



COLONNADE GROUP

PEAK GUEST SERVICE  
GUIDEBOOK



COLONNADE  
GROUP

# FANGINEER™

**WELCOME TO OUR TEAM!**

## Hello, FANgineer!

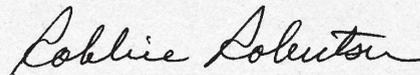
We're so very pleased to have you on the Colonnade team. We've been bringing superior college athletic events management to schools across the nation for over 25 years, and we're excited for what the future holds. The best part? You're here to help us shape that future.

Even before we begin the season, know that we appreciate your hard work. This program would not be successful without the help of great team members like you. Your attendance, attitude and understanding of PEAK guest service will create an outstanding image of excellence to our ticket holders and the university. This guidebook will make you familiar with our procedures so that you will be knowledgeable and confident in your positions on game day.

We want you to enjoy your season with us and feel comfortable asking us questions. Please feel free to contact us with any concerns or problems that you might have regarding game day operations. We also want you to gain from your experience—be it through new friendships, developing professional skills, or a greater sense of school pride.

Have a great season, and thank you again for joining our team. We could not do this without you!

Sincerely,



**ROBBIE ROBERTSON**

President & CEO, Colonnade Group

IF YOU'RE READING THIS,  
YOU ARE A FANGINEER.  
YOU'RE THE FRONT LINE IN  
GAME DAY HOSPITALITY.

You're the front  
line in game day  
hospitality because  
you're a particular  
kind of person:

You're a hard worker, you've got a go-getter spirit,  
and you love helping people. If you weren't those  
things, you wouldn't be here.

As a FANgineer, everything you do is built around  
**PEAK** Guest Service.

**PEAK  
GUEST  
SERVICE**

**P**roactive  
**E**mpathetic  
**A**ttentive  
**K**ind



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## PROACTIVE

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GET ON IT.

THE BALL'S IN YOUR COURT.

MAKE THE FIRST MOVE.

STEP UP.

HOP TO IT!

FIX IT BEFORE IT BREAKS.

**YOU ONLY GET ONE CHANCE TO  
MAKE A FIRST IMPRESSION.**

## **Make sure it's a good one.**

As a Colonnade FANgineer, you're not just representing yourself. To every guest you meet, you're also representing Colonnade Group, the university, and its athletic program. How you present yourself can have huge implications, not only for the guests you serve, but also for donors and corporate partners. There's a lot of responsibility on your shoulders, FANgineer!

### **BUT DON'T WORRY!**

We've got some tips to help you put your best face forward.

## THE 10/4 RULE

**This applies to every position, in every area, with every interaction.**

Every guest needs to feel acknowledged, welcomed, and valued. That's why we use the 10/4 rule. If every FANgineer sticks to these simple rules, every guest will feel right at home and well taken care of.

**10 FT**  
OF A GUEST

**WARM SMILE,  
EYE CONTACT**

*(Even if you're running an errand or hurrying to help a colleague, there are no exceptions!)*

**4 FT**  
OF A GUEST

**VERBAL GREETING,  
OFFER ASSISTANCE**

*(Don't wait to be asked to help a guest. If they have to ask, it might already be too late.)*

A SMILE ON YOUR FACE.  
A PARTY IN YOUR BRAIN.

When you smile—even if nothing's funny—your brain releases feel-good hormones that improve your mood, relax your mind, and lower your heart rate. Also, it's contagious.

Multiple research studies have shown the positive effects of smiling, both on the individual and on the people around you. If you can spread the smiles around, everybody's happy. And if everybody's happy, it's a good game day.

WE KNOW YOU KNOW HOW  
TO SMILE, BUT THERE ARE  
LOTS OF WAYS TO DO IT.

HERE ARE SOME GRINS,  
SMIRKS, AND GRIMACES  
TO THINK ABOUT.

#### THE FAKER

Smiling with one side of your lips  
is a sure sign of sarcasm.



#### THE PLEASANT-ENOUGH

Raising lips but not eyebrows is  
enough to brighten someone's day.



#### THE GENUINE ARTICLE

Lips raised, eyebrows up?  
You're happy to be there.



#### THE HEAPING HELPING

For that extra kick, tilt your head  
while giving the Genuine Article.



#### THE DOUBLE-DUTY

Add a wave to the Heaping  
Helping for maximum smileage.



A KIND WORD AT THE READY.

## What you say says a lot about you. Be ready to speak up.

You'll be greeting a lot of people over the course of a game day, and you don't want to sound like a broken record. Here are a few greetings to keep in your pocket.

