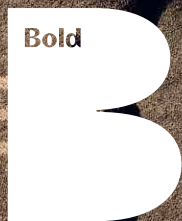


# How to work

**Bold**



A Bold guide.



# Good morning, life!

**Yes, your part of the team!**

**We are stoked to have you within our bold community. This all-in-one guide is designed to inspire, motivate and support you to get the best experience out of your work. From benefits, to values, to future aspirations this book will be your companion. You can rely on this guidebook to support your understanding of your Bold community, who we are, what we represent, what you can expect from us and vice-versa.**

# That's what it is.

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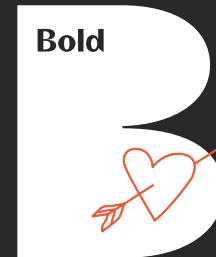
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There is one goal

10

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# An inspiring community

#bettertogether

We're incredibly proud that each one of you brings something completely unique to table, because we wouldn't be Bold without you. Whilst we all play our individual roles, we come together through our purpose and passion to be one unified Bold community. In a community people support, mentor and help each other out. They make each other better. And this is what bold people do, all day every day. For guest and for colleagues equally.

Apropos ...

As a united community, we want to be connected and stay close to each other, so follow us to see what we're up to, get news updates and don't forget to tag us.



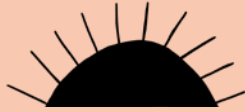
If Bold was a person.

Think of it like this,  
if Bold was a person, it's personality  
would probably look a bit like us.  
Like you. At bold, our community is  
what makes us special. He's Bold,  
she's bold, you are bold.

You have a unique personality,  
you have the gift to bring your  
superpowers to work every day and  
create experiences that matter.  
You help creating memories and  
untold stories, that will always  
be remembered.

So, if Bold was a person.  
It would be you.

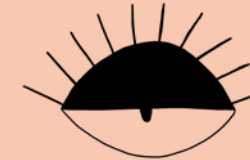




### Mission

As a Bold community, we have one common goal. Our everyday mission is to make people's days bold. Really bold. We want to offer more than just a good night's sleep.

We want to provide inspiration, collaboration and growth to our guests. We give that extra dash of service, so guests can tackle their daily adventures boldly, proudly and focused. And at night, they return to a community of like-minded, easy-going friends. Namely You.



### Vision

The globe is changing, travellers are shifting their requirements and traditional hotels and serviced apartments are old news. The world desperately needs smarter solutions for this homely, business/living hybrid demand – that's where we come in.

We want to be the first place that comes to mind when you think of edgy, sustainable, home-office-hotel living. We want to be that ultimate blend of professional and pleasure, like your stylish best friend's city apartment.

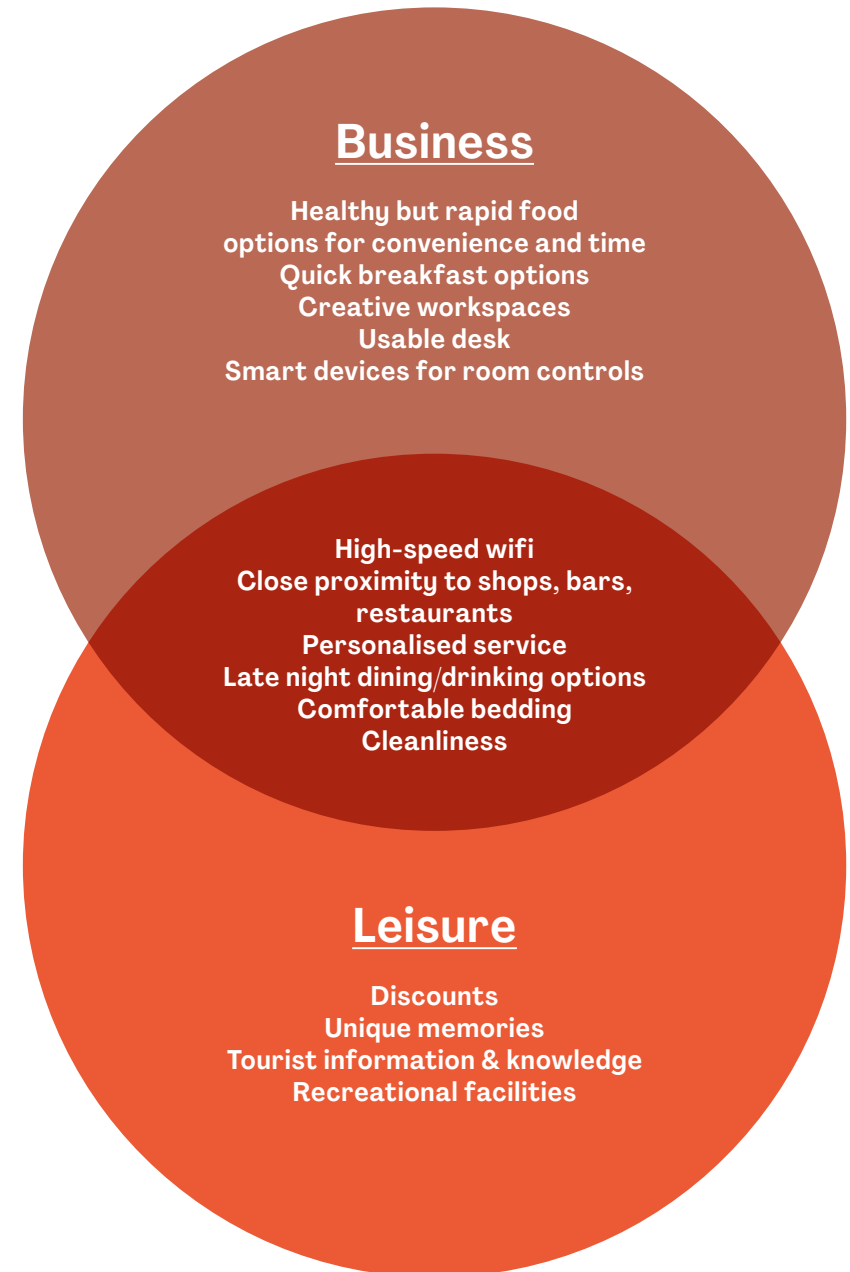
Every property provides a fun social structure that allows travellers to easily get rooted in the local scene. And most importantly, we want our staff to live and breathe our innovative and flexible culture.

