

# HSMAI Region Europe

## The Mike Leven Mentor Program



- ✓ Make a difference
  - ✓ Give back
  - ✓ Inspire and be inspired
- 

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**HSMAI** - Hospitality Sales and Marketing Association International - is a global organisation founded in the US in 1927. **HSMAI Region Europe** is the European arm of the organisation.

## HSMAI Region Europe - Vision

The leading meeting place of the industry.

## HSMAI Region Europe - Mission

The Hospitality Sales and Marketing Association International (HSMAI) Region Europe is committed to growing business for the hotel, event and travel industry and their partners, and is the industry's leading advocate for intelligent, sustainable revenue growth on a local, national and European level. The association provides practical tools, insights, and cutting edge expertise to enable knowledge sharing and enhance professional development as well as fuel sales, inspire marketing, transform businesses digitally and optimise revenue.

## HSMAI Region Europe - Service Pledge

- We pledge to provide transparent and neutral environments
- We pledge to drive personal and professional growth
- We pledge to be your industry point of reference
- We pledge to provide you with cutting edge tools to grow your business
- We pledge to go above and beyond to engage you

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### ABOUT MIKE LEVEN

Michael A. Leven, also known as Mike, has been Chairman and Chief Executive Officer at Georgia Aquarium, Inc. since January 2015 in his sort-of-retirement years.

Before that he was the President and Chief Operating Officer of Las Vegas Sands Corp.

A longtime industry leader and a “hotel icon”, Michael is currently the Volunteer Chief Executive Officer of the Georgia Aquarium. He has an impressive career in hospitality with over 50 years of experience in top positions in hotels. Until 3 years ago Michael has been the President and Chief Operating Officer of the Las Vegas Sands Corporation where he leveraged his sales and leadership skills to turnaround the largest hotel gaming company in the world. His previous managerial positions also include the President and COO of Holiday Inn Worldwide and the President of Days Inn of America, as well as the Vice Chairman of the Marcus Foundation, a philanthropic organisation founded by Bernie Marcus, co-founder of The Home Depot, Inc. Michael is a co-founder of the Asian American Hotel Owners Association (AAHOA) which now has over 7,000 members. He holds a Bachelor of Arts from Tufts University and a Master of Science from Boston University.

HSMAI strongly believes in his leadership philosophy and therefor introduces this program in Mike Leven’s name for the mentors and mentees who have the same values and the same passion to implement that philosophy.



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*"I measure success on what you have done to other people not what you have done for yourself." Michael A. Leven*

### **Mike Leven quotes**

*"I developed an early sense of the customer and satisfying that customer. I always objected to some of the resistance from the financial side of the industry, which prevented the satisfaction of the customer."*

*"Lots of people can make financial turnarounds and grow businesses, which I've done. But when you have a chance to establish an idea and an organization that changes the course of history and changes the course of many lives, well that stands out as a very important accomplishment to me." (When speaking of his accomplishments in co-founding AAHOA)*

*"Status Quo is a Prescription for Failure."*

### **Mike Leven's principles for running a business include:**

*"The customer is not always right, but is always the customer."*

*"Every employee is a human being who deserves dignity and care, and it is OK if they ask why, rather than simply accept an order because people often need an explanation for why they should do things. If you have to fire one, make sure you never take his or her dignity away."*

*"Listen more than you talk."*

*"Participation in industry activities is not only a giving experience to others, but is a learning experience for yourself."*

*"Remember this is a human industry where you can touch thousands of people and build friendships. Competitors are not enemies."*

*"No matter how much money you make, someone always makes more – and somebody else makes less."*

*"You should enjoy every obligation because with obligations done, responsibility is earned and success follows. But despite what you hear, realize that 'don't sweat the small stuff' is a bad strategy. Your life is made up of small stuff so live with it."*

*"The boss is not always right, but is always the boss."*

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### **NUMBER OF PARTICIPANTS**

10 mentor-mentee teams

### **TIMELINE**

12 months

### **MEETINGS**

Monthly connection between mentor and mentee -  
first and last meetings in person

### **HSMAI's RESPONSIBILITIES**

Connecting link between mentor and mentee  
Support  
Administration

### **MEMBERSHIP**

Please note that this program is only available for HSMAI Region Europe members. For more information on the memberships, please consult the website [hsmai.eu](http://hsmai.eu).

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## MENTOR QUALITIES AND CHARACTERISTICS

### PASSIONATE

- ✓ Truly enjoys making others around them shine

### RESILIENT

- ✓ Does not give up in front of challenges

### HONEST

- ✓ Honest in both good and bad - sees the importance of honesty and feedback in the development of the mentee

### STRATEGIC THINKER

- ✓ Can read complex situations and see the big picture

### INNOVATIVE

- ✓ Creative thinker
- ✓ Thinks “outside the box”
- ✓ Can find the best ways to support and develop mentee

### GOOD COMMUNICATION SKILLS

- ✓ Gives clear instructions and clear feedback

### GOOD PEOPLE LEADERSHIP SKILLS

- ✓ Is able to motivate and develop the mentee
- ✓ Is supportive and encouraging
- ✓ Is available and willing to listen and advise as needed

