



# LES TROIS CHEFS

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The hospitality  
values

# WHAT'S THE GENZS?

## Our main target

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# GENERATION Z, ONE OF OUR TARGETS

The genZs don't have the same relation to work as their elders. Their expectations: being autonomous, find meaning and seize the day.

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They are particularly keen on the social and environmental impacts.

They want a good balance between personal and working life

They want to go to work less by requirement than pleasure .

Work is also viewed as a means to find financial resources for what they desire, off working time.

# Let's imagine Alphonse speaks to members of the generation Z

- What's good ?
  - What's wrong?
  - Score its speach from 1 to 5
  - Wrong 1 .....right 5
- .Your score :
- Justify your score

# 1 Alphonse Delarue

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- *Good afternoon, my name is Alphonse Delarue, the chef of l'Auberge du Lac in Châlon sur Loing, in the centre of France.*
- *Our jobs are fantastic whether in the kitchen or in the restaurant room. We enjoy pleasing our guests. For this you can't be lazy and must accept to be commanded, accept to go to bed late after service, to stand upright on your legs without grumbling at all chores, even the most unpleasant, peeling vegetables, carrying very hot plates without tripping down. When I was an apprentice, my mentor was tough, yet this is the way you learn ! Nothing to regret and I am grateful to him ! Today just a kick in the ass or a grab at the female apprentice 's butt, it's a big fuss and you 're dragged to Court ! That's the way today, Guys !*
- *Well, after a few years, our efforts are rewarded : a commis can become a chef, a waiter a head waiter. Only a few youngsters can make it, just a few I mean. Today noone wants to work : there's plenty of jobs to be offered in our trade though*

# ALPHONSE DELARUE'S SPEECH.

Alphonse Delarue's speech is the typical example of reference to bygone days when violence and harassment existed without being a real problem, even considered part of normality. Initiatory harshness is necessary and guarantees good integration and love of the profession in the long run. It was the Golden Age unfortunately bygone for Alphonse. This conception still persists among the older generation.

**Type of speech to be definitely banished !**

## 2 Paul Costières

- *Good afternoon, my name is Paul Costières, the chef of the Val des Oliviers in Queyssac sur Drôme, South of France.*
- *Satisfying our guests, that's our goal ! for this, you've got to have values : punctuality, love of a job well done ! Our jobs are real professional fulfillment whether cooking in the kitchen or waitressing in the restaurant room. It is ever so satisfactory to put our talents into practice to provide a cuisine which pleases our guests but also to serve them well in the dining room. For that, you mustn't skip steps ; you've got to learn bases and accept to undertake chores when others have a rest, enjoy their weekend and hit the dance floor. You've got to be curious and available at the same time and after a while you really start enjoying your job !*

# Let's imagine Paul speaks to members of the generationZ

- What's good ?
- What's wrong?
- Score its speach from 1 to 5
- Wrong 1 .....right 5

.Your score :

Justify your score



# PAUL COSTIÈRES

Paul Costières sounds more acceptable. Yet it puts forward constraints and the sacrificial relationship to work, at the same time claiming to promote its values. A lot of efforts are necessary to really enjoy the work ... eventually.

**This kind of speech is counterproductive as such !**

# 3 Thierry Delalande

- *Good afternoon, I am Thierry Delalande the chef of La Pomme d'Or in Belleville sur Touques, Normandy.*
- *Our Youngsters are fantastic these days and we definitely have to find ways to inspire them into our trade. The sense of hospitality is typical of the human kind, and we are so lucky to make it a proper job.*
- *Our values are paramount ; it's all about making our guests happy with a cuisine beautifully supplied by teams working hard over their stoves. I am a chef indeed, but I reckon that without my commis, men and women, including my dishwasher, I can do nothing and I show my gratitude each time I can. In the restaurant room, we are happiness providers, not mere servants ! We make great encounters there and we learn how to run our guests' relationship. They come here to be treated to something special : which is our treat in return.*
- *Of course we work in staggered hours like doctors, nurses, policemen, but our businesses have made great efforts to recognise our work and improve our conditions : we now feel at home.*
- *A lot of us have the ecological transition in the radar screen. This is the case of our particular business : energy saving, local fresh food supply, waste reduction are our targets ! We then need new competencies and ideas to help us.*
- *Our jobs are definitely meaningful. Just imagine our cities and countryside without restaurants, cafés, hotels... that would be disastrous. We, men and women of the hospitality trade, are extremely proud of our jobs. They are indispensable... definitely!*

# Let's imagine Thierry speaks to members of the generationZ!

- What's good ?
- What's wrong?
- Score its speach from 1 to 5
- Wrong 1 .....2.....3.....4..... 5 right

.Your score :

Justify your score:

# THIERRY DELALANDE

Thierry Delalande proposes an appeal to the Youngsters, typically the genZs, to foster the industry's evolution and focuses on the basis of hospitality values, inherent quality of human nature. These values also include teamwork, the satisfaction to satisfy guests in an approach of reciprocity. Accepting constraints is related to other distinguished professions having similar constraints. The environmental issue is mentioned by giving a knowing wink to young people. Sense, reward and recognition are now the buzzwords. The conclusion fosters the social importance of the industry. The speech highlights CSR in some way.

**Very adequate speech!**