

The Company

- A globally recognised hotel and hospitality chain, this business is undertaking a major re-branding of certain hotel sites to offer a superior 4-star service to the business and leisure customers
- Multi million pound investment includes room refurbishments, technological innovation in guest areas and staff services, and a fresh approach to service that encourages every front and back of house team member to take responsibility for every guest's experience

The Model

We created a programme based on 'Connected Culture' - a holistic approach to supporting culture transformation

Connected Culture means:

A **culture** where the individuals unique contribution is maximised and recognised to aid the collective achievement of the organisation goals

A **culture** where the answer to the 'Why?' question forms the bedrock of every decision and activity

A **culture** where alignment to the organisation purpose and values is clear from topfloor to shopfloor

What we delivered

A journey of concurrent linked programmes for the leadership and service teams which challenged and supported individuals to

- Lead visibly and authentically
- Really buy-in to the change - hearts, minds and guts
- Focus on the personal contribution they can make
- Challenge to Change behaviour - by 'flicking the off switch'
- Bite sized activities planned to accommodate shift patterns, with flexible cohorts to maximised attendance



THANK YOU!

Their Challenge

- Along with big investment in the hotel environments, the brand and leadership teams wanted to invest in supporting employees to deliver great customer service
- However, the hotels had to continue to trade throughout the refurbishment and training period, and the transition to the new brand and service culture had to be seamless; with a defined date for 'Go Live' switchover
- 24 hour service operation meant night and day shifts also had to be factored in to the learning journey, which had to be delivered to between 80-100 staff in a 12 week period



What is different?

- The first hotel we supported moved from number 180 on Trip Advisor, to number 8 just 4 weeks after the programme commenced
- "I thought the events were really well received by the team and paced evenly to take into account all languages and levels of experience and tenure with the hotel." Brand CEO
- 91% of delegates strongly agree with the statement 'I am confident that there will be an obvious, positive impact in my job role'