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### MENTOR ROLES AND RESPONSIBILITIES

- ✓ Listen
- ✓ Challenge
- ✓ Encourage
- ✓ Share expertise and knowledge
- ✓ Help set the goals and objectives
- ✓ Support the mentee throughout the program
- ✓ Support the mentee making a 12-month development plan and follow up
- ✓ Commit to the program and the mentee

### MENTOR GOALS AND OBJECTIVES

- ✓ Support development of mentee in all areas
- ✓ Personal development
- ✓ Leadership skills development

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## MENTEE QUALITIES AND CHARACTERISTICS

### AMBITIOUS

- ✓ Motivated
- ✓ Driven
- ✓ Works well under pressure

### RESILIENT

- ✓ Does not give up when facing challenges

### HONEST

- ✓ Honest in both good and bad - sees the importance of honesty and feedback in their development

### STRATEGIC THINKER

- ✓ Can read complex situations and see the big picture
- ✓ Can identify challenges and opportunities

### INNOVATIVE

- ✓ Creative thinker
- ✓ Thinks “outside the box”

### GOOD COMMUNICATION SKILLS

- ✓ Good oral and written communication
- ✓ Gives clear instructions and clear feedback

### GOOD PEOPLE LEADERSHIP SKILLS

- ✓ Is able to motivate and develop their team
- ✓ Is supportive and encouraging



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### MENTEE ROLES AND RESPONSIBILITIES

- ✓ Define and set goals together with mentor
- ✓ Share ideas with mentor
- ✓ Challenge
- ✓ Take ownership of own development
- ✓ Take ownership of the mentor program
- ✓ Together with the mentor make a 12-month development plan and follow up
- ✓ Commit to the program and the mentor

### MENTEE GOALS AND OBJECTIVES

*Please note specific measurable goals and objectives will be defined together with mentor.*

- ✓ Personal development
- ✓ Leadership skills development
- ✓ Gain confidence

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### Questionnaire for mentees

Name:	
Job Title:	
Employer:	
Email:	
City and country:	
Phone:	
Mobile Phone:	
Age:	

1. What made you wish to participate in the HSMAI Region Europe Mike Leven Mentor Program?	
2. What do you consider the biggest challenges for you in your field of work?	
3. What do you consider your main development areas?	
4. What are your strengths?	
5. How do you see the role of the mentor in your development plan?	

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6. How do you see your role in your development plan?	
7. What are your goals for the HSMAI Region Europe Mentor Programme?	
8. How will you make sure you reach your goals?	
9. What do you expect to take away from the HSMAI Region Europe Mentor Programme?	
Will your employer support your involvement and participation?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

### Additional Documentation

Please feel free to attach your resume or other information that is valuable for this application.

\_\_\_\_\_  
Signature Date

\_\_\_\_\_  
Print Name

Please fill out the form and send it to HSMAI: [postbox@hsm.ai](mailto:postbox@hsm.ai)

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### Questionnaire for mentors

Name:	
Job Title:	
Employer:	
Email:	
City and country:	
Phone:	
Mobile Phone:	
Age:	

1. What made you wish to participate in the HSMAI Region Europe Mike Leven Mentor Program?	
2. How do you see your role as the mentor in the program?	
3. What do you consider the biggest challenges in your field of work, and how can you help the mentee to overcome these?	
4. What do you consider your main development areas?	
5. What are your strengths?	
6. What are your goals for the HSMAI Region Europe Mentor Program?	

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7. How will you make sure you reach your goals?	
8. What do you expect to take away from the HSMAI Region Europe Mentor Programme?	
9. Describe your previous experience in mentoring and developing others	
10. Will your employer support your involvement and participation?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

### Additional Documentation

Please feel free to attach your resume or other information that is valuable for this application.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

Please fill out the form and send it to HSMAI: [postbox@hsmái.eu](mailto:postbox@hsmái.eu)

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## CONTRACT

This contract is to be filled in by each mentor and mentee team. It will assist each mentor-mentee team to lay a base for their long-term collaboration.

## CONTENT:

### 1. GENERAL RULES

- Confidentiality
- Honesty and openness
- Support

### 2. PRACTICAL AGREEMENTS

- Timeline
- Meetings: where, when, how
- In case of conflicts or issues

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## CONTRACT

### 1. GENERAL RULES:

**Confidentiality:**

**Honesty and openness:**

**Support:**

### 2. PRACTICAL AGREEMENTS:

**Timeline of program:**

**Meetings: where, when, how to organise:**

**What to do in case of conflicts or issues:**

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### DEVELOPMENT PLAN

Mentee name:

Mentor name:

Area of development	1	2
Goal		
Short-term actions		
Long-term actions		
Support needed from mentor to reach the goal		
Measuring progress		



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### DEVELOPMENT PLAN

Mentee name:

Mentor name:

Area of development	3	4
Goal		
Short-term actions		
Long-term actions		
Support needed from mentor to reach the goal		
Measuring progress		

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## MEETING NOTES

**Mentee name:**

**Mentor name:**

**Date:**

### NOTES

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### NOTES

A large, empty rectangular box with a thin purple border, intended for taking notes.