# The Spirited Traveller

## A home for dreamers

**Bold is optimally suited for people living and working in a city for a few days to several months. Bold offers the international travelling professional – the global nomad – a home base with homely studios and apartments, as well as social spaces to work, sleep, play and meet.**

**We exist to serve the needs of the dreamers and darers, the adventurous and the audacious (we call them spirited travelers). Our guests take on their challenges head on, embrace opportunities, dream big, and achieve bigger.**











Frankfurt, Taunus

# Bold Campus



## Bold Campus is everything at once.

A bridge between urbanity and nature, somewhere between inspiration, relaxation, and pleasure near Frankfurt. Surrounded by the blissfully beautiful Taunus, it is a place for innovative business, exciting parties and fascinating get-togethers. Spread across six buildings, 218 hotel rooms and over 40 flexible event locations offer countless possibilities. From MICE to Co-Working, from Business to Festival – work, play, pleasure. Bold Campus also offers two Restaurants and a Bar & Eatery with healthy, regional and extraordinary choices.

-  Ölmühlweg 65
-  6 houses
-  218 rooms
-  40 event rooms
-  3-hectare park
-  Sauna, steam bath & pool
-  Yoga & fitness
-  20-minute drive to Frankfurt am Main














Munich

## Bold Munich Zentrum

**Bavarian cordiality meets laid-back charisma.**

Here, life happens somewhere between the rooms. At breakfast, around the bar and in our spacious patio with its Urban Garden. Joie de vivre, as it should be. Outside, Munich's city life beckons with big plans. Theresienwiese, sight seeing, restaurants, boutiques and bars, insider tips on top. And then? Find tranquillity and retreat into our cosy rooms. A good night's sleep to kickstart your day.

-  **Lindwurmstraße 70A**
-  **85 rooms (majority with balconies)**
-  **Daily breakfast**
-  **24/7 Bar**
-  **Urban garden**
-  **Contemporary living & long stays**
-  **5-minute U-bahn ride to Marienplatz**








B

Munich

## Bold Munich Giesing

**Cosmopolitan zeitgeist and a Bavarian heart.**

Giesing, a lively district where yesterday, today and tomorrow collide. All day. Evenings at our bar with drinks and tunes, or tea on our rooftop terrace in the Urban Garden. Full of life, good times. Rent a bike and explore the area, ride to Munich trade fair around the corner or the stadium for a TSV 1860 Munich game – Bold Hotel Munich Giesing is in good company, both professionally and privately. And then? Sleek lines, warm tones, cosy materials, and playful details create space for a peaceful night's sleep.

-  **Aschauer Str. 12**
-  **142 cosy rooms, some with balcony or roof terrace**
-  **Daily breakfast**
-  **24/7 Bar**
-  **Urban garden**
-  **Hotel home office & local Munich lifestyle**
-  **20-minute S-bahn ride to Munich trade fair centre**












Frankfurt

## Bold Frankfurt Messe

### Fresh Air, fresh Mind.

Bold Frankfurt Messe boasts a prime location in the emerging Gallus district, full of warehouses and factories, that are now theatres or venues for music and culture. Our apartment hotel in Frankfurt is the ideal springboard to the lively metropolis. Temporary homes are a way of life in Frankfurt and we make it as comfortable as possible. For overnight guests or long-term tenants. Just like home, only better.

-  **Idsteiner Str. 15**
-  **91 rooms**
-  **Daily Breakfast**
-  **Bold bar & eatery**
-  **Urban garden**
-  **Modern design & metropolis adventures**
-  **11-minute walk ride to Frankfurt Messe Trade Fair**

