



The
WOWspitality™
Periodic Table

The WOWspitality™ Periodic Table

W 23
Ö 8
W 23

45
LV
Love
The invisible energy that connects
grace in conflict
and creates everything

44
Fg
Forgiveness
Treats hurts, encourages
practices of dignity

40
IC
Ichigo Ichie
Treats each moment as if it were
an once-in-a-lifetime

35
Ep
Empowerment
Enabling freedom and
trust to act from the heart

30
PS
Positivity
The light that
colours every exchange

20
Hy
Hygiene
The subconscious
language of safety

10
cm
Communication
Clear, respectful, warm interaction

43
Gr
Gratitude
A humble, thank you!
that lights a way

39
St
Storytelling
One story, a thousand
turning actions into lasting narratives

34
Eq
Emotional
Intelligence
Reading and regulating emotions;
the heart's wisdom in motion

29
Wo
Word Energy
The vibration of language
words that feed or harm

19
TW
Teamwork
Harmony and rhythm between
people; collective flow

09
Cl
Clarity
Simplicity and clarity
in information

28
Vo
Voice Energy
The sound that moves
that carry care

18
EX
Experience
Reasoning that awakens
judgment and insight

08
CS
Consistency
Solid, trust and predictability
built

27
Va
Validation
Affirms, respects and
uplifts their energy

17
Att
Attitude
The mindset that shapes every
gesture, posture in action

07
Ti
Timeliness
Respect for the game

26
Pr
Presence
Being fully present and
engaged in each moment

16
Ap
Appitude
Technical skill ensures
flawless delivery

06
Bo
Body language
Gestures that speak before words

25
Li
Listening
Hearing beyond words; noting tone,
silence, and meaning

15
Knw
Knowledge
Knowing your craft,
products, and processes

05
Ey
Eye Contact
The silent "see you," that says
"I see you"

24
Kn
Kindness
Compassion
expressed in simple actions

14
RS
Respect
Treating others and
colleagues with dignity

04
Sm
Smile
The heart's light
warmth and welcome

23
Ca
Care
The extended attention
making others feel loved to

13
Pa
Patience
Playing calm and
kind under pressure

03
Gm
Grooming
Professional
and personal care

22
Cp
Compassion
Seeking with the heart
the instinct to ease pain or stress

12
AC
Accountability
Taking responsibility for
the guest's experience

02
Rd
Readiness
Preparation
through preparation

21
Tr
Trust
The emotional safety
that lets connection begin

11
Rp
Responsiveness
Reacting swiftly and
thoughtfully when needs arise

01
DC
Discipline
Doing what's right even
when it's hard

33
PrC
Proactivity
Anticipating needs
before they're voiced

32
Ci
Cultural Intelligence
Adapting gracefully to our culture's
values and sensitivities

31
At
Attentiveness
The discipline of
noticing small, silent details

38
Sp
Surprise
Unexpected joys
that sparkle

37
Pe
Personalization
Tailoring gestures to individual guests
during every interaction

36
In
Innovation
The first spark, creativity that breathes
purpose and drives business

42
Se
Selflessness
Serving without expectation
love in motion

41
Em
Empathy
Feeling what the guest
feels; emotional synchrony

LV Love
Ps Positivity
Knw Knowledge

WOWspitality (The magic layer)

Hospitality (The emotional layer)

Service (The foundation layer)

46
Lg
Legacy

Element Number

Pictorial identification

Symbol

Name

46
Lg
Legacy
Experiences that live as lasting
memories; the afterglow of love



The WOWspitality periodic Table

We learnt the periodic table in high-school Chemistry. But what if I told you that hospitality had its own periodic table? A playful, crazy idea perhaps, but created upon a serious truth.

Just as chemistry is built on elements that combine to form the world around us, service, hospitality and WOWspitality are built on certain essential elements (though these are invisible). You dismiss even one, and the chemistry of the entire guest experience changes.

The periodic table for hospitality isn't science for a lab. It's science for life, for anyone stepping into this beautiful industry and wishing to pour happiness out for others. Here, the 'lab' is the lobby, the restaurant, the spa or the room. With the right mix of elements, we can create something truly unforgettable: WOWspitality.

This table is:

- **A reflection tool:** 'Which elements did I embody today? Which did I forget?'
 - **A training tool:** Leaders can use it to spark conversations in briefings and training programmes.
 - **A culture tool:** Teams start celebrating not only what they did but also how they did it—with LKCC.
- Formation of the Periodic table.**

Every great operation, no matter its size or brand, is built on three invisible layers: Service, Hospitality, WOWspitality. Together, they form the complete rhythm of excellence—from precision to connection, from connection to memory.

● **Service: the foundation**

Service is the discipline that makes everything work. It isn't glamorous, but it's the ground we stand on. It's discipline, readiness, grooming, hygiene, consistency and teamwork—the habits that builds trust before a guest even speaks a word.

Service is doing the right thing, the right way, every single time. It's the structure that gives confidence, the reliability that earns respect. Without service, hospitality cannot exist.

● **Hospitality: the connection**

If service is the structure, hospitality is the heart. It's where systems become stories while effort turns into emotion. Hospitality is made of trust, compassion, presence, listening, kindness and care. It's the art of making others feel valued, safe and understood.

Hospitality starts when we stop performing for guests and start feeling with them. Without this, operations might run, but they won't resonate with the guests.

● **WOWspitality: the legacy**

The magic layer. Where emotion becomes memory, and memory becomes legacy. WOWspitality is innovation, storytelling, personalisation, forgiveness, gratitude, love and legacy. It's when a moment touches the guest so deeply that they carry it home.

This is where creativity meets care; where your energy leaves a mark long after checkout. Without WOWspitality, there's efficiency but no enchantment, performance and pulse.



The
WOWspitality
Periodic Table



Keynote Speaker | Award-Winning Trainer | ICF- Coach | Hospitality Expert

On a mission to move the industry from routine service to heartfelt **WOWspitality™** where Love, Kindness, Compassion, and Care become the new measure of excellence.



Credentials & Recognitions

- Chartered Trainer, HR Professional CIPD(UK), CIPM(SL)
- AHLEI-Certified Hospitality Trainer – USA
- MBA – MGU, BSc in Hospitality Mgt – MSU(MY)
- Harvard University – Teaching & Learning (USA)
- EHL – Hotel Financial Analysis (CH)
- Professional NLP Practitioner, ICF Coach



Impact Across Borders

Trained professionals from 40+ nationalities across 10+ countries, shaping service culture in 21+ luxury hotels and resorts – from global conglomerates to boutique independents.

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★ Inspire your teams ★ Elevate guest experience ★ Bring back the heart of hospitality