



# Janice Gault Northern Ireland Hotels Federation



The Seminar Series



TIM BROWNE - THE ROAD TO RECOVERY

# RE-ENERGISE THE BUSINESS



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THE ROAD TO RECOVERY

## RE-ENERGISE THE BUSINESS

- ▶ Redeployment - what are you doing to ensure your teams get it right?
- ▶ Refocused - how does the team know they are winning?
- ▶ Reward - are you giving the team what they need?



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RE-ENERGISE YOUR BUSINESS

## HOW ARE YOU REDEPLOYING YOUR PEOPLE?

- ▶ What's the recruitment, retention and development plan?



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**HOW ARE YOU REDEPLOYING YOUR PEOPLE?**

▸ What's the immediate plan?

Be the place to be   Hire for attitude   Give them a chance   Manage expectations   Communicate







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**RE-ENERGISE YOUR BUSINESS**

**HAVE YOU REFOCUSSED THE TEAM**

▸ How do you know you are winning?

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**HAVE YOU REFOCUSSED THE TEAM**

How do you know you are winning?

- More points on the scoreboard
- A performance of world class standards in the core areas of the game
- A team that really clicks in the heat of the match
- Real competition against a team you know you can beat
- An experience off the pitch that is enjoyable and inspires the whole organisation
- 75,000 people on their feet going nuts – a performance your supporters wildly applaud
- Knowing you can do it on a consistent basis




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**HAVE YOU REFOCUSSED THE TEAM?**

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**RE-ENERGISE YOUR BUSINESS**

**HAVE YOU REFOCUSSED THE TEAM?**

How do you know you are winning?

**PROFIT** More points on the scoreboard

**GUEST SATISFACTION** 75,000 people on their feet going nuts – a performance your supporters wildly applaud

**STANDARDS** A performance of world class standards in the core areas of the game  
Real competition against a team you know you can beat  
Knowing you can do it on a consistent basis

**EMPLOYEE ENGAGEMENT** A team that really clicks in the heat of the match  
An experience off the pitch that is enjoyable and inspires the whole organisation




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**HAVE YOU REFOCUSSED THE TEAM?**

Why have a scoreboard?





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**HAVE YOU REFOCUSSED THE TEAM?**

What can go on the scoreboard?

**PROFIT** Net or gross Profit or margins, sales per shift, average spend per head, comps, wastage, occupancy, RevPAR, tips etc

**GUEST SATISFACTION** Trip advisor, guest comments, mentioned staff, return bookings, WOM etc

**STANDARDS** Mystery shop, daily checks, Hygiene, star ratings, schedules completed etc

**EMPLOYEE ENGAGEMENT** Sick days, retention rates, engagement rates, referral schemes







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**ARE YOU REWARDING THE TEAM?**

How are you bringing life back to the workplace?

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### ARE YOU REWARDING THE TEAM?

▶ What do we want at the moment?

**Self-actualization**  
desire to become the most that one can be

**Esteem**  
respect, self-esteem, status, recognition, strength, freedom

**Love and belonging**  
friendship, intimacy, family, sense of connection

**Safety needs**  
personal security, employment, resources, health, property

**Physiological needs**  
air, water, food, shelter, sleep, clothing, reproduction

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### ARE YOU REWARDING THE TEAM?

▶ You can't manage expectations without knowing what they are.

Values	Priority	Evidence	Motivation
Fun	4	I can have a laugh	I work harder if it's fun
WLB	3	I get to pick my shifts	I miss my kids
Teamwork	2	I like the people I work with	I bounce off others
Satisfaction	1	I feel like I'm making a difference	No point otherwise
Money	6	To pay my bills plus a little extra	I want to feel valued
Development	5	I get to improve my skills	I get bored easily

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**THE ROAD TO RECOVERY**

### RE-ENERGISE THE BUSINESS

- ▶ Redeployment - your team want to help - let them.
- ▶ Refocused - empower your team, you can't do it all.
- ▶ Reward - your people are important, without them you have no business.

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# Q&A

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### Future Seminars

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Webinar details	Date	Time
Sales for the Accommodation Sector Hosted by Helen O'Leary	Wednesday 5 May	11.00 - 12.00

....Join us for Sales + Marketing with Helen!



tourism  
northernireland