The Seminar Series



Janice Gault Northern Ireland Hotels **Federation**











your business to the changing needs?

▶ Realistic - what is your plan B or C and does the team know it?















RE-ESTABLISH YOUR IDENTITY

REMIND YOUR PEOPLE OF YOUR BRAND



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













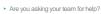
- ► Know the guidelines
- ▶ It's a chance for V2
- ► An opportunity to shine











- ► Engage your staff
- ▶ Use your team to solve issues
- ► Empower them don't control them













- Mind the gap
- ► Be flexible over budgeting
- ► Have plan B and C ready!













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