Germany

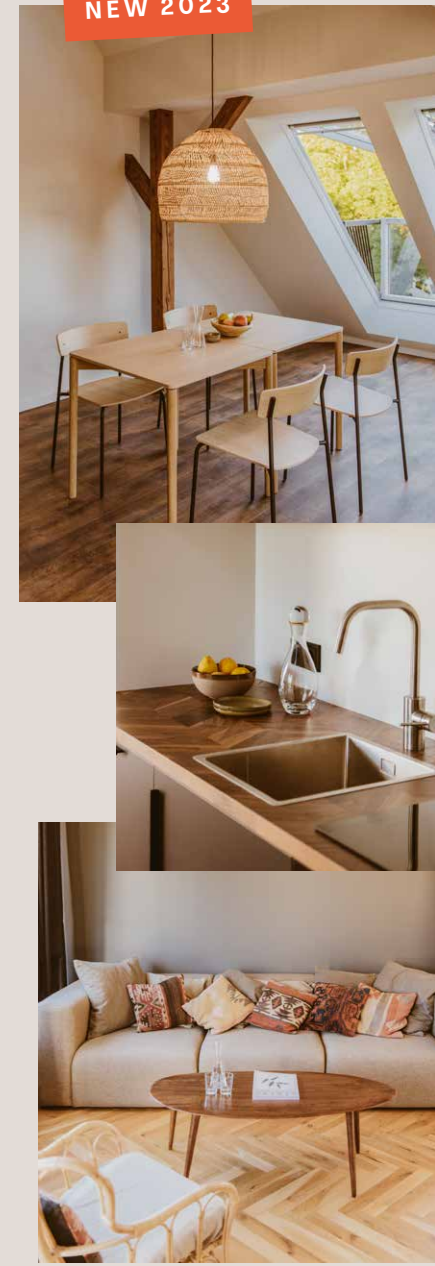
## Bold Living & Bold Studios

### Stay one night, a week or a year – Bold has your lifestyle covered.

We conveniently provide Single Studios, entire apartments or shared flats for like-minded city-hoppers all over Germany. Our Bold Studios are ideal for digital nomads that prefer to come and go as they please, with online check-in, a code-locked door and maximum flexibility. For stays over 6 months, Bold Living and Co-Living are the go-to options for expats. Here you can choose between a single room in a shared apartment or an entire flat. Both come with a great network, extra services and maximum comfort.

-  **Mannheim, Frankfurt, Hamburg, Berlin, Munich and more**
-  **Short or longstay**
-  **Kitchen and kitchenette**
-  **Cleaning service**
-  **Concierge service**
-  **Co-living matching**
-  **Fully equipped**

NEW 2023





# Who's the daddy – Morten Group Corporation

## How & when was Bold was born

Morten Group GmbH has been providing accommodation options for just about every need and purpose, from rentals, to homeless shelters, to boarding houses. But Morten realised there was an untapped gap in the market and they wanted to fill the niche for nomadic living with a special solution – and so the Bold Hotel brand was born.

The first hotel to start welcoming entrepreneurs, nomads, city breakers, lovers, and business teams was Munich-Giesing back in 2013. Two years later, came Bold Frankfurt Messe in 2015 and shortly after came Bold Munich Centre in 2016. Our success stories didn't stop there – Bold Campus was officially launched in 2021.

Check out the Morten Group Website to find out more about our head company!





# Core Values

These values define what we do. They shape the way we work, we communicate and the kind of services we want to provide to the world.

## Appreciation

Recognising others values, believes, and identities as equal and important.

## Collaboration

If you want to go fast, go alone, if you want to go far, go together.

## Growth

Perfect doesn't exist, we are constantly evolving to become better at what we do and striving to be the best version of ourselves.

## Inspiration

We provide a variety of different perspectives, spaces, culture and art to inspire input from everyone.

## Inclusiveness

Equality is our key value. We support and include anyone, regardless of their orientation, identity, believe, heritage or abilities. We speak up against discrimination, abuse, or anything that is unethical.

## A sense of community

We believe in supporting our community, the planet and humanity – we are all connected as one.

## Sustainability

We accept corporate social responsibility and implement sustainable practices to protect mother earth and her inhabitants. We're always working on making better choices.

# Promises are there to keep

## Our promise to you

Your workplace is a safe environment with all the tools to support you and help you succeed in your role. Where adjustments need to be made and flexibility is desired, we are committed to finding the right solution for any situation.

## Our promise to our guests

Fair-priced, smart-designed, creative spaces with positive staff that are attentive and make each guest feel welcomed, valued and empowered. The guest experience should be nothing short of inspiring, welcoming and heartfelt.

### Your promise to Bold?

This can be a secret or feel free to share it with your colleagues and/or manager.

.....

.....

.....

.....





**There's no "I" in team**

It may be a cliché but it still holds true today. By working as one unified team we are in the strongest position to provide an outstanding hospitality service and a desirable place to work.

# Leadership & Collaboration

**Walking the talk.**

All leadership teams at Bold encourage collaboration, responsibility and ownership for all community members. We are all equals, regardless of our position. Our leadership teams understand their responsibility to foster open communication and create a constructive feedback culture. We need each other – we need your ongoing contribution, and we know you need our continual support. Please do never hesitate to communicate your needs, worries or suggestions. This way, we will only get better and create something outstanding.



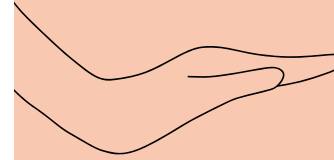
she's **Bold**

# Your Bold benefits

Let's cut to the chase.

The moment you've all been waiting for – let's talk about your benefits. We want to reward your hard work, drive and devotion to making Bold the truly unique place that it is.

Beyond supporting you throughout your day-to-day tasks, Bold is dedicated to helping you grow in all aspects of your life. We want you to feel at ease, comfortable and confident both inside and outside the workplace and we aim to do this through the following benefits.



- **Open, transparent and valued communication**
- Flat hierarchy
- **Individual career plans**
- Training and workshops
- **Stay at all Partnerhotels for a reduced rate with Personights**
- Flexible working models, times and locations
- **We collaborate with JobRad to your advantage**
- Insurance subvention
- **Subvention to public transport**
- Optional housing
- **Subsidised meals at work**
- Your voice, ideas and input is welcomed, influential and potentially implemented







# Rules worth following

1. Being approachable is a must
2. Your voice matters, so speak up
3. Be respectful at ALL times to guests and other staff
4. Tell us about your ideas
5. Take pride in who you are & what you do
6. Stay aware and be attentive
7. Your language and tone speak volumes – use them wisely
8. Honesty is the best policy

9. No matter the situation, be polite and keep your cool

10. Guests are our friends, so use first names

11. And please don't forget: Have fun!



# Let's get down to business

When it comes to the day-to-day performance, handling of specific issues, the nitty gritty of how Bold runs (the 'operations'), we need to all be singing from the same hymn sheet.

