The International Institute of

Modern Butlers

Raising Service Standards Worldwide

The International Institute of Modern Butlers

The International Institute of Modern Butlers was established in the United States in 2004 by two British and American butlers working as consultants and trainers.

They joined forces with others in the profession with the purpose of establishing standards and then working to bring them about not just in the butler profession, but ultimately in all service industries.

The institute grew quickly into a worldwide presence by establishing representatives, offices and affiliations that provide consulting , training and some placement in private estates and the hospitality industry. The Spanish-Language Office was established in 2006 and expanded into the French Market in 2010.

The Institute pioneered the concept of the Spa Butler, and also provided the hospitality industry with the rating system for hotel butler service, a valuable resource for guests and a benchmark for the .profession and hotels seeking to improve their bottom line through wowed guests. The Institute has been recognized in the hospitality industry through its championing of service standards, its definitive text on the profession, *Hotel Butlers, The Great Service Differentiators,* and its frequent articles for the trade.

Sample of a Three-Week Agenda

The trainer combines a mystery guest visit, at no fee, and combined with feedback from hotel management, customizes the training for maximum impact, so every hotel's training is unique. The training program below is a fairly typical threeweek program

1. E-mail and, if needed, telephone consultation and planning before arrival (no fee)

2. Half a day to meet with the executives and inspect the property and layout for the butler service villas and the butler spaces and equipment; and to provide input, and a program if needed, on any elements that may be missing (no fee). The trainer customarily works closely with the supervisor/management on a daily basis to stay on target and bring about a successful conclusion

3. Six days of classroom work covering basics

What is a butler, what is a hotel butler, history of the profession.

Persona, behavior, mindset and service attitude of the butler.

» Quality Awareness
» Speed of Service
» Proactivity, creativity & anticipation

Communication skills of the butler and handling tricky situations smoothly.

» Philosophy of today's guests
» Body language, facial expressions,verbal expressions; how to stand, how to move, how to present items, carry a tray, open doors
» Responding eff ectively to guest needs

Manners, etiquette and protocol training.

» International Clients

Running a hotel butler department, including

» What the butler department consists of
» Its structure
» Duties of various positions
» How butlers communicate internally
» Pantry set-up
» How to work with other departments
» How to work effi ciently
» Teamwork
» Up-selling

4. The skills of the butler in servicing guests and drilling specific points of interaction and services that the butlers will be delivering to guests until competent.

At the same time, reviewing or creating the basic SOPs for these activities

Check-in & Check out procedure.

Preparing for guest arrivals.

Touring guest through suite.

Basic housekeeping skills (cleaning, making beds).

Basic Food & Beverage skills, including:
» Taking an order and menu familiarity
» Setting a formal and informal table.
» Setting up techniques.
» Serving at table with butler service and synchronized service (also useful for team building)
» Beverage service

If time/desired, serving a full and formal English tea.

Valet skills.
» Packing and unpacking suitcases
» Cleaning and polishing shoes
» Wardrobe management, including inspection and basic mending
» Basic ironing and steaming
» Ties and bow ties
» Laying out clothes

Other basic butler skills such as.
» Morning wake-up service
» Cigar basics, handling and lighting
» Floral arrangements
» Amenities
» Delivery and pick up of items
» Drawing baths and luxury baths
» Driving for butlers

How to work as a Personal assistant .

Exercises on the course materials and skills.

This classroom training involves a lot of drilling and rôle-playing, as well as Powerpoints and videos, and provision of a reference copy of the leading industry textbook, *Hotel Butlers, The Great Service Diff erentiators.*

5. Five days of drilling everything a butler would do to service a guest in a villa or suite, putting it all together with the mindset, attitude and communication skills required. This phase includes working with the butler/pantry equipment and amending any issues with the set-up the butler's pantry as much as possible

6. Wrap-up day. Assessing students on their performance during #4 and #5 above. The skills of the butler in servicing guests and drilling specific points of interaction and services that the butlers will be delivering to guests until competent.

