



*a new generation of  
hospitality management*

## WHAT THEY SAY ABOUT RCS

*"I don't understand how you could know me so well by just asking those 10 questions. It's scary!"*  
Training Participant

*"We found her session to be both engaging and enlightening. Whitney had an easy rapport with our staff, was well prepared for our session, and met every expectation for professionalism. Our staff really enjoyed this learning; several people took home extra quizzes to try them out on their families. They could also see how understanding these personality types can not only help them to better communicate with colleagues, but to better understand the students we serve."*

Principal, Fairfax County School

ENGAGING. INTERACTIVE. COMPREHENSIVE.

# DISCOVERING YOUR PERSONALITY SPECTRUM

*for supervisors, mid-level managers, and employees*

Among our most popular training programs, this team building exercise provides valuable insights into each participant's personality traits and their values and virtues ... as well as those of their team.

This engaging program helps managers learn how people think and feel, work and play, communicate, teach, and learn. Based on principles developed by the Insight Learning Foundation and author Nathan Bryce, participants' personality "spectrum of colors" is revealed by answering just 10 questions.

This highly regarded program is valuable for any type of club and can also be effectively used with middle managers and supervisors.

### PARTICIPANTS WILL:

- Identify their primary and secondary color attributes, values, and virtues
- Recognize personality differences inherent in each "color spectrum"
- Gain invaluable motivation, communication, teaching, and learning skills that work best with each "color"
- How to use the color spectrum personality concept to improve both personal and professional relationships

LET'S GET STARTED!



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The RCS Hospitality Group, three times honored by Boardroom Magazine for excellence, is the "go-to" group for private clubs seeking state-of-the-art management consulting and staff training services that combine 21st-century techniques with the timeless values of America's great golf and country club traditions.

RCS offers a wide array of tailor-made services that can be applied individually or in combination to meet your club's particular needs. Our goal is to prepare your club for the next generation of customers, members, and employees through insightful strategic planning; expert hospitality service training and staff development; inspired operations consulting; and expedient hiring of the most talented managers in the industry.

### WHITNEY REID PENNELL



Whitney Reid Pennell is the founder and president of the award-winning RCS Hospitality Group. She is a published author and frequent lecturer with over 20 years of club operations management and consulting experience, specializing in innovative marketing concepts coupled with comprehensive alignment strategies and training programs. Ms. Pennell is nationally known for expertly facilitating management and staff workshops, and is internationally recognized as an expert in club management.

#### Strategic Planning

RCS provides a full array of award-winning strategic planning services, including club audits, competitive analysis, and membership surveys. We also have significant experience in planning for the expansion and development of club facilities.

#### Food & Beverage Boot Camp™

RCS has perfected staff food and beverage training with its signature, nationally renowned Food & Beverage Boot Camp™ sessions--a day of intensive (but fun) training that enhances member happiness, employee satisfaction and retention, and your bottom line.

#### Membership Services

RCS is renowned for its comprehensive approach to building membership recruitment & loyalty, including our signature facility audit. We can help your club enhance the member experience through tournament consulting and annual programming planning.

#### Food & Beverage Management

RCS offers some of the industry's most innovative and highly regarded food and beverage management services, including comprehensive f&b audits, menu development, and programs designed to enhance member satisfaction and financial success.

#### Staff Training & Development

RCS conducts some of the most innovative and effective leadership and staff training programs in the industry. Our programs are designed to enhance operational efficacy, member satisfaction, bottom-line requirements, and employee satisfaction.

#### Executive Search

Critical to a club's success is the quality of management, but discovering the right people is often a challenging task. RCS offers full executive recruitment services that begin with an understanding of your club's needs before identifying, screening, and hiring the best candidates.

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