

MEMO

Date: December 5th, 2022

To: Professor Melissa Drake

From: Cameron Delfino

Re: Hilton Worldwide Holdings Inc.

This memo outlines an analysis of the current organizational reputation of Hilton Worldwide Holdings Inc., along with specific recommendations on how they may improve their reputation and public perception.

Overview

Hilton Worldwide Holdings Inc. is one of the most notable names in the hospitality industry. Ranking Number 2 on [*Fortune's 100 Best Companies to Work For*](#), Hilton has established a respectable reputation as they foster a positive and inclusive environment and prioritize their employees and guests. Although Hilton has an incredible reputation, the organization can improve its overall public perception with a few changes that do not require restructuring the organization or sacrificing its current reputation.

Important Communication Concepts Relating to Organizational Reputation

When it comes to organizational reputation, there are essential concepts that contribute to how a corporation is perceived. These elements work together rather than individually to form a complete and well-rounded reputation.

It is crucial for organizations to create and uphold a mission statement that will allow them to build a strong reputation. A mission statement is a clear and direct communication strategy that enables an organization to clearly articulate the values and goals that drive their actions.

In addition to a mission statement, a well-balanced organization with a prominent reputation typically has a combination of networked and bureaucratic forms of organizing. With networked forms, organizations utilize decentralized decision-making, cross-functional teams, and self-organized collaboration to achieve their goals. With bureaucratic forms, organizations value power, control, and structure as they implement centralized decision-making and prioritize hierarchical status.

In today's current social climate, corporate social responsibility (CSR) initiatives are crucial to the success of an organization and to establish a respected reputation. Through CSR initiatives, organizations incorporate different social or environmental concerns into their operations in hopes

of having a positive impact and showing commitment to enhancing the communities they are a part of.

Analysis of Current Reputation

Currently, Hilton Worldwide Holdings Inc. has a very strong and respected reputation amongst its employees and guests. With over seven thousand properties in one hundred and twenty-three countries and territories, Hilton has effectively grown and developed its brand while still behaving morally and ethically.

Hilton's current mission statement is "to be the most hospitable company in the world – by creating heartfelt experiences for Guests, meaningful opportunities for Team Members, high value for Owners, and a positive impact in our communities." This is a well-rounded mission statement that is concise while still addressing the various stakeholders and goals that drive their day-to-day operations.

In addition to its developed mission statement, Hilton implements a combination of both networked and bureaucratic forms of organizing by creating opportunities for their employees from various backgrounds to collaborate cross-functionally while also upholding a rigid corporate structure. For example, Hilton's implementation of Team Member Resource Groups has fostered an environment for employees to self-organize and collaborate with team members from diverse backgrounds and different departments. Furthermore, Hilton's internship opportunities and opportunities for career advancement show the hierarchical status that still exists within the corporation. This balance of networked and bureaucratic forms of organizing allows employees the opportunities to be creative and have their voices heard while also maintaining rigidity and structure with clearly defined leaders.

The main contributor to Hilton's incredible reputation is how the organization practices and implements CSR leadership through social, environmental, and governmental change. Hilton prioritizes diversity, equity, and inclusion and takes specific actions that show its devotion to fostering an environment of culture and belonging. From their cross-functional Team Member Resource Groups to their specific goals of reaching fifty percent gender diversity and twenty-five percent ethnic diversity at the corporate leadership level by the end of 2027, it is clear why Hilton was inducted into the DiversityInc. Hall of Fame for Top Companies for Diversity. Beyond their evident diversity, equity, and inclusion initiatives, Hilton has also created an Environmental, Social and Governance strategy known as Travel with Purpose. Through this strategy, Hilton has outlined many goals they hope to achieve by 2030, such as reduced carbon emissions and advocating for public policies. This initiative's dedication to not only social change but environmental and governance change as well shows the organization's commitment to reducing its environmental footprint while leaving a lasting impact on the community.

Recommendations

Although Hilton Worldwide Holdings Inc. has done a great job at establishing a positive reputation, there are a few ways Hilton could further improve its reputation.

1. Hilton should clearly state their mission statement on their website and alter it to incorporate information that highlights their specific diversity, equity, and inclusion goals. Furthermore, they should clearly explain how this mission statement and its other core values are integrated into the organization's actions and day-to-day operations.
2. Hilton should implement more proactive public relations about the Travel with Purpose initiative. The majority of its public relations efforts are focused on growth, development, and corporate news. While these are important aspects to highlight, incorporating more releases about its explicated CSR initiatives will show Hilton's dedication to social, environmental, and governmental efforts and desire to leave a lasting impact on local communities.
3. Hilton should interact directly with guests through their social media and utilize these platforms as another outlet for press releases and public relations efforts. The increase in connectedness will allow Hilton to control the messages being sent and received while further establishing their brand identity and a good rapport with their stakeholders.

Conclusion

Hilton Worldwide Holdings Inc. has a highly respectable reputation due to its dedication to forming and upholding a solid mission statement, implementing a balance of networked and bureaucratic forms of organizing, and understanding and prioritizing its corporate social responsibility. By clarifying and making the mission statement more accessible, implementing more proactive public relations about the Travel with Purpose initiative, and incorporating more interactions with its guests, Hilton can strengthen its reputation and better portray the values and goals of the organization.