



Guide Assessment Program



Reports

Comprehensive Reports & Recommendations



Duration

1 day per guide

Course Description

The Guide Assessment Program evaluates the knowledge, skill and competency of professional guides. The program assesses soft skills, knowledge, practical skills and hosting abilities, ensuring guides meet industry standards for safety, guest engagement, and environmental stewardship. Trainees are scored on a scale across multiple criteria, with practical field assessments and guest interaction to demonstrate competency.

Course Outcome

- Consistent and accurate evaluation of each guide's soft skills, knowledge, practical skills and hosting.
- Assessment reports include strengths, weaknesses and recommendations for each guide.
- Average benchmark for all guides within company. Skills development recommendations for company.
- Constructive feedback to guide regarding assessment and areas to improve.

Assesment Criteria

- Soft Skills - Guide presentation, effective communication, understanding guest needs and exceeding guest expectations.
- Practical Skills – Safety, practical skill level, operational protocol, planning & decision making, observation skills and asset management & equipment care.
- Knowledge & Facilitation – quantity, quality & variety of information, creating an immersive experience and environmental sensitivity.
- Hosting – time management, attitude, table etiquette and guest engagement.



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