**"Welcome! Thank you for coming!"**

**"Good afternoon! How may I help you?"**

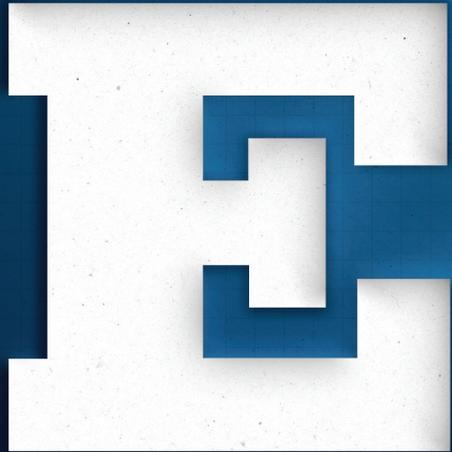
**"Hi! Good to see you!"**

**"Hey there! Glad you're here!"**

**"Welcome! Please let me know if there's anything I may do for you."**

**"Hello! I'm looking forward to serving you today. Don't hesitate to call on me."**

And don't hesitate to introduce yourself. If guests know who you are, they trust you.



## EMPATHETIC

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**LISTEN UP.**

**WALK A MILE IN SOMEBODY ELSE'S SHOES.**

**FEEL ALL THE FEELS.**

**DON'T FIGHT THE FEELING.**

**If you can put  
yourself in your  
guests' shoes,  
you can understand  
what they need.**

Just like the players on the field have to practice their positions and skills, as a FANgineer you'll have to practice empathy—the ability to understand and share the feelings of another. The better you are at putting yourself in someone else's shoes, the better able to serve them you'll be. On the rare occasion that a guest is unhappy, empathy is the most effective tool in your FANgineer's toolbox.

**HERE'S HOW TO LET THINGS GET PERSONAL.**

**SOMETIMES GUESTS  
NEED A GOOD SLAP\*.**

**\*NEVER EVER ACTUALLY SLAP A GUEST.  
OR ANYONE, FOR THAT MATTER.**

Empathy requires a personal touch, and what more personal a touch is there than a **SLAP**?

**STOP, LOOK, ASK, PERCEIVE.**

Slowing down, looking a guest in the eye, asking them about their experience, and truly attempting to understand a guest's concerns is imperative in our line of work. Here's the best way to **SLAP** a guest.

**STOP:** Put away any distractions so you can fully engage with guests. Put the phone away, turn down the radio, and pocket the notepad.

**LOOK:** Making eye contact lets guests know that you're really, truly paying attention to them. When they feel seen, they feel taken care of.

**ASK:** There are lots of different questions you could ask to make sure guests are having a good time, but a great start is: "Is there anything I may help you with?"

**PERCEIVE:** You're not just hearing their response, you're also looking and listening for any clues that can tell you what, if anything, could be better about their experience. People don't always say what's on their mind, so it's up to you to be a little psychic.

**EVERYBODY'S A CHARACTER.**

**You'll run into lots  
of different guests  
when you're on the  
Colonnade team.**

The vast majority of them will have a wonderful time and never raise a complaint. Inevitably, however, you'll see some of these characters hanging around. If you see them, give them a good SLAP.

**HERE ARE SOME SIGNS  
THAT YOU MIGHT NEED  
TO GO SLAP A GUEST.**

**THE BROW**

Eyebrows drawn together and slightly raised? At best, they're worried. At worst, they're angry. Either way, it's a sign you need to intervene.

**THE WANDERER**

Pacing all over the place without any apparent destination, inspecting signs, peeking around corners? Maybe they're strolling, but they're probably lost and not willing to admit it. Don't let them walk alone.

**THE RUBBERNECKER**

Looking over the shoulder, then the other, then repeating? Either they need something or they don't know what they want. Find out how you can help before they give themselves whiplash.

**THE WATCH-CHECKER**

If somebody's checking their watch, they aren't focused on having a good time. Your job is to take your guests' minds off responsibilities and obligations so they can relax for a bit. See if you can help them have a good time.

**THE WAVER/SNAPPER**

You've seen this move in restaurants before. Somebody's not doing their job or the guest is an impatient one. Either way, hop to it. The only reason guests should snap is when the music is good.

**THE TIMID ONE**

Not every guest is going to be vocal about their needs. Be on the lookout for folks who seem extra quiet. There's probably something on their mind that you can help them with.

**THE LONER**

Sometimes people like to be left alone with their thoughts, and that's just fine. Sometimes people like to be left alone when they're uncomfortable. If you see somebody standing on the fringes, find a way to bring them into the fold, if they want to be.

**THE ARM-FOLDER**

Generally speaking, folded arms aren't a good sign. Chilly, angry, anti-social, or some combination of the three? That's no way to be. Find out how you can get them to open up.



## **ATTENTIVE**

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**GO THE EXTRA MILE.**

**SOLVE PROBLEMS BEFORE THEY ARISE.**

**MAKE YOURSELF SEEN.**

**KEEP YOUR SHOES SHINED.**

**A LITTLE ATTENTION  
GOES A LONG WAY.**

**One of the ways  
we explain what  
we do is this:  
You won't even  
know we're there,  
and that's the point.**

Ideally, the majority of your interactions with guests will be very small and very brief. In fact, you may not directly interact with many guests. Why? Because your team has gone above and beyond to make sure that absolutely every detail is taken care of before the event begins. Your job is to maintain that level of excellence smoothly, efficiently, and quietly. That requires paying attention.

