



JIBE HOSPITALITY · THE JIBE METHODOLOGY

# Built on Six Sigma Discipline

*Why our turnarounds are a method, not a matter of instinct.*

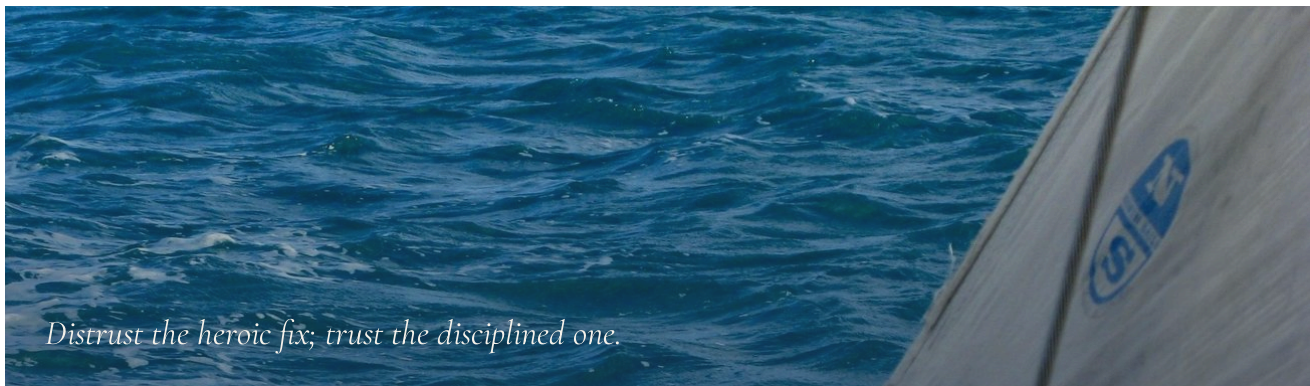
*“We can’t predict the wind, but we can manage the sail.”*

## A method, not a matter of instinct

Jibe's approach to an underperforming hotel is not improvised. It is built on a discipline our founder carried into hospitality from outside it.

That discipline is Six Sigma, earned as a certified Black Belt leading process improvement at a major hotel operation. Six Sigma was developed to do one thing exceptionally well: take a process that is producing inconsistent results and bring it under control with data rather than instinct — removing the variation and the defects that erode quality and margin.

A luxury resort is, in the end, a collection of processes: how a room is cleaned, how rate is set, how a group is sold, how a guest is recovered when something goes wrong. When those processes drift, the asset underperforms quietly, year after year. The Six Sigma method gives us a disciplined way to find the real problem, fix it in the right order, and make the fix hold. Its backbone is a five-step cycle — **Define, Measure, Analyze, Improve, Control** (DMAIC). Translated into hospitality, it is the spine of how we work.



### DMAIC, APPLIED TO A RESORT

## The five-step cycle

### **D** Define · Diagnose the real problem

Most underperforming resorts have a management problem wearing a real-estate costume. We start on the floor — on-site review, guest sentiment, the management agreement — to define what is actually broken, not what is merely visible.

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## M Measure · Manage by data

Daily revenue-management reporting, STR and comp-set indexing, forward booking pace as an early-warning system, and a monthly P&L critique cadence. We measure before we act, and we keep measuring after.

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## A Analyze · Find the root cause

We separate symptom from cause. Falling rate is a symptom; the occupancy doom loop, a leadership vacuum, or an unresolved identity is the cause. Fixing causes is what makes the gains durable.

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## I Improve · Fix in sequence

The order matters more than the size of the moves: leadership and accountability first, then a sound and clean building, then identity, then the highest-return capital move, then the commercial engine. Sequence beats scope.

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## C Control · Make the gains hold

The step most turnarounds skip. SOPs, reporting discipline, preventative-maintenance programs, service standards, and process controls lock in the improvement so the asset does not slide back the moment attention moves on.

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*Six Sigma taught us to distrust the heroic fix and trust the disciplined one: measure honestly, treat the cause, and build the controls that make a good result repeat. That is the difference between a good quarter and a turned-around asset.*

### WHY IT MATTERS FOR OWNERS

## Repeatable, and it transfers

The value of a method — rather than a personality — is that it is repeatable and it transfers. The same discipline that recovers a beachfront resort works on the next asset, because it does not depend on heroics or on any single individual being in the building. Reducing variation is not an abstraction in a hotel; it is the consistency a guest feels in a clean room, a held rate, and a service standard that does not waver from one shift to the next. That

consistency is what protects both the guest experience and the owner's return.

It is also why the "Control" step matters so much to us. A renovation, a strong month, a single great hire — none of it lasts without the operating system underneath it. Building that system, and holding the operation to it, is the work we are accountable for.

Jibe Hospitality operates hotels and represents ownership's interest in them — diagnosing the real problem, fixing it in sequence, and building the controls that make the gains hold. To discuss how the method applies to a specific asset, reach us at [hello@jibehospitality.com](mailto:hello@jibehospitality.com).

*Prepared by Jibe Hospitality. For discussion purposes.*