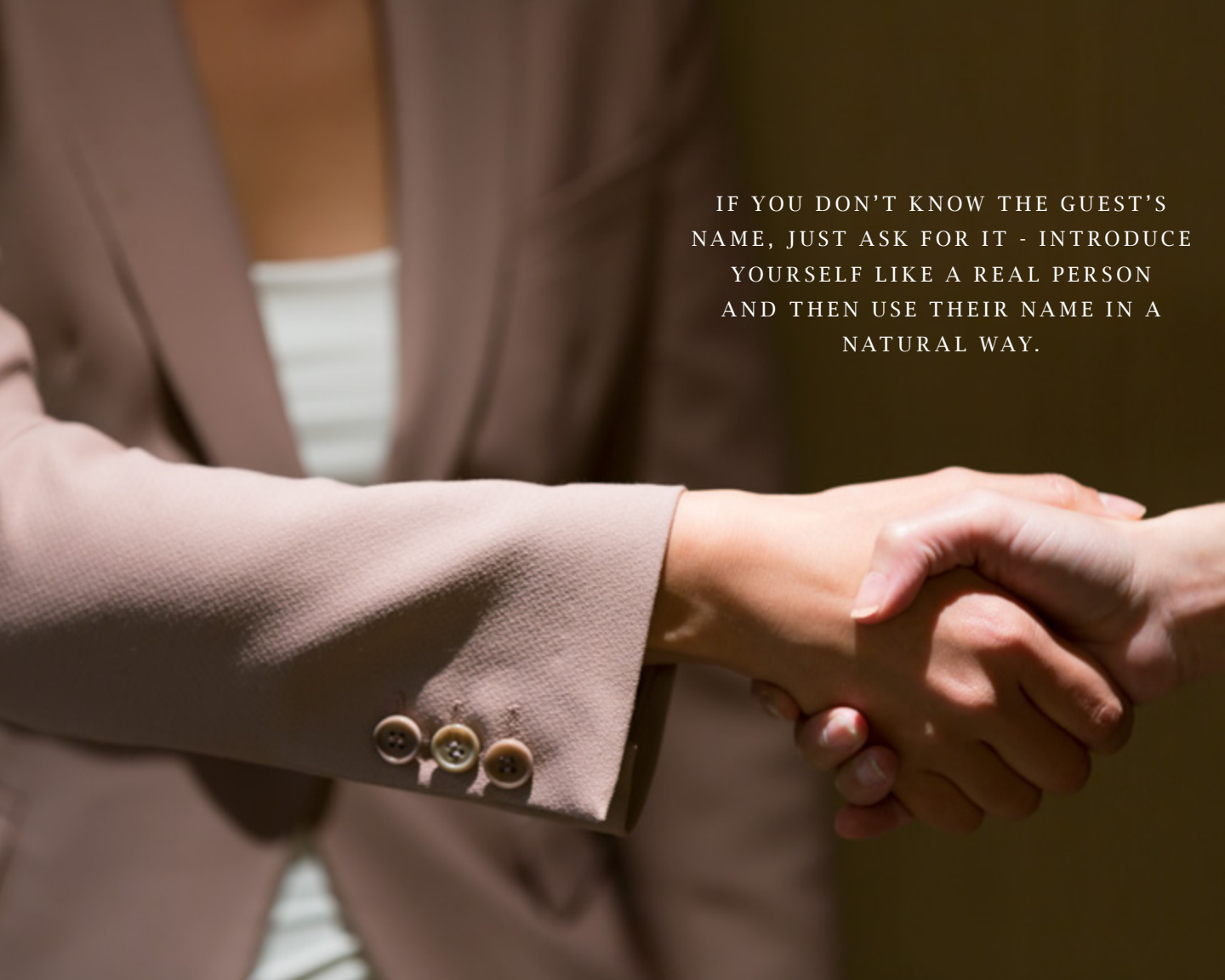
Doing something just because it's the way you've always done it.

Saying "it's not my job".

Saying we put each other first, but paying more attention to the paying guest.

Settling for status quo.

Showing up just to collect a paycheck.



IF YOU DON'T KNOW THE GUEST'S
NAME, JUST ASK FOR IT - INTRODUCE
YOURSELF LIKE A REAL PERSON
AND THEN USE THEIR NAME IN A
NATURAL WAY.

BEING FLEXIBLE.

Our service standards are important guidelines because we want to ensure we give the same amazing service to everybody at every touch point throughout the hotel. But let's remember we are dealing with people, so don't be a robot (yes, it's worth mentioning twice)! To provide relevant service we must be flexible; like bamboo, which bends with the elements. Listen to your guests; be perceptive of their mood, what they're up to and when they need something. Providing the best service means doing what makes sense at the moment rather than sacrificing the guest experience.



WHERE'S THE REST OF THE STUFF?
While this guide gives you an idea of our culture and how to be amazing and good, there are other resources to help you with the day-to-day details of your career at The Knick. If you need information on taking time off, employee benefits or general policies, you should check out the Highgate Hotels Employee Handbook. There you'll find all of this and more.

