ONE CONVERSATION. USEFUL NEXT STEPS.

LEAD WITH HOSPITALITY

With Melissa Burce | Pay attention to the person in front of you, anticipate useful help and stay open to a new way of working.

01 UNDERSTAND THE PERSON'S NEEDS

Melissa describes hospitality as treating people well and anticipating what they need. She tries to understand another person's situation and identify how she can help.

SOURCE 10:00-11:04 | Original recording

02 MAKE ROOM FOR REAL CONNECTION

She values meeting in person because she can notice body language and demeanor. The conversation explores how that differs from connecting through a screen.

SOURCE 11:13-12:25 | Original recording

03 LEARN THROUGH A NEW OPPORTUNITY

Melissa distinguishes public speaking, which she knows, from podcasting, which was unfamiliar. She accepted the invitation as an opportunity to try something new.

SOURCE 01:15-01:47 | Original recording

04 EXPLAIN WHERE YOUR HELP FITS

She explains hotel sourcing and contract negotiation and clarifies that her work can support clients and events around the world, beyond South Florida.

SOURCE 02:10-02:38; 09:03-09:23 | Original recording

MAKE THE LESSON USABLE

PLAN A USEFUL CONVERSATION

An editorial worksheet derived from the conversation. This is not a verbatim framework presented by the guest.

THE PERSON AND SITUATION

What do I know about what this person is trying to do?

THE NEED I HEARD

What concern or need did they actually mention?

THE QUESTION TO ASK

What could help me understand their situation better?

THE HELP I CAN OFFER

What useful resource, introduction or service fits that need?

THE NEW STEP TO CONSIDER

What unfamiliar but relevant opportunity could I explore?

THE FOLLOW-THROUGH

What did I agree to do, and when will I do it?

BEFORE YOUR NEXT EVENT

PUT IT TO WORK

Choose a step that fits your next conversation. This checklist applies the episode; it does not promise a business result.

- [ ] Give the person your attention before proposing a solution.
- [ ] Ask about the situation instead of assuming the need.
- [ ] Explain clearly which part of the work you can help with.
- [ ] Choose an appropriate way to continue the conversation.
- [ ] Follow through on the useful help you promised.

SOURCE MAP

10:00-11:04 | Understand the person's needs

11:13-12:25 | Make room for real connection

01:15-01:47 | Learn through a new opportunity

02:10-02:38; 09:03-09:23 | Explain where your help fits

Source times refer to the raw recording and change after production edits. Worksheet and checklist are editorial applications, not a named guest framework. Guest links appear in the resource section. Presented by Speed Networkers.

TURN THE IDEA INTO A CONVERSATION

TAKE THE NEXT STEP

Choose the path that fits you. One useful conversation is a good place to start.

MEET YOUR NEXT USEFUL CONNECTION

Put one idea from this episode into practice at a Speed Networkers event. Choose an upcoming event and reserve your spot.

Find my next networking event >

https://speednetworkers.com/events

SHARE YOUR STORY ON THE PODCAST

Have a real story about a connection, referral or follow-up that made a difference? Apply to join Carlos and Steven as a guest.

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KEEP THE GOOD CONVERSATIONS COMING

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CONNECT WITH THE GUEST

MELISSA BURCE

Explore the guest links shared with the show. Choose the place that works best for your next conversation.

WEBSITE

https://www.conferencedirect.com/

LINKEDIN

https://www.linkedin.com/in/melissa-burce-3ba43a15/