



# Janice Gault Northern Ireland Hotels Federation



The Seminar Series



# TIM BROWNE - THE ROAD TO RECOVERY RE-ESTABLISH YOUR IDENTITY



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THE ROAD TO RECOVERY

## RE-ESTABLISH YOUR IDENTITY

- ▶ Remind - who are you and what does your business stand for?
- ▶ Reshape - how are you adapting your business to the changing needs?
- ▶ Realistic - what is your plan B or C and does the team know it?



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RE-ESTABLISH YOUR IDENTITY

## REMINDE YOUR PEOPLE OF YOUR BRAND

- ▶ What business are you in?
  - ▶ Your identity gives you purpose
  - ▶ It has changed post COVID
  - ▶ Share it with the team




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**RE-ESTABLISH YOUR IDENTITY**

**REMINDE YOUR PEOPLE OF YOUR BRAND**

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- ▶ Have you been living your values?
- ▶ Your values drive your business
- ▶ They give the team a code
- ▶ Live them not laminate them
- ▶ Share how you've been living them



**RE-ESTABLISH YOUR IDENTITY**

**RESHAPE YOUR BUSINESS**

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- ▶ What is the COVID way?
- ▶ Know the guidelines
- ▶ It's a chance for V2
- ▶ An opportunity to shine



**RE-ESTABLISH YOUR IDENTITY**

**RESHAPE YOUR BUSINESS**

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- ▶ Are you asking your team for help?
- ▶ Engage your staff
- ▶ Use your team to solve issues
- ▶ Empower them don't control them



**RE-ESTABLISH YOUR IDENTITY**

**BE REALISTIC IN YOUR EXPECTATIONS**

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- ▶ How flexible is the business?
- ▶ Mind the gap
- ▶ Be flexible over budgeting
- ▶ Have plan B and C ready!



**RE-ESTABLISH YOUR IDENTITY**

**BE REALISTIC IN YOUR EXPECTATIONS**

- Are you focusing on your champions or your saboteurs?
- It's like you are opening a new business (again)
- 5% - 25% – 70%



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**RE-ESTABLISH YOUR IDENTITY**

**Q&A**

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**Future Seminars**

Webinar details	Date	Time
People – Re-engage with your stakeholders Hosted by Tim Browne	Wednesday 28 April	11.00 -12.00
People – Re-energise the Business to maximise opportunities Hosted by Tim Browne	Thursday 29 April	14.00 -15.00
Sales for the Accommodation Sector Hosted by Helen O'Leary	Wednesday 5 May	11.00 -12.00

....We look forward to seeing you there!

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