

Why Hire David Lund

You Need a Return on Your Training Investment and Real Expertise



David Lund
Author and Hotel
Financial Coach

Your investment will pay off right away because you will be able to show your managers how they can increase their effectiveness with their departmental finances in your hotel. David will make it easier for your team's managers to engage in the financial piece by getting them to see what's in it for them. Greater career prosperity and success is directly linked to their financial leadership abilities. It's not accounting, it's business thinking! Your managers will see that developing a deeper interest and responsibility for their department finances will take them on the fast track to greater hotel profits and individual career success.

David is not just a speaker, coach and workshop facilitator, **he has over 30 years of hands-on experience including hotel operations, finance, corporate and executive leadership in more than 10 different hotels throughout North America.** In addition to his hotel expertise, he has held regional and corporate positions that have given him enormous exposure to hundreds of hotels and their financial processes.



YOU NEED A PROGRAM CUSTOMIZED FOR YOUR BUSINESS

Even though David has given hundreds of programs he has never delivered the same one twice. **He always customizes his talks and strategic working sessions to match the customer's needs,** including using their financial information so participants see and feel how this applies to their role. This makes a huge impact and benefits the learning process to your team. There is no cookie-cutter. YOU are no cookie!

For example, David gives each client a workshop menu to select their event content, and like any great server, **he provides guidance and explanation to create a unique and profound experience for each one of his events for all his guests.**



YOUR TEAM NEEDS PROVEN TECHNIQUES

For many people in our industry, they see the numbers as the hard part of hospitality, and they really don't want to feel embarrassed by their lack of understanding. It doesn't need to be that way. **David presents relevant information and tailors it for non-financial people. It is accessible to anyone who wants to learn.**

David slows things down and creates a knowledge base for his audience. Once this foundation is in place, he puts relevant and hotel specific concepts to work. Doing this gives your team the confidence to get more involved. **With a more empowered attitude, your team will see that the numbers are approachable and that financial control over their department is achievable.**



YOU NEED SUBSTANCE AND RELEVANCE – NOT JUST “MOTIVATION”

Your managers want to be confident and master their finances because they know it's the **fast track to higher earnings and career success**. Being a leader and master of your numbers is not a cliché, it is a proven strategy for career growth. You can earn more for your business by investing in your manager's financial education.

When you invest in your team you will earn their respect because it shows that you value them. You see their potential for success. With David's proven method of teaching you forward-looking enterprise and leadership skills, your managers will feel more fulfilled in their role and have more pride in their performance. **All of which makes you more profit.**



SCOPE, REACH AND EXPERIENCE

You're busy. David gets that and **he works tirelessly to deliver the results you need**. With his experience, he knows how business levels, turnover and the never-ending to-do's affect both your time and that of your leadership team. His financial leadership system is designed to keep everyone on track with a simple 5 step formula that repeats month after month. A simple to follow routine and a straightforward system are the key to getting your team on board.

David knows the challenges you face in running your hotel and partners with you to deliver superior operating results. **He knows that creating engagement with the financials at the departmental manager level is the key to financial stability.**



YOU NEED PROGRAMS THAT WORK AND LAST

You want to make sure your teams implement the tools and systems that David delivers. You won't be left without support for the program. Hotels don't easily change their financial culture so David is there to reinforce those changes, month after month. **His system is specifically designed to address the challenges of hotel department managers and the finance leaders face.** His no-nonsense approach takes into account the service they provide and business levels that department managers experience every month.

How can he continue to help you? First, you have access to David via email or phone to answer any questions your team might have after the event. He also adds all your leaders onto his weekly financial leadership blog so they can be updated when new educational content is produced. If you haven't seen the blog than you've got to check it out, it's a wealth of information.

Second, David has a series of workshops that compound the learning and the impact. Each month the window opens and closes for your team and he helps you focus on exactly what each member needs to do with 1-1 coaching and follow up. Each member has their own actionable plan. No blanket approach here. No one gets excused from their financial responsibilities! He also has available a series of over 120 video classes for self and team learning.

Third, he helps the team establish a system to measure and communicate the effectiveness at each level of the system. This ensures that no one gets left behind. Month by month you will see permanent financial progress and results.