## Dress code

All black everything. It is as simple as that. Keep your style, wear what you feel comfortable in, but make it black and bold. For details please see the Bold Styleguide.



## Complaint handling

To put it short: First, listen, then understand and finally, take action. Mistakes happen, and that's okay. Sometimes it's not a mistake but an unpleasant inconvenience, this means someone isn't happy. It is our house, brand and job, so we do our best to make that unhappiness disappear.

### There are three simple steps to follow:

1. Listen & Understand. Ask what, when, where, who and why?
2. Show your concern and your willingness to act. Say: „I understand, and I will take care of this.“
3. Report and take action: If it's something you can solve right away, do it. Don't wait. If it is something you need to discuss with a manager, don't wait. Act quickly and thoroughly. And last but not least, always keep notes, review, and share your learning.



## Service quality

Bold is where professionalism meets „Easy, peasy, lemon squeezy“. Yes, you read that right. Think about this: How can I make my guest's day a little easier, a little sunnier, a little sweeter, or a bit more inspiring. What is that little extra thing that I can do? This may be by holding a door, organizing a necessity for them or sharing an apple. It's up to you. If it works, they are happy; you are happy, we are happy.



## Commitment

Commitment means taking your tasks seriously. It means giving it your all and trying to be better today than yesterday. It also means that a task is yours until it is done. You need to follow up, check and check again until it is perfect. We are all committed to making bold not only a great place to work but a great place to stay, live and grow. And we rely on you to take on this responsibility as well.

## Flexibility

If you look up flexibility in the dictionary, you will probably find an entry about the hospitality business. In our job, we never know what will happen tomorrow. We might not even know what happens later today. So there is this golden rule we all follow: Maximum preparation loves maximum flexibility. It means that you need to be super organised and highly thorough in your planning (always have a plan b, c and e) and make it easy to switch gears. It rains at your summer BBQ? Cool, we know you have an inside version ready.

# Written & Verbal Voice

## What is tone of voice?

Tone is more than just the words we choose. It's the way in which we communicate our personality in both written and spoken form.

## Where do we use it?

In all communications – emails, social media, newsletter, stories, brochures – but also at our receptions, our corridors, our bars and restaurants. Basically everywhere.

## Why does it make difference?

For two main reasons – consistency and identity. The way we talk to guests is unique to us and reflects our brand persona. We talk to guests in an informal but polite way that makes them feel at home when staying with us. By maintaining the same authentic voice throughout all communications, we establish Bold's identity in our guests' minds.

## Who needs to echo Bold's voice?

Every person working in or with our organization should use the brand voice and content style guide.

# Do's & Don'ts

There are different tones that exist within our singular voice, but there's a common thread between the various examples listed below that keeps our communications consistent. The way we sound to our guests is just as important as how we look. So, here's our definitive list of what we are, and what we are not:



## Our Voice, always ...

- Surprising & fresh
- Full of contrasts
- Smart & Influential
- Approachable
- High Energy & Courageous
- Soulful & caring
- Brave & Adventurous



## but never ...

- Polished
- Traditional
- Disrespectful
- Expert
- Complicated
- Educating
- Over-Selling

## Our Tone, always ...

- Playful & Heartfelt
- Smart & Clear
- Crisp & Simple
- Cheeky
- Positive
- Honest & Humble
- Warm
- Inclusive

## but never ...

- Serious or formal
- Political, lyrical
- Abstract, complicated
- Negative
- Polarizing
- Romantic
- Ironic

# Hallo



There is one Bold signature rule that we have regarding language. Can you guess?

**Correct! We are all on a first-name basis.** Even when speaking with a guest, colleague, or even your manager's manager. In German, please use „Du“ when communicating. This is fundamental to how we operate and our tone and makes us unique as a hotel and employer.

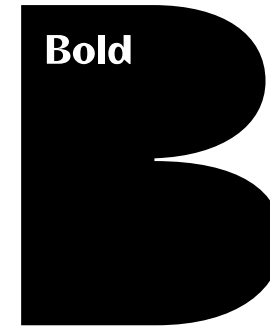
# Corporate Design

When we say ‘Bold’s corporate design’ we’re referring to visual elements of our brand, like colours, logos, language, typography, and design. This is a crucial part of establishes our look and distinguishing Bold in travellers’ minds. Our visual and linguistic positioning influences how people think and feel about Bold – so we want to get it right.



