

Learning Solutions for the Hospitality Industry

Hospitality is a “hands-on” industry. The education, training and development of those committing to a career in hospitality needs to cover traditional learning as well as the practice of key skills in a safe environment, before on-the-job training prepares each student to be a competent practitioner.

ProfitAbility is a specialist training company, and our simulations for the hospitality industry are practically-based, to reflect this.

Overarching all ProfitAbility solutions is the use of the “Extended Learning Journey” to ensure that interventions and learning objects are all focused on achieving the desired business outcomes.

Learning in a college is a community and collaborative event. ProfitAbility’s Social Learning Platform Curatr maximises peer-to-peer collaboration, captures informal learning in a structured way, and focuses online learning activity towards personal and college oriented goals. It creates a high level of collaboration amongst the learning group.

Leadership skills training

Magnetic Leadership

This fully customisable simulation helps turn managers into leaders, through a process that mimics the key decisions leaders must face every day. Participants lead a team of people in a highly challenging, true-to-life business scenario.

Teams compete in a complex new industry to achieve maximum profit and customer satisfaction while maintaining employee engagement. This pressured environment reveals natural leadership strengths and weaknesses.

Feedback is comprehensive and immediate, leading to increased self-awareness, and forming the basis for a detailed individual development plan (IDP).

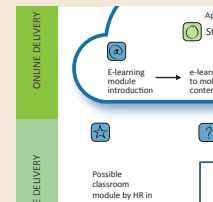
Change management training

Total Customer Satisfaction

This programme creates a deep understanding of what it means to be customer centric. It simulates a complex, bureaucratic business in need of a change, and provides an environment for learning about quality improvement and managing change in ways that create ownership and involvement.

Participants will learn about:

key account management; team work; improving communications; process mapping; root cause analysis; benchmarking and prioritisation of tasks.



“ As a result of this programme, I will question things more and think outside the box ”

Sinead Dunne
Meteor

Business and financial skills training

The Kitchen Exercise



The Kitchen Exercise brings to life in real-time the practicalities of managing cost and profit in a kitchen environment. It ensures that each individual understands the importance of people, and the value of executing a plan well. The learning includes: scheduling, training, multiskilling, productivity, menu planning, supplier management, controlling waste. The learning outcomes include:

- How a kitchen works from a business and commercial point of view
- How effective business planning comes to life through careful execution
- How the Profit & Loss account is used to plan and control your business
- How I add value to the business and the people I work with
- How people make profit.

Bar Chain ProfitAbility



Each team has a company with two types of business: pubs and bars. There are three different locations in the simulation: city centre, suburban and new development. The market is driven by a combination on price, customer care, and refurbishment.

Staff turnover must be tightly managed. The measures of success are profit and ROI. The simulation includes exercises in budgeting, break-even analysis and setting share price.

For more information and a free initial consultation call ProfitAbility on +44 (0) 1491 821900

Hotel ProfitAbility



The simulation replicates the workings of a hotel chain. Each team makes decisions on which and how many hotels to build or to buy. This brings to life the huge investment in assets and goodwill in the hotel business, which ties up cash and has a big depreciation/amortisation cost. Participants compete for room and restaurant customers in six markets.

They prepare a marketing plan including how much to spend on housekeeping, restaurant staff, promotion and image, and what price to sell rooms and meals at.

The simulation includes break-even construction and analysis, share price exercises and basic principles of creating shareholder value. It uses hotel specific performance ratios to track business outcomes.

Coffee Chain ProfitAbility



This adapted version of the Pub Chain simulation focuses on retail, transport and neighbourhood stores. The price of coffee, service levels (number and training of baristas), maintenance and community factors drive the market. Service level is closely tied to staff turnover.

Success is measured on shareholder value created - driven by profit and the balance sheet.

“ I feel very confident to go back into the business and challenge issues / manage projects etc. with science. Thoroughly enjoyed the two days – working with peers was rewarding and beneficial ”

Jan Dalton
Starbucks