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5 life lessons with Joffrey Thin-Gris of The **Aviary Hotel, Siem Reap** APRIL 06, 2020

By POPPY SKINNER I BLLNR





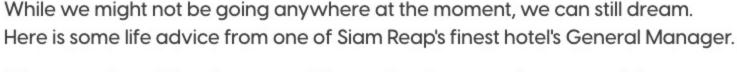
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their day.









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The saying "I'm happy if you're happy" cannot be more true

When I first moved to Cambodia, there was an occasion when I was very upset with my neighbour for throwing a party and creating way too much noise. It

was a little disrespectful. I told my staff about it and they went like "Joffrey, why can't you be happy for them? They are having a good time." It dawned upon me that I was being too individualistic and self-focused - in the West, people tend to focus on the self rather the community at large.

makes them happy. Since then, I have learnt to be happy for others.

Cambodians, however, derive happiness from around them. If you are happy, it



I often tell my Cambodian staff that just by being themselves, they have fulfilled 70 per cent of their job. I know that when the guests are happy, it really makes

Be consistent in everything you do When it comes to running a boutique hotel, or any business for that matter,

branding consistency is crucial. The brand's mood, message and communication, both on and offline, should maintain the same throughout, as

this allows the building of trust and loyalty from our audience and clientele. Consider how our property's new Sambok rooms's interiors blend elegance in modern trends with Cambodian design - this is in line with how we pay homage to Cambodia's art, culture and wildlife.

consistent in communication and action so my 'stakeholders' know what to expect and how to 'play' their role. **CIRCUIT BREAKER CLICK HERE**

I am also confident in my three separate roles as General Manager of The

Aviary, husband, and father to my three children. It's about being fair and

SURVIVAL GUIDE For example, as a father, even when I'm upset with my kids, I make an attempt

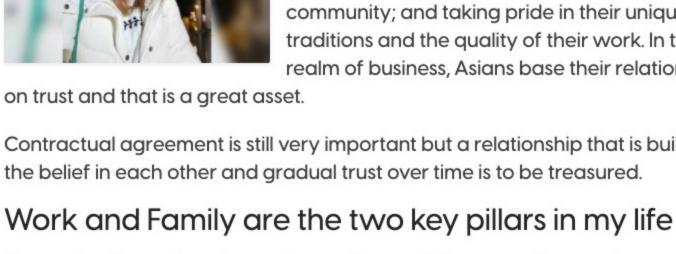
to have dinner together and embrace them before heading to bed.

As Westerners, we have this notion that our Read Also civilisation and culture is remarkably superior to the others, that we are more highly-educated Jade Seah shares the simple

We have more to learn from Asia than the other way

truth to happiness

around



realise there is actually a lot we could learn from Asia. In Cambodia, people here possess strong values, such as being committed to family and community; and taking pride in their unique traditions and the quality of their work. In the

realm of business, Asians base their relationship

and have achieved more in life. I've come to

Contractual agreement is still very important but a relationship that is built upon

I love going to work and my role as a General Manager - it's my universe. It is important to love what you do. I have a habit of creating a daily list of tasks and

I set about accomplishing them during the day and in doing so allows me to be clear-headed, and thus provides direction for my team. When your work is rooted in passion and productivity, it inspires the people around you to do the

goals just before stepping into office as it sets the tone of the day.

same. We are perfect as a team together, making it possible for The Aviary to be the urban oasis in downtown Siem Reap. The same applies to my family. I love my

husband and three children and they give me energy to succeed at work.

ALSO READ: Money the root of Singaporeans' happiness

Give people the key to succeed in life

At The Aviary, guests may notice - or not - that we are an inclusive team. You'll see that our members of staff are from all walks of life, from having special needs and single parents to orphans. I don't mean to sound altruistic, but I but also have the potential to grow.

choose to give opportunities to people who are in need and require more help We hire based on profile and personality; we like candidates who are team players as hospitality is all about teamwork - that way our guests enjoy The

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Aviary experience every step of the way.













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