



Leadership and Service Development 2015

Crown Plaza Kensington

Welcome!

I am delighted to have been invited by Edward to design and deliver your management development programme for 2015.

The following information is designed to give you an overview of your first workshop and includes:

- Information about me, your facilitator
- Format and overview of the workshop on 7th May
- Preparation required before attending

About your facilitator

With a background in hospitality management, I have HOD experience as well as holding regional management roles with Forte Posthouse, Forte Heritage and IHG.

For the past 14 years I have specialised in management and leadership development. I now work closely with senior managers in the public, private and not for profit sector to drive their professional development.

I established Tailored Development four years ago and continue to uphold my original aim of helping talented professionals to become outstanding managers, authentic leaders and service professionals!

The way that I work is important to me, ensuring a *brain friendly* approach to both the design and delivery of my training events. I prefer to work in a flexible and informal way and avoid PowerPoint wherever I can! Instead I use thought provoking activities and discussion to bring your learning to life.

Tailored Development will always reflect my values of: Integrity, Respect, Fairness, Equality, Openness and Personal Growth.

I am very much looking forward to working with you on the 7th May. And if you have any questions about your workshop, or any other aspect of my work, please get in touch.

Wishing you every success!

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About your Workshop

Outstanding Leadership, Outstanding Service.

To provide outstanding service, there are two key elements that need to be firmly in place.

Firstly, you need a motivated and united leadership team that is focused on achieving a single service vision. That vision must be clear and compelling for everyone in the business.

Secondly, you need a leadership team that fully embraces their position and responsibility in the business. The notion that there is one leader who is responsible for the success or failure of a business no longer fits with complex, modern day businesses. Therefore each leader must use their initiative to drive the business and take responsibility for achieving the vision.

This workshop will focus on these areas by supporting you as a leadership team to develop a service vision for Crown Plaza Kensington and further enhance the leadership teams skills and mind-set to deliver that vision.

The day will be relaxed and informal, ensuring that as a busy leader you will have the perfect learning environment to step back, reflect, consider different approaches and then plan how you will implement what you learn.

Objectives

By the end of the workshop you will have or will be able to:

- Established what outstanding service is to you and your business and create a service vision for the hotel that all leaders agree with and team members can buy into
- Developed your leadership initiative in a way that will assist you in implementing and driving the service vision.
- Demonstrate how to continuously improve service and the guest experience through experiential learning
- Analyse your current approach to the guest journey and identify opportunities to provide a seamless and efficient approach to achieving your service vision
- Developed techniques as a leadership team that will enhance your team communication

The workshop will provide a great mix of discussion, input from myself and group activities designed to enhance your learning experience. The skills and insights that you learn can be applied directly into your department and the running of your hotel.

Times

09.00	Welcome and overview of the programme Understanding experiential learning and how this applies to CP Kensington Group Activity Establishing the Service Vision
11.00	Tea and Coffee Break
11.15	Identifying and exploring the guest journey Creating a seamless and efficient guest journey
12.30	Lunch
13.15	Group activity How to apply the learning so far Understanding the role of the modern leader (the skills and mind-set)
14.45	Tea and Coffee Break
15.00	Building your leadership capacity (group activities and feedback)
16.30	Developing communication strategies to enhance communication within the leadership team
17.00	Commitments to action
17.30	Close

Preparation

In readiness for your workshop please complete the following preparation and be prepared to share your thoughts and findings during the day.

The preparation is not designed to be complicated but just enough to stimulate some innovative thinking on the day.

Part One

In the hotel trade, much has remained unchanged about the way that we provide certain services. For example, how we serve coffee to a conference guest has not changed significantly over many years.

- What new and creative ways can you think of to serve a coffee to a conference guest?
- What other new and creative approaches could you take to other aspects of customer service within the hotel?

Remember that in answering these questions, your responses must be ones that are both practical (i.e. it can be delivered consistently, is realistic in terms of its demands on the budget and will benefit the business) whilst delighting the guest.

Part Two

What simple and innovative approaches have you noticed other businesses take to customer service? I am specifically interested in examples whereby it is apparent that the decision was made with the CUSTOMERS needs in mind.

Take photos or use YouTube clips if it helps to illustrate your example. And, remember that often the best ideas are the small ones. The little things are often enough to send a big message of 'You matter to us!'

Good luck and I look forward to hearing your thoughts