**HERE'S HOW TO DO IT.**

## HEAD, SHOULDERS, KNEES, AND TOES.

(BET YOU NEVER THOUGHT  
FIRST-GRADE ANATOMY WOULD  
COME IN HANDY, HUH?)

Being an attentive FANgineer is a full-body experience. That's why we've broken it down into these easy-to-remember units.

### HEAD:

**Never let their eyes wander, and never let them wonder.**

- Make yourself easily seen and available to guests.
- Don't congregate in groups or with other employees. This creates a barrier between you and guests.
- Getting in contact with you should be convenient for guests.

### SHOULDERS:

**Shake 'em if you got 'em.**

- Show school spirit.
- If things are looking a little sad, do whatever you can to perk them back up.

### KNEES:

**Sometimes you gotta be ready to get down and dirty.**

- Within reason, help guests with whatever requests they have. In the past, our FANgineers have gone so far as to help put dollhouses together.
- The service industry can be a messy business. Always know where paper towels are, and be ready to use them.

### TOES:

**Stay on 'em.**

- Anticipate guests' needs before they ask.
- Alert guests of known issues before they experience the problem.
- Continually look for ways to improve the game day experience.

**IK**

**KIND**

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**SMILE BIG. SHINE BRIGHT.**

**DO THE RIGHT THING.**

**DO UNTO OTHERS.**

## EXERCISE FOR YOUR HEART

In only 15 minutes,  
7 times a week,  
even **you** can be kind!

People who exercise for 15 minutes every day experience some really incredible health benefits: longer life, increased metabolism, and a generally sunnier outlook on life. We aren't suggesting you go for a jog, but we do think there's some merit to flexing your kindness muscles.

You can't just slip into a pair of sneakers and expect to run a half-marathon. It takes practice, training, and dedication.

In the same way, you can't just slap a smile on your face and expect to rise above the frustrations of demanding guests and hungry fans.

**IT'S HARD TO BE SOFT.  
EVEN KINDNESS TAKES PRACTICE.**

## THE 6-STEP KINDNESS WORKOUT

### STEP ONE: PICK UP THE PHONE

Using your strong hand, lift the phone. Using your free hand's index finger, dial the number of a friend or family member you know could use a quick check-in phone call. As the phone rings, lift the phone to the corresponding ear. When the friend/family member answers the phone, respond with a cheerful: "Hi! How are you?" Using the jaw muscle, the brain muscle, and the heart muscle, speak until you really feel the burn in that arm, then switch to the other arm.

### STEP TWO: BITE THE TONGUE

A departure from the typical workout, this exercise requires you to do less instead of more. When you hear a negative comment, see something that really bothers you, or experience rudeness in your daily life, take a deep breath, count to ten, and keep that yapper shut. Be careful not to overexert yourself! Although there isn't any heavy lifting involved, this can be extremely strenuous.

### STEP THREE: SLAP HANDS

Be on the lookout for someone who's doing an especially good job at whatever it is they're doing. Maybe it's the postal worker who's been delivering your junk mail for the last three years, rain or shine. Maybe it's the teenager running the drive-thru where you grab a burger, smiling through the lunch rush. Maybe it's the janitor who keeps the toilet paper fully stocked. The difficult part is letting them know you appreciate them: "Hey! You're doing a

great job! Just wanted to let you know I appreciate it." The easy part is giving them a high five. Raise your hand, wait for them to raise theirs, and then—the secret to a solid high-five—keep your eye on the elbow.

### STEP FOUR: PUMP THE BRAKES

From a sitting position, in your vehicle, allow another driver to enter the roadway from a parking lot, entrance ramp, or turn lane. This exercise requires you to use your right foot to apply the brake, smile generously, and use one hand to clearly and gingerly wave the waiting driver ahead of you. If an impatient driver honks at you from behind, get a little extra work in by smiling and waving at them, too.

### STEP FIVE: BEND, LIFT, AND CHUNK

When you see a piece of trash blowing in the breeze, don't think about it as an eyesore! Think about it as an opportunity! This freestyle exercise allows you to take advantage of your environment and think resourcefully about your surroundings. When you see a piece of trash, bend, lift, and chunk.

### STEP SIX: DEEP BREATHS

And when you're done with these exercises, there's only one thing left to do: breathe. Take deep, long breaths, and while you do it think about how nice it feels to have air in your chest and sun on your face and people in your life. It's a really easy way to be kind to yourself. And when you're kind to yourself, you're better equipped to be kind to others.

**THE GOLDEN RULE**

**Why gold?  
Because it's most  
valuable when  
you shine.**

Have fun. Enjoy what you do, and make the most of your time with the people you serve. If you're having a good time, they'll have a good time, too. That's where kindness comes from, and that's how you'll best serve our guests.

THANKS FOR BEING PART OF  
THE COLONNADE TEAM.

WE'RE GLAD TO HAVE YOU.



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