

KEY TAKEAWAYS

- 01 • **Eliminate Friction** – Make it easy and fun; remove barriers for guests.
 - 02 • **Entertain Always** – Think beyond your product; delight at every moment..
 - 03 • **Experiment Constantly** – Try new ideas, even imperfect ones, to learn and grow.
 - 04 • **Engage Deeply** – Form authentic connections with your audience.
 - 05 • **Empower Your People** – Trust and enable your team to deliver outstanding service.
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