

## CEP Magazine – July 2019

### Discover how the 10/5 rule can make you wildly effective

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By Kristy Grant-Hart

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If you're ever lucky enough to stay in a Ritz-Carlton hotel, you may think it's the plush towels and comfy bedding that make the place so special, but it has more to do with service than with swimming pools. The Ritz-Carlton hotels franchised a policy called the 10/5 Way, which has made all the difference for their brand.

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