## Logo

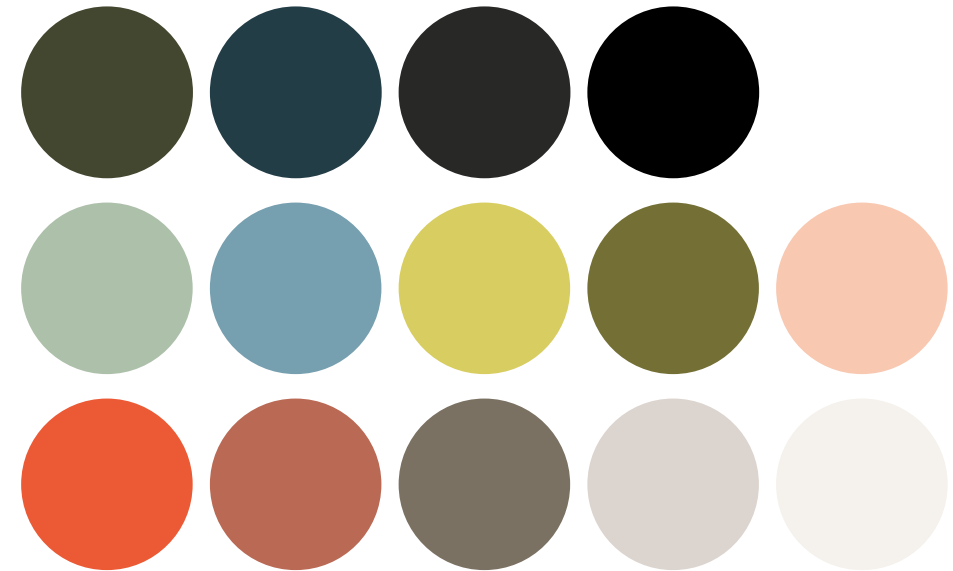
# Bold



## Font



## Colors



# Bold's dreams

Just like the ambitious guests that call Bold home for a period of time, we ourselves have our sights firmly set on the future. We recognise there's lots of room for improvement and that's why we're striving to turn the following dreams into reality, with your help.



### Unlimited options

When it comes to living – we've got rooms, suites, studios, flats, apartments, and even a huge campus so our guests can opt for whatever accommodation suits their lifestyle and budget.

When it comes to eating – we offer organically sourced meat products, vegan options and taking our dining options in the plant-based direction.

### Sustainability champions

This is not just a hot topic, this an environmental obligation that we all feel and is one of our defining values. We're implementing strategies to be kind to our planet and people, like producing honey from bees that live in our Urban Gardens or offering pre-portioned items to reduce food wastage.



B



### Standardized but unique

Whilst we celebrate everyone's differences, we want guests to feel like they are coming to the same home – whether it's in Munich, Frankfurt or Bold's Campus. To keep a high level of consistency across our properties, we ask that everyone plays by the same rules e.g. follow the black dress code, address everyone in 'du' form, etc.

### Keep it local

Paying homage to the charm that each season brings and the local ingredients – menus are not only delicious, but also good for our carbon footprint. Our focus is using only ingredients that are sourced regionally.

As you know Bold better than anyone, we would love you to be our eyes and ears in establishing communal goals for making our future brighter and bolder. Drop your ideas below and share them with your manager.

.....  
.....  
.....  
.....  
.....

# Reflect, write, repeat

We're almost at the end, so we want to give you the personal space to reflect, write and repeat. You should treat this page like your professional diary where you can fill it with your likes, dislikes, doodles, goals, expectations, challenges, dreams and anything else that comes to mind. This is meant to be revisited time and time again, because your growth and development never stops.



Likes

.....  
.....  
.....  
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.....



Dislikes

.....  
.....  
.....  
.....  
.....



Proud Moments

.....  
.....  
.....  
.....

**Favourite Bold memory**  
.....  
.....  
**What was your biggest success so far**  
.....  
.....

**Expectations you have from Bold (share these with your manager).**

# Professional dreams

My dream job is

.....

In one year, I see myself

.....

In five years, I see myself

.....

What steps do I need to take to achieve these goals

.....

On a scale of 1 – 10, 1 being the lowest, 10 being the highest, how much have you ....

- Stepped out of your comfort zone .....
- Developed your hospitality skills .....
- Opened your mind .....
- Supported your team .....
- Felt appreciated .....
- Improved yourself .....

Skills I want to develop

.....

Tick it off as you achieve it.

- Made a guest smile
- Passed my probation
- Made a friend a colleague (got someone to work at bold)
- Made someone's day
- Celebrated my first year at Bold
- Helped a colleague who was struggling
- Got promoted
- Visited all of Bold's hotels
- Broke the rules
- Overcame a challenging situation
- Made a best friend at Bold
- Saved someone's life



# Bold's ABC

Not quite the Oxford dictionary, but close is **Bold's ABC** – this dictionary is like our verbal DNA and as one of the **Bold family**, we want to keep you clued up on our buzzwords. So, we hope you enjoy a little bit of light bedtime reading with our dictionary.

Oh, one last thing – we've highlighted our favourite word from each letter. Enjoy!

## A

**Attentive:** With so many things happening all at once, it can be tricky, but it's vital to keep your eyes open, your ears sharp, and your senses aware at all times.

### Aidenbachstraße 54:

This is Morten Group GmbH's headquarters where HR, Sales and Architecture make magic happen.

**Amenities:** Toothpaste, soap, bathrobes etc., are the homely details that make our guests feel at home. These should be available at the front office at all times.

**Appearance:** Did you know first impressions are made in the seven seconds – we want it to be a good one, so make sure you're looking on point and following our dress code.

**Approachable:** Guests, managers and colleagues should all feel comfortable enough

to approach you, so do what you need to make yourself an approachable person.

**Aschauer Str.:** The place to be for a good night's sleep is Bold Hotel Munich Giesing.

**Ask:** If you need clarity, don't know something or have a request, just ask! And if you are asked something you don't know, never answer with „I don't know“, say „I will find out for you.“

**Atmosphere:** It's the vibe – music, light, temperature, sounds – it all contributes to the guest's memories and experiences.

**Authentic:** You are yourself, and we love that about you! Don't try to be something you're not. Just keep it real.

## B

**Bar:** A wide selection of specially curated cocktails to be tried and tested at Bold Bar.

**Body language:** You don't only talk by moving your mouth. Keep an eye on how you behave and think about how your body language can positively and negatively affect others.

**Bold:** Reread this whole guidebook again for the best definition.

**Booking:** Keep the booking process as simple and streamlined as possible, remembering the best deals are on bold-hotels.com.

