SPEAKER · HOTELIER · AUTHOR

MICHEL WICHMAN

From dishwasher to general manager of a five-star hotel at 32, fired in public, then builder of Switzerland's top-ranked three-star winter hotel. Author of *The Long Way Is the Shortcut*.



TALKS

1 The Long Way Is the Shortcut

The signature keynote: why the work we want to skip builds the discipline and character lasting success needs. Nine stages, one climb.

2 Service Is a Strength

What every team can learn from good service professionals, and why recognition is the key to the wow.

3 A Fish Rots from the Head Down

Leading by example: standards that live in the team, not on the wall.

4 Strong Through Hard Times

Fired in public, a failed lease, then his own hotel. How to turn a crisis into an investment in growth.

FORMATS

Keynote 45 to 60 minutes · **Workshop** half a day · **Seminar at the Spitzhorn** in Saanen-Gstaad for leadership teams

CREDENTIALS

→ Spitzhorn: Switzerland's No. 1 three-star winter hotel in Karl Wild's rating, 10+ years

→ General manager, Grand Hotel Bellevue Gstaad, at 32

→ Planned and built the Spitzhorn from the ground up

→ Cofounder and former president, Top 3 Star Hotels of Switzerland (25+ hotels)

→ Politically active in Saanen, including the Saanen Education Commission

"The stairs aren't there to slow you down. They're there to help you grow."

BOOKING

contact@michelwichman.com
michelwichman.com/talks
Fee and availability on request