



A Sneak Peek into the Genuine Leadership Playbook

Welcome, Leader!

You're about to embark on a journey to transform how you lead, inspire, and grow. This sneak peek includes a brief highlight of one of the foundational tactics from the DRBG Leadership Playbook to help you take the first step toward mastering leadership as a lifestyle. Dive in and discover actionable insights that can make an immediate impact on your leadership style.

Tactic Preview: Deliver +1 Every Time

"Excellence isn't the ceiling—it's the floor."

Going above and beyond isn't extra credit; it's what sets great leaders and teams apart. Exceeding expectations is the hallmark of great connection-driven leadership. Guests & Clients remember not just what you do, but how you make them feel. The same applies to your team—small, extra efforts create a culture of care and excellence.

Key Principle: *"Deliver +1."*

The extra touch—a personalized thank-you, a thoughtful recovery/follow up gesture—turns good service into memorable experiences. Delivering +1 builds trust, loyalty, and a reputation for excellence.

Connection-Driven Example:

Create moments that exceed expectations for both guests and associates:

Hospitality Context:

If a guest celebrates a birthday, have the team surprise them with a complimentary dessert and a handwritten note. These small gestures leave a lasting impression and create loyalty.

Non-Hospitality Context:

In an office or retail environment, recognize a teammate's hard work with a thoughtful gesture, like a personalized thank-you note or public recognition in a team meeting. These moments of appreciation manifest a culture of excellence.

Practical Steps to Deliver +1 Every Time:

1. **Challenge your team:** Encourage associates to identify one "+1" they can deliver each shift—whether it's a surprise gesture
 2. **Model the behavior** Lead by example. Consistently go the extra mile yourself, whether it's jumping in to assist during a rush or taking time to mentor a struggling associate.
 3. **Celebrate the +1 culture** Publicly acknowledge and reward associates who consistently go above and beyond. Share these stories during pre-shift meetings or team gatherings to reinforce the importance of delivering +1.
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Sneak Peek: More Tactics Await

Here's what's waiting for you in the full playbook:

- 21 actionable tactics to elevate your leadership game.
 - Real-world examples tailored for connection-driven leadership.
 - Proven strategies to build high-performing teams and create lasting impact.
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Get the Full Playbook

Ready to take the next step? Order or download the full Genuine Leadership Playbook and gain access to:

- A complete framework for leading with integrity and excellence.
- Monthly leadership challenges to keep you growing.
- Tools and insights specifically designed for hospitality and leadership roles.
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[Order or Download Your Playbook Now!](#)

Let's Lead the Right Way. Together.



What People Are Saying:

- ***“A bold, practical, and authentic take on leadership. Austin Crawford doesn’t just tell you how to lead—he inspires you to redefine what leadership means.”***
— Megan Taylor, Hospitality Executive
- ***“The Genuine Leadership Playbook is the ultimate toolkit for leaders who care about making a difference. It’s a must-read for anyone looking to elevate their impact.”***
— Michael Reed, Regional Manager
- ***“This isn’t just for hospitality leaders—it’s for anyone who wants to lead with purpose and integrity. Every chapter delivers something you can use immediately.”***
— Jessica Harper, Retail Director
- ***“Austin’s approach to leadership is refreshing, relatable, and exactly what today’s teams need. If you want to build trust and inspire greatness, start here.”***
— Samuel Ortiz, Business Owner
- ***“I’ve read a lot of leadership books, but this one stands out. It’s edgy, actionable, and grounded in real-world experience.”***
— Danielle Marks, Team Development Coach