**Booze:** Drinks are fun, not during work, though.



**Breakfast:** Fresh bread, healthy juices, creamy porridges, and fruit bowls make our breakfasts the best way to kick start the morning.

**Business:** We are a business, so we understand that other business professionals need a creative, flexible, multi-functional space to perform their best.

## C

**Calm:** Easier said than done, but try and stay cool as a cucumber – your life will be smoother.

**Campus:** Designed for MICE business, this huge Campus in Königstein is the ideal area to meet, network, rejuvenate and retreat.

## B

**Casual:** Keeping things easy and breezy but still professional always.

**Chaos:** This is something we want to avoid, but if it happens occasionally. Try to find the calm in the chaos.

**Check-in & out:** Let's keep these as simple, stress-free, and straightforward as possible. Always with a smile.

**Children:** will be tomorrow's new leaders, but Campus follows an adult-only policy.

**Complaints:** Take a look at page XX for more information.

**Communication:** The key to successful teamwork is excellent communication! It allows us to share, receive and understand information accurately and quickly.

**Commitment:** Your role requires a certain level of dedication and willingness to go the extra mile. We hope you are committed to your job, team, and guests like we're committed to supporting you.

**Conflict:** No bad vibes, please! While disagreements and differences of opinion are natural, we want to avoid any disputes between staff or guests. If you need help, reach out to your manager or someone you think can help at Bold.

**Creativity:** One of the most important things you can bring to work and your team is a creative mindset. We want you to show us this, and we're always open to hearing your ideas because Bold is designed for creativity to flourish.

## D

**Database:** We must keep our database organized, so take the time to make sure information and guest data are added correctly.

**Deliver:** Don't just promise. Deliver!

**Development:** From day one, you'll start and continue developing yourself, your knowledge of Bold, your skills and your career.

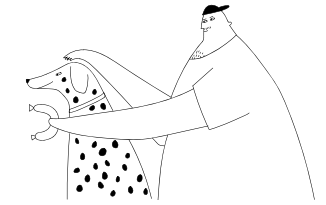
**Digital:** Digital is the way forward. So we are digitalizing our processes and systems where we can. For example with a self-check-in solution.

**Dinner:** The time where conversation, laughter, new moments, past memories and great food and drinks are shared. Remember, only clear a table as soon as all guests have finished eating.

**Discrimination:** Bold will NOT tolerate any kind of discrimination.

**Disinfection:** Now more important than ever, we ensure that surfaces and high touch points are thoroughly disinfected. Don't forget to regularly disinfect your hands.

**Diversity:** We embrace diversity and inclusion. We have colleagues from 27 different countries, while 60% of our leadership is female. This makes Bold a more exciting and stimulating workplace and brings other points of view to the table while fostering a spirit of communication, collaboration, and care, where everyone's opinions and thoughts matter.



**Dogs:** Furry friends are always welcome at Bold for a little surcharge.

**Dress code:** We don't want you to wear anything you're not comfortable with, so bring your own style to work. Just keep in mind that our dress code is black and chic. For more info or guidance, see the complete dress code guideline.

**Du:** Let's keep things friendly and on a first-name basis, so address each other and guests in 'du' form.

## E

**E-cars:** We support sustainable ways of mobility. Therefore we have electric vehicle charging outlets available for you and guests on Campus.

**Employee:** We wouldn't be Bold without you – you're an intrinsic part of Bold's success, and we value all your hard work, dedication and contribution. Thanks for being you!

**Events:** Bold Campus is the hero here with super exciting and fun events like wine tasting, show cooking, yoga sessions, kitchen parties, mediations, sound baths, boot camps, motto parties and many more.

**Equality:** Bold is an Equal Employment Opportunity employer that proudly pursues and hires a diverse workforce. Bold does not make hiring or employment decisions based on race, colour, religion or religious belief, ethnic or national origin, nationality, sex, gender, gender identity, sexual orientation, disability, or a person's age.

**Experience:** Not only do we want guests to have outstanding experiences, but we also want you to enjoy your job and create memories that you will cherish.

## F

**Failure:** It happens, and that's ok because every failure is a step to success. No biggie! If something doesn't work out how you intended, or you fail to do something correctly, just use it as a learning opportunity.

**Feedback:** Giving feedback is essential, but receiving feedback is even more. We want you to grow and become the best version of yourself, and you only do that by openly accepting input from others. For example: Check our online reviews and try if you can find your name in a positive comment. Yes? Well done!

**Fitness:** Staying in good shape is vital for the body and mind, so Bold's Campus has a gym on-site with personal training options. In Frankfurt and Munich, gyms are located near all our hotels, so you and

our guests have plenty of fitness options.



**Food:** Bold food is farm-to-table, regional and plant-based.

**Flexibility:** Being adaptative to the situation is something we all need to do to keep harmony. Sometimes we must act quickly, help others and react to a change in circumstance with compassion and flexibility.

**Friendliness:** Being kind, friendly and hospitable are characteristics we expect everyone to have and ensure we treat each other and guests in a pleasant way at all times.

**Front desk:** This is the place where most guest interactions happen. If guests need anything from anywhere, the front desk will be their first port of call.

**Fun:** is an important feeling and experience to make work and life easier.

## G

**Garden:** Our urban gardens are home to bee houses, herbs and idyllic spots to relax.

**Green:** Going green is about making more environmentally

friendly decisions like reducing, reusing and recycling. Taking ecological decisions and living eco-friendly lifestyles can help protect the environment and sustain its natural resources for current and future generations.

E.g. if guests don't need their room cleaned daily, a fixed sum will be donated to an environmental charity.

**Growth:** Bold is continually growing and evolving – that's what makes us constantly improve – and we want the same for you. Change is inevitable, and we will support your personal and professional growth in whatever way we can.

