

Creating Excellent Hospitality

Hospitality is the art of welcoming and treasuring people. It is the process by which guests are welcomed, fears are allayed, relationships are built, and people are encouraged to return. Hospitality is both an attitude and a specific set of procedures. It is extending the grace and welcome of God to all people.

The critical shift to make in the discussion of hospitality is this: viewing new people who attend as guests and not as visitors. Churches most often treat new people as visitors. Visitors are unexpected people who intrude on our lives. They are people who show up, occupy some of our time, and then go away. We are not emotionally involved with visitors. Visitors are like movie extras in most churches, they are part of the landscape and background but easy to miss.

Guests are different. A guest is someone we invite to our home. We prepare for them. We clean up the house in anticipation of their arrival. They are a welcome part of our lives and often we don't want them to leave. We have an emotional connection with guests. Instead of being movie extras, they are leading men and women and children.

Creating excellent hospitality requires intentionality and attention to detail. The following list provides a framework for creating an excellent system of hospitality.

TEN STEPS TO GREAT ON-SITE HOSPITALITY

1. Have superior signage.
2. Pay attention to what your campus says about you.
3. Have a team of parking lot hosts.
4. Have hosts located just outside of the main entrance areas.
5. Provide an information station just inside the main entrance(s).
6. Provide refreshments before and after the service.
7. Train attenders to get to know people, not just to shake hands.
8. Watch your assumptions about guests.
9. Think through how you recognize guests and obtain contact information.
10. Don't forget guests after the service.

This information is provided by Dr. Don Nations, a pastor, planter, consultant and coach. Don is the founder and Lead Coach of DNA Coaching. To contact him, visit www.dnacoaching.com or email him at don@dnacoaching.com. Copyright 2003. All rights reserved.