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One-on-one interviews and QC with students.

Graduation in which certificates are handed out. Assessing the butler service against the Hotel Butler Rating System and proposing a program of actions to help stabilize and improve further the personnel and their service levels.

7. Follow-Up (No fee). Long-distance consultations as needed to ensure success of the program.

Listing of the hotel on the Institute's hotel butler service rating page.

The trainer is available during the training for any interviews or photographs with media about the butler training, as well as briefi ng other departments or the executive committee.

GOLD SEAL
Program

The Institute's Gold Seal Program is awarded to those butlers who exalt the profession by using the tools learnt in our trainings, understanding the guests, using proper communication, and the right hands-on techniques to continuously excellent results with the guests.

Testimonials

“This is the best training I have ever taken: I can apply the knowledge received from this training not only to work but also to my personal life. I had many missing points in my previous work as butler, now I have completed those missing pieces. The trainers are unbelievable, they gave us the best training!

“I want to express my sincere gratitude and appreciation for all the training and mentoring that I have received over the past three weeks, which has really transformed my life professionally and personally, sending my life and career path upward.

“I loved Mr. Vargas’ attitude and his way of conveying the subjects—he was ever so kind and was always ready to repeat a subject in different ways to clear up any doubts.

“In spite of being in the hospitality industry for more than twenty years, I have learnt many new things, from serving with class and refinement to dealing with difficult situations. I would have loved a longer training. Really interesting.

“Mr. Vargas is a great speaker and knows how to engage us and keep us interested at all times. Importantly, he is a master of all the subjects he talked about in the training.

“The whole training was fantastic!

“We learned many details through practice and drills. Our thoughts and views have changed.

Amer A. Vargas

PRESIDENT

Graduated with a Tourism Degree specializing in hotel management from CETT (Center for Tourism Studies) in Barcelona and spent the following decade in the service industry. Beginning as a waiter and then supervisor in high-end restaurants, he was then made responsible for raising service standards through staff training programs. After receiving training as a butler, he worked as a butler and valet in private service as well as hotels in England and Europe.

During this time, he translated the best-selling industry texts *Butlers & Household Managers, 21st Century Professionals* and *Hotel Butlers, The Great Service Differentiators* into Spanish and continues to create butler training materials in the Spanish language. At the same time, he works as a temporary butler for travellers that visit Spain and Europe and is a regular contributor to the IIMB's *Modern Butlers' Journal*.

As President, Mr. Vargas is responsible for making the technology of butling available in private residences, businesses and hotels & resorts around the world as well as providing consultation and placement. He provides training in English, Spanish and French.

Prof. Steven Ferry

FOUNDER & CHAIRMAN

Has worked in the hospitality industry, in private service and in businesses in England during the 1980s before training as a butler in England and then working as one. He established the International Guild of Traditional Butlers and wrote the basic manual on how to butler in the early 1990s. By the mid-1990s, he had left private service to focus on his writing.

Drawing on his early years as an educator in England, he published three textbooks for the profession: *The British Butlers Bible, Butlers and Household Managers, 21st Century Professionals* and *Hotel Butlers, the Great Service Differentiators* and began to train butlers in private households. He also consulted employers about their domestic needs and occasionally assisted with personnel procurement when requested.

He subsequently broadened his campaign to improve on service standards using the butler model, by providing training and consulting services to the hospitality industry. He co-founded the Institute and currently trains butlers and other household and hospitality employees on the butler model of service in private households and estates, hotels, resorts, spas and private villas.

He is on the Editorial Board of the Hotel Executive magazine, writes for a variety of industry trade magazines and newsletters and lectures at universities such as Harvard and Moscow.

In 2003, he introduced the spa butler as a resource for hotels and resorts with spas to assist them in bringing about the ultimate spa experience for guests, and created the Hotel Butler Rating System in 2006.

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