



GUILD ATELIER

Crafted Communication

Hospitality Communication • Professional Communication • Educational Technology

John M. Hartman | Founder & Communication Consultant

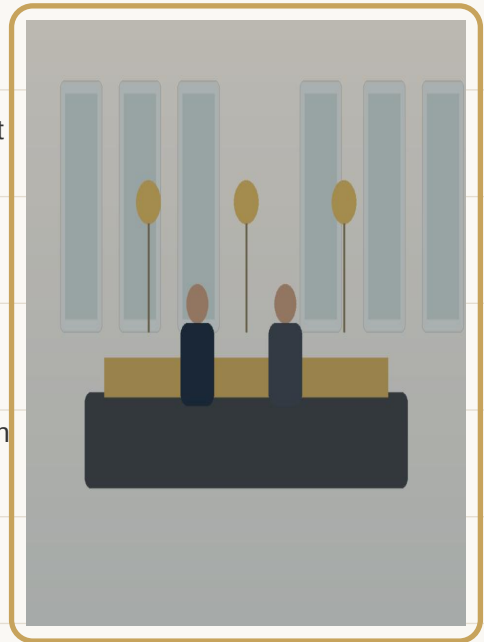
Communication is not merely learned - it is crafted.

The Guest Experience

At Guild Atelier, we believe communication is more than language proficiency. It is the ability to build trust, solve problems, represent a brand, and create memorable guest experiences.

We provide practical communication training designed specifically for hospitality professionals, helping teams communicate confidently and naturally in English with international guests, colleagues, and business partners.

Whether delivered online or on-site, our programs focus on realistic workplace situations and immediate workplace application.



Communication is not merely learned - it is crafted.

Purposeful practice • Meaningful feedback • Authentic human connection

What We Offer

1 Guest Excellence

Welcoming guests, check-in/check-out language, telephone etiquette, recommendations, and natural upselling.

2 Complaint Recovery

Active listening, empathy language, professional apologies, de-escalation, solutions, and follow-up.

3 Meetings & Briefings

Shift handovers, team updates, clarifying tasks, reporting problems, and leading discussions.

4 Presentation Skills

Hotel presentations, sales pitches, storytelling, slide delivery, and confident Q&A; handling.

5 Sales & Negotiation

Corporate accounts, travel agents, event clients, vendor conversations, and persuasive language.

6 Cross-Cultural Communication

Western guest expectations, professional small talk, building rapport, and adapting communication style.

Signature Program

Communication for Hospitality Professionals

Six-week professional development series

1

Welcoming Guests
with Confidence

2

Complaint Recovery
and Service Excellence

3

Cross-Cultural
Communication

4

Meetings, Briefings
and Internal Communication

5

Presentation and
Public Speaking Skills

6

Practical Roleplays
and Performance Feedback

About the Founder

John M. Hartman

Founder, Guild Atelier

Communication Consultant • Hospitality Communication Specialist

Educational Technology Developer



John Hartman is an American educator, trainer, and communication specialist based in Vietnam. His professional background spans management, food safety leadership, international education, and educational technology development.

Over the course of his career, John has studied, lived, and worked in the United States, Japan, and Vietnam, developing a practical understanding of the communication challenges faced by learners, professionals, and organizations operating in multicultural environments.

Through Guild Atelier, John develops communication experiences that combine coaching, professional training, and educational technology to support learners, educators, and hospitality professionals.

Helping professionals communicate with confidence, clarity, and purpose.



Let's Connect

Hospitality Communication • Professional Communication • IELTS Coaching • Educational Technology

Guild Atelier

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Based in Vietnam • Available online and selectively on-site