



Louis S. Roden

Keynote Speaker | Leadership & Hospitality Expert | Author of *Everything is Personal*

*Inspiring leaders to build human-centered workplaces
where people thrive and businesses excel.*

Keynote Speaking Series

Everything is Personal: Why Leadership, Service, and Success Are Always Human

In a world where “It’s just business” is often used to justify impersonal decisions, internationally known speaker and author Louis Roden flips the script. In this powerful keynote, he reveals why everything—especially in hospitality and service—is deeply personal. Drawing from decades of global leadership experience, Louis shows how embracing stewardship, building trust, and treating people as individuals—not transactions—drives loyalty, performance, and lasting success. Attendees will leave inspired to lead with humanity, transform their workplace culture, and create environments where people want to spend 80% of their lives.

The EQ Advantage: Mastering Self-Awareness, Self-Management, and Empathetic Leadership

Great leaders aren’t just smart—they’re emotionally intelligent. In this engaging session, Louis Roden unpacks the four core emotions—anger, sadness, fear, and happiness—and how understanding them is the key to authentic leadership. Through real-world stories and practical frameworks, attendees will learn to pause, reflect, and act with intention, turning emotional triggers into opportunities for connection and growth. Perfect for leaders at any level, this talk provides the tools to lead with clarity, compassion, and credibility—especially when it matters most.

The Art of Noticing: How Trained Observation Creates Unforgettable Guest Experiences

What if you could anticipate a guest’s needs before they even speak? In this eye-opening talk, Louis Roden teaches the lost art of observation—a skill that separates good service from legendary hospitality. Learn how to read subtle cues, build instant rapport, and deliver truly bespoke experiences that make guests feel seen, valued, and remembered. Whether you’re in hotels, restaurants, or any service-driven industry, this session will equip your team to elevate every interaction from transactional to transformational.

Credibility & Connection: The Twin Engines of Exceptional Leadership

Leadership credibility isn't just about hitting targets—it's about connecting hearts while executing flawlessly. In this dynamic talk, Louis introduces his Leadership Credibility Model, blending Impeccable Execution (accountability, process improvement, engagement, collaboration) with Emotional Connection (trust, respect, rapport). Through case studies from global brands, attendees will learn how to balance operational excellence with genuine human connection—ensuring that their leadership is not only effective but unforgettable.

Leader as Steward: Caring for Your Team's 80%

What if your team entrusted you with 80% of their waking lives? In this thought-provoking keynote, Louis Roden challenges leaders to embrace stewardship—the intentional care of their people's time, talent, and trust. Moving beyond the old “fair pay for fair work” model, he shows how creating a workplace where people feel valued, heard, and inspired leads to unparalleled engagement, retention, and performance. A must-hear for any leader ready to build a legacy of positive impact.

Our Keynotes Deliver:

- Actionable insights backed by real-world hospitality and leadership experience
- Engaging storytelling blended with practical frameworks
- Customizable content tailored to your organization's needs
- Inspirational takeaways that drive lasting behavioral change

Praise for Louis:

“Louis Roden brings out the most in everyone he works with, taking teams from ordinary to phenomenal. Truly one of a kind.”

—Peter Mack, CEO, Collective Hotels & Retreats

“Even after 30 years in hospitality, I have yet to find anyone more inspiring and passionate than Louis.”

—Daniel Aylmer, President, IHG Greater China

“He will help you believe in all that is possible and is already inside you.”

—Arjun Channa, General Manager, JW Marriott Phuket

Book Louis for Your Next:

- Leadership Summit
- Annual Conference
- Team Retreat
- Sales Kickoff
- Executive Workshop
- Industry Association Event



Louis Roden – Keynote Speaker

Louis Roden has over 25 years of international organizational development, service culture and leadership development experience.

His last corporate role was with Starwood Hotels & Resorts as Director of Organizational Capability, responsible for Starwood's signature global leadership programs as well as the company's enterprise-wide team leadership development and service culture practice.

In September of 2008, Louis founded Inspire Consulting Group, an international consultancy dedicated to leadership development programs, culture development and communication strategies, and exemplary service curriculums.

ICG has worked with a variety of global organizations with a focus on hospitality. Clients include Marriott Hotels (various corporate and regional teams as well as select hotels around the world), Hilton Hotels, InterContinental Hotel Group, Minor Group Thailand (Anantara Hotels & Resorts throughout the world), Wharf Hotels Hong Kong (Niccolo Hotels and Marco Polo Hotels throughout Asia), Miral Group Abu Dhabi (Viceroy, Ferrari World, and others), and other global and independent hotels and restaurant groups around the world.

Louis began his career as an officer in the United States Army. After serving proudly, he moved on to the private sector in various leadership roles before his career at Starwood Hotels. He resides with his family in San Diego and Bangkok.



Contact & Booking

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 *Everything is Personal* available on Amazon