

THE LAST HANDSHAKE

Keeping Hospitality Human in the Age of AI Automation

WISE MIND EMPOWERMENT

Technology continues to make businesses more efficient, yet less human. *The Last Handshake* is a metaphor for the disappearing human connection in modern service and sales.

When human moments become rare, they become paramount.

This keynote teaches teams how to use every remaining touchpoint: tone, presence, problem-solving, and follow-through to build trust, loyalty, and repeat business.

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THIS TALK MATTERS BECAUSE...

We live in a world where customers interact with screens, bots, booking platforms, and apps long before they ever speak with a person. That makes the remaining human moments, and the way your team shows up during them, more valuable than ever.

The last handshake isn't just symbolic, it's your brand's chance to say: **"We see you. We care. Come back."** In a time when people are watching their dollars and weighing every choice, human-centered customer service isn't just a nice-to-have; it's the deciding factor.

KEY TAKEAWAYS

- **Own the Moment:** Hospitality is a relationship, not a role - your team must be ready.
- **Empathy Is a Skill:** Be excellent now - emotional regulation tools for grace under pressure.
- **The Customer Pays the Bills:** Accountability, ownership, and impact in every co-worker.
- **Make the Touchpoint Count:** Presence, humor, and heart, because any moment could be The Last Handshake.
- **Set Your Standards:** Learn how to maintain standards, especially when chaos reigns.

This isn't about "acting nice" - it's about embracing being human through its most empowering emotion - **Empathy**. Emotional intelligence transforms ordinary service into unforgettable experiences. When your people lead with humanity and respond with purpose, your customers don't just feel satisfied - they feel seen.

This keynote program is how you turn The Last Handshake into the moment the customer realizes they can't wait until the next first one.