



INTERNATIONAL INSTITUTE OF MODERN BUTLERS

AUSTRALIA • INDONESIA • MAURITIUS • RUSSIAN FEDERATION
• SOUTH AFRICA • SPAIN • TURKEY • UNITED KINGDOM
• UNITED STATES

MISSION STATEMENT

The International Institute of Modern Butlers is dedicated to raising service standards through on-site and long-distance training, consultation, books, and articles.

We train employees in establishments where attention to detail, and intelligently executed, anticipatory, and almost invisible service are highly appreciated:

Private estates, four/five star/diamond hotels, resorts, spas, retreats, hotel condominiums, private yachts & cruise ships, retirement communities, private jets and First Class cabins of commercial airlines, and businesses.

The Institute is the only US-based organization teaching the skills and mindset of the traditional butler as applied to the modern world's service needs. While teaching the mechanical skills of butling, the hands-on skills, we are the only training facility in the world that focuses on developing the soft skills: the mindset, persona, attitude, and communication skills that are vital to the butler level of service in today's employees.

411 Cleveland Street #234, Clearwater, FL 33755, USA
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Headquartered in the United States, The International Institute of Modern Butlers manages and coordinates a worldwide network of experienced butler training professionals who have demonstrated their commitment to bringing about excellence in service.

Through advocacy, training, and apprenticeship programs, the Institute promotes the attitudes and teaches the specific skills involved in giving superior service in the private sector as well as in the hospitality field.

In addition to consulting, placing and training in some of the most exclusive private residences and palaces around the world, our trainers have instituted butler service and/or trained butlers in hotel chains such as Ritz Carlton, Mandarin Oriental, Four Seasons, Rosewood, Waldorf Astoria, One & Only, Atlantis, Banyan Tree, Fairmont, Six Senses, Jumeirah, InterContinental, Sands, Sofitel, and Starwood; and in private hotels such as Nemaocolin Woodlands Resort and Spa, Falling Rock, Peter Island Resort, Acqualina Resort and Spa, and The Cloister & The Lodge.

The industry articles and best-selling books generated by the Institute have gone a long way to standardizing the profession, as well as widening the butler profession's application to the greater service industry. The Institute's initiatives include the Spa Butler, ratings for butler service offered by hotels, protection for hotels from criminally inclined guests that resulted in the establishment of HotelSafeguard, various new services in hotels, and a Code of Conduct for the profession..

The Institute is giving form to, and setting standards for, the profession.

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Chairman—**Steven Ferry** was born in Southern England, where he attended private schools and Art College. He worked both in the hospitality industry and in private service in England during the 1980s before training as a butler in England and then working as one in the United States.

He established the International Guild of Traditional Butlers and wrote the basic manual on how to butle in the early 1990s. By the mid-1990s, he had left private service to focus on his writing. Drawing on his early years as an educator in England, he published three textbooks for the profession - "*The British Butlers Bible*," "*Butlers and Household Managers, 21st Century Professionals*," and "*Hotel Butlers, the Great Service Differentiators*" and began to train butlers in private households. He also consulted employers about their domestic needs and occasionally assisted with personnel procurement when requested. He subsequently broadened his campaign to improve on service standards using the butler model, by providing training and consulting services to the hospitality industry.

Steven currently trains butlers and other household and hospitality employees on the butler model of service in private households and estates, hotels, resorts, spas and private villas. He is on the Editorial Board of the *Hotel Business* magazine and writes for a variety of industry trade magazines and newsletters. In 2003, he introduced the spa butler as a resource for hotels and resorts with spas, to assist them in bringing about the ultimate spa experience for guests and in 2006 introduced rating standards to the industry for butlers in hotels. He has lectured at a number of venues, including Harvard University.

Prior to working in the hospitality profession, Steven was a professor of education and worked in the non-profit sector in various capacities. He also manages Words & Images, from which position he has about 20 books published and hundreds of articles & photographs for major US publishers and corporations.

Industry Books

The British Butlers' Bible, Mansion Publishing, 2001

Butlers and Household Managers, 21st Century Professionals, Imprint Books, 2002

Hotel Butlers, The Great Service Differentiators, Booksurge Publishing, 2004

Professional Affiliations

Founder, International Guild of Traditional Butlers, 1992

Executive Member, International Guild of Professional Butlers (past)

Founder, The International Institute of Modern Butlers

Visiting Professor, The International Butler Academy (past)

Editorial Board, *Hotel Business Magazine*

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