



# Janice Gault Northern Ireland Hotels Federation



The Seminar Series



TIM BROWNE - THE ROAD TO RECOVERY

# RE-ENGAGE WITH YOUR STAKEHOLDERS



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THE ROAD TO RECOVERY

## RE-ENGAGE WITH YOUR STAKEHOLDERS

- ▶ Reassurance - what are you doing to ensure they feel safe?
- ▶ Recognise - what are you doing to acknowledge the last year?
- ▶ Relationships - what are you doing to understand those around you?



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RE-ENGAGE WITH YOUR STAKEHOLDERS

## HOW ARE YOU REASSURING YOUR STAKEHOLDERS?

- ▶ What state will they be in and why is it important?



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**RE-ENGAGE WITH YOUR STAKEHOLDERS**

**HOW ARE YOU REASSURING YOUR STAKEHOLDERS?**

Internal representation  
↕  
State  
↕  
Physiology

Event  
↓  
Filters  
Delete  
Distort  
Generalise  
↓  
Behaviour

**NI HF**  
NORTHERN IRELAND  
HOSPITALITY  
FOOD & DRINK

**tourism  
northernireland**

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**RE-ENGAGE WITH YOUR STAKEHOLDERS**

**HOW ARE YOU REASSURING YOUR STAKEHOLDERS?**

What are you doing to fill the gap?

**CURRENT STATE**                      **DESIRED STATE**

**LOST**  
**UNCERTAIN**  
**ANXIOUS**  
**EXCITED**

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**HOW ARE YOU REASSURING YOUR STAKEHOLDERS?**

What are you doing to fill the gap?

**CURRENT STATE**                      **DESIRED STATE**

**LOST**  
**UNCERTAIN**  
**ANXIOUS**  
**EXCITED**

**FOUND**  
**CONFIDENT**  
**SAFE**  
**CONTAINED**

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**RE-ENGAGE WITH YOUR STAKEHOLDERS**

**HAVE YOU RECOGNISED THE YEAR THEY HAVE HAD?**

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- Well being = well billing!
- Smaller team sizes (bubbles)
- A safe space to communicate
- Listen!
- Mental first aiders





**RE-ENGAGE WITH YOUR STAKEHOLDERS**

**REALISE IT'S ALL ABOUT THE RELATIONSHIPS**

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- What are you doing to build relationships?



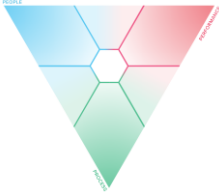




**RE-ENGAGE WITH YOUR STAKEHOLDERS**

**REALISE IT'S ALL ABOUT THE RELATIONSHIPS**

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- What are you doing to build relationships?
- Assess the motives
- Bring the right strengths
- Communicate the right style

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**RE-ENGAGE WITH YOUR STAKEHOLDERS**

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- Reassurance - create the environment for them to feel safe.
- Recognise - spend time to listen to them.
- Relationships - acknowledge, accept and adapt to your team's differences.







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# Q&A



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## Future Seminars

Webinar details	Date	Time
People – Re-energise the Business to maximise opportunities Hosted by Tim Browne	Thursday 29 April	11.00 – 12.00
Sales for the Accommodation Sector Hosted by Helen O’Leary	Wednesday 5 May	11.00 -12.00

...We look forward to seeing you there!

