



THE RITZ-CARLTON®

- BUILD PEOPLE
- BUILD SELF WORTH  
- BUILD ON THE POSITIVES
- CREATE A SENSE OF  
FAMILY
- RESPECT EVERY ONE
- CREATE AN ENVIRONMENT  
OF TRUST
- NEVER UNDERESTIMATE  
THE POWER OF ONE
- PASSION FOR KINDNESS
- PASSION FOR FAIRNESS
- ELIMINATE THE NEGATIVES
- CALL STUDENTS "DOCTOR"  
FROM DAY ONE



THE RITZ-CARLTON®

## ZERO TOLERANCE FOR

- ARROGANCE
- RUDENESS
- DESTRUCTIVE BEHAVIOR

COMMUNICATE AT  
EVERY LEVEL, OFTEN  
ON HUMANISTIC MODEL

"What is one word to describe  
EXCELLENT LEADERSHIP?"

"LOVE" (LOVE YOUR WORK, LOVE  
YOUR PEOPLE, LOVE THE  
PERSON, LOVE EXCELLENCE)

ART D

Art Dugoni has been a big help and knows what we're doing.  
I asked him for some ideas at an orthodontic meeting and  
he jotted this down between speakers. God bless you, Ar



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