**Guests:** Without guests, Bold wouldn't exist, so they are our top priority. Let's ensure our focus is on giving guests high-quality service, excellent treatment and beautiful experiences.

## H

**Handicapped:** If someone has a condition that restricts their ability to function physically, mentally or socially, please do everything you can to help them.

**Hands-on mentality:** There's no time like the present, meaning we need to act effectively, rapidly and practically to complete tasks or resolve situations.

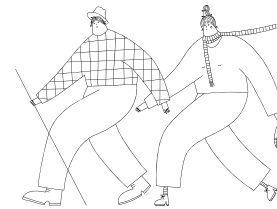
**Harassment:** Bold will not tolerate any harassment or disrespectful treatment. If you see something that's not right, please speak to your

## B

manager or someone you trust at Bold.

**Helpful:** Be willing to give a helping hand wherever needed and to whoever needs it, simple as that!

**Hiking:** It's in our nature to love the outdoors, and right at our Frankfurt doorstep is the Taunus mountain range, where you'll find up to 8000 km of hiking trails.



**Host:** We must be great hosts, and you are part of making the guest's experience an unforgettable one.

**Housekeeping:** Our House-keeping team do a fantastic daily job keeping our properties clean, safe and aesthetically pleasing. Shoutout to our brilliant housekeepers!

**Hygiene:** Ultra-important! Keep your workplace clean. If you use something, tidy it away and wash your hands regularly.

## I

**Ideas:** We want to hear them!

**Idsteiner Str.:** Home to Bold's Frankfurt Messe Hotel.

**Inclusiveness:** Bold embraces and celebrates diversity, inclusivity, and equal opportunity. We're committed to building a community where

everyone is represented equally. See Equality.

**Inspiration:** Bold is a source of inspiration for guests and staff alike. It can come from anywhere, at any moment, so keep your eyes, ears and minds open.

**Improve:** There's always room for improvement, so we welcome feedback from staff and guests. Check our online reviews and openly ask for feedback!

## J

**Joke:** It's great to laugh and keep the working atmosphere, but please don't make jokes at someone else's expense.

**Jewellery:** Jewellery is acceptable to wear if hygiene regulations allow. Nonetheless, please keep it subtle.

**Jam:** The jam served at Campus is made by our very own chefs and comes in many different delicious flavours.

**JobRad:** Lease a bike through us and receive up to a 40% discount. Check with HR and hop on!

## K

**Karma:** Even a small act of kindness can have a profound impact, so be kind to people and the planet and they will be kind to you.

**Kitchen:** Some of our Boldspaces come with a

kitchenette that fits the basic needs of our guests. Our Bold Campus kitchen creates tailor-made culinary experiences that delight the senses.

**Knowledge:** They say knowledge is power, which couldn't be more accurate in the hospitality industry. We must have local knowledge to help our guests navigate their stay and cultural awareness to be respectful to people from different cultures.

## L

**Like:** We hope you love us, but if you only like us, at least follow us on our social channels.

**Long stay:** Many of our guests are digital nomads and want to call Bold home for longer than a weekend, so we've got special rates for longer-term guests.

**Love:** is probably the best feeling in the world. And we have a lot of it. Love for people, our planet and our profession.

**Language:** The more, the better! We're an international brand, but our primary language of communication is English. We also use German where appropriate.

**Laundry:** All hotels are either equipped with laundry rooms or a laundry service is available.

**Leadership:** No matter which position or rank you work in, we work as equals within a team and follow the principle of flat hierarchies.

**Local:** With sustainability and regionality at the top of our priorities, the food ingredients we offer and cook with are locally sourced to ensure we bring value to local communities.

**Lindwurmstraße:** Home to Bold's Munich Centre Hotel.

## M

**Music:** Bold beats help guests relax and make the work atmosphere more enjoyable.

**Mistakes:** No big deal, they are going to happen. Everything is peachy as long as we react correctly and learn from our mistakes.

**Mental health:** This is something that we all need to look after, manage and protect. We aim to provide a work environment that boosts mental wellness, but if you need additional help, please reach out to your manager, and Bold will ensure you are supported.

**Meetings:** Bold's properties are great venues for guests to have meetings, but at an internal level, meetings with your team are vital for catching up, reviewing goals, problem-solving and ensuring everyone is feeling happy and on track.

## N

**Nature:** Mother nature keeps us alive and provides enjoyment, so we as a business and

as individuals need to do what we can to protect her.

**Notes:** Taking notes is always a great idea! Guest information should be noted down correctly, and handover notes improve the workflow for staff next on shift.

**Netflix:** All of Bold's rooms come with smart TVs that have Netflix. Watching a good series or movie can be the perfect companion for a night in.

**Neighbourhood:** Guests expect us to have local knowledge of good bars, restaurants, shops, events, transport and information on the surrounding areas, so make sure you're in the know and we don't disappoint guests. Please check our website's neighbourhood pages.

**Name:** Remember the first names of your guests and refer to them by that name, that is authentic, personal and nice. And if your name appears in a positive review, you've made the perfect impression. Keep it up!

## O

**On-time:** Showing up on time tells other people you are dependable and makes things run more smoothly. Being punctual (a little early) gives you a few minutes to collect your thoughts, review your materials, and get ready to take on the day.

**Ownership:** Ownership is about taking the initiative to

manage and complete a task rather than waiting for others to act. Why not take responsibility for driving something forward and add that to your list of achievements?

**Overtime:** If you end up doing overtime, note it and let your manager know.

**Organised:** Staying organised is the key to success. We like to keep things tidy and managed professionally because a lack of organisation leads to chaos and confusion.

