



SERVICE ON THE “HIGHEST” LEVEL

BY HEIDI SMALE

Content

- Introduction
- Definitions
 - Hospitality
 - Service
- Private Flight Attendant Profile
- Institute for Private Flight Attendants
- Examples of service on the highest level
- Questions



Definitions

- Hospitality

It refers to the relationship process between a guest and a host .

It also refers to the act of generously providing care and kindness to whomever is in need.

- Service

Is the non-material equivalent of a good, it is a process.

Moment of Truth

Welcome on board



Private Flight Attendant Profile

- The Private Flight Attendant is primarily in charge of safety, **hospitality** and food & beverage on board a private jet. She prepares the flight in these areas and upon arrival at destination, she takes care of a proper wrap-up. Besides these tasks, **she actively looks after all the needs of the owner and his guests** during the flight.
- The Private Flight Attendant **focuses on the needs of the guests, finding adequate solutions to do so**. Thanks to her, **the owner is able to feel like a good host on board his jet**. In conversations with for instance foreign guests and suppliers, the Private Flight Attendant knows how to express herself in English.
- The Private Flight Attendant works autonomously and **responds quickly and effectively to any unexpected changes**. At her own initiative, she makes sure to stay up to speed with the latest developments within her line of work. Thanks to her flair, knowledge and creativity, **she is capable of surpassing the owner's expectations**.



Work like a Swan

Appear serene and calm,
But paddle like mad under water

Institute for Private Flight Attendants



It is not the destination

.....

It is the journey itself that matters.

Questions?



Swan Heights Consultancy B.V.

P.O. Box 5155

2000 CD Haarlem

The Netherlands

Telephone +31 23 5746119

info@swanheights.com

www.swanheights.com