## P

### Personal pronouns:

Acknowledging and using a person's correct pronouns fosters inclusion, makes people feel respected and valued and affirms their gender identity. These might be he/him, she/her or gender-neutral pronouns such as they/them. Please: Such a simple word but makes a world of difference.

**Politeness:** Being polite doesn't cost anything. It just makes the world a better place so let's ensure we are courteous in all our interactions and communications.

**Politics:** Everyone is entitled to their own views and opinions, but in general, it's advised to not discuss politics to keep the peace.

**Parking:** We offer paid parking spaces for our guests in Munich. There's a free car park for employees and guests at Bold Campus.

## B

**Plant-based:** The majority of our food concept centres around plant-based produce.

**Payment:** Guests can pay using cash or digital payment methods, which can be done before or upon arrival.

**Privacy:** We value and protect our guests' and employees' privacy.

## Q

**Quality:** We're focused on delivering a premium service that leads to high guest satisfaction. Our brand personality and approach are crucial to providing excellent service quality and keeping guests wanting to return.

**Questions:** It's simple, ask any question you have.

## R



**Restaurants:** Bold Campus has two restaurants.

Reception: see front desk

**Revenue:** This is what keeps our business alive. Our revenue team at the head office sets prices and keeps the business in the black.

**Religion:** Same as for politics – we accept all, but

no discussions, please. We want to keep the peace.

**Relationships:** We must treat each other and our guests like friends. That's why we're all on a first-name basis.

However, be aware that we're all professionals at Bold, and guests should not be more than friends.

**Rules:** While Bold prides itself on being flexible, we have a few rules we expect everyone to play by (see page 40).

**Rates:** Our rates change daily, and the best deals can be found on bold-hotels.com.

## S

**Smoking:** Our properties come with designated smoking areas, but please remember in the hospitality service, we need fresh smells and clean hands. You should never be smoking within sight of a guest.

**Smile:** We all smile in the same language, and it's contagious, so do it when you can.

**Safety:** Keeping you and our guests safe is our number one priority – so please ensure our health & safety measures are applied and followed at all times.

**Solution:** One of the best traits you can have is being solution-orientated. It doesn't matter who's a fault it is or what's happened. Just look for what can be done to make it right.

**Sustainability:** Being sustainable is one of the top brand values, and it's something

we take very seriously. As a result, Bold is involved in many local and global projects to support sustainable principles.

## T

**Team:** Together, Everyone, Achieves, More. Simple!

Tone: Your tone makes a huge difference (see pages 44 – 47.)

**Trust:** This is a fundamental element of a successful team; without it, we can't function properly. We must trust and have faith in our team, so everyone feels safe and comfortable in their workplace.

**Taunus:** Our green backyard. In contrast to the hustle and bustle of Frankfurt, the Taunus mountain range serves as the green backyard of Bold's beautiful Campus.

## U

**Unique:** Bold is proud to be unlike any other hotel – our attitudes, perspectives, principles, values, mission, vision, approach, personality, and identity give us a unique set of DNA which everyone within the Bold community has.



**Upgrade:** If a guest is unsatisfied or you feel that we should provide a gesture of goodwill if there is availability, you may be able to offer guests an upgrade. We never downgrade anyone in any sense of the word.

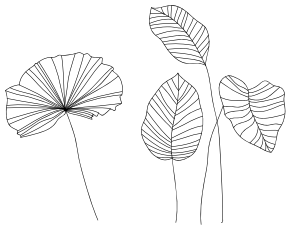
**Upselling:** This sales technique gently invites guests to purchase more pricey items, upgrades, or other add-ons to generate more revenue.

**Umbrellas:** For those unexpected downpours or rainy days, we've got umbrellas at reception for our guests.

## V

**Values:** Anyone within the Bold community should know and understand these.

**Violence:** It should be obvious, but just for clarity, no violence (physically or verbally) will be tolerated.



**Vegan/Vegetarian:** One of our core values is being plant-based; therefore, many of the food options on our menus are vegetarian or vegan.

**Video:** Our hotels use video surveillance to ensure everyone on the premises is safe.

## W

**Welcome:** Every guest should be welcomed warmly and politely because nothing is as welcoming as a friendly smile.

**Walk-ins:** Sometimes people spontaneously decide to stay with us, and that's great!

**Waste:** Reducing our waste is something we're actively working on. The less waste, the better, and we're proud to be taking steps to reduce how much waste we produce – we hope you support us in our efforts and take the time to do the same wherever and whenever you can.

**Website:** [bold-hotels.com](http://bold-hotels.com) – that's us. Check it out, familiarise yourself with our product offerings and enjoy our stories.

**Wellness:** Bold's Campus is excellent at offering guests wellness experiences. That's why our wellness area features an indoor pool, a sauna and a steam room.

**Wiki:** Got questions? Check out our Morten Group Wiki resource centre for information.

## X

**Xenia:** Originating from the ancient Greek concept of hospitality which translates to guest-friendship or respect offered from the host to the guest – that's us!

**X-Factor:** You are what it takes! Bold people got the x-factor to create journeys worth remembering and unforgettable moments for guests.

## Y

**Yesterday:** Stays yesterday, where it belongs. We live for today.

**Yoga:** Bend, stretch, and stay in great shape at our Bold Campus, which offers yoga sessions.



## Z

**Zeitgeist:** Capturing the essence of now.

**Zentrum:** German for 'central', Bold's München Zentrum is the ideal place for city breakers and digital nomads wanting to explore Munich city from a convenient location.

# Bold

**Bold**