



Feed It Back Academy

Bringing data and behaviour together to consistently
deliver a memorable guest experience

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At Feed It Back we are dedicated to ensuring the operators we work with have the tools to deliver industry leading guest experiences. Which is why we've launched the Feed It Back Academy.

The role of a General Manager is complex and evolving, with a number of distractions drawing attention away from the crucial area of delighting guests consistently.

The Feed It Back Academy will provide General Managers with support and guidance on how to make sense of technology and harness its power to create memorable experiences, as well as developing their leadership skills.

The Programme

A one-day leadership, data and behaviour workshop for General Managers, catering for a range of learning and communication styles.

The unique course is directly focused on how to utilise technology in order to enhance the guest experience, improve loyalty, drive revenue/profit conversion, increase accountability and perfect soft skills.

The Detail

Session 1 - Making the unconscious conscious

- The importance of individual communication preferences and understanding how a leader's behaviour impacts the Clarity, Consistency and Care of the team
- Tools and techniques to drive maximum engagement with different individuals to develop influencing, negotiating and management skills
- The Critical Behaviours Model: How data and behaviour can drive performance

Session 2 - Life but not as I know it - the changing face of hospitality

- Trends and opportunities within hospitality: adopting a growth mindset
- The Business Experience Scorecard: seizing opportunities around the 7 key measures

Session 3 - Finance 101 - data and behaviour

- The close-knit relationship between your P&L and business experience scorecard
- The 7 key measures tool kit
- Driving Clarity, Consistency and Care through accountability, ownership and using the Experience Scorecard

The Programme Delivery

We are delighted to partner with Karen Turton to develop and deliver this course. Karen has over 25 years' experience within the Hotel, Pub and Casual Dining sectors across multiple disciplines of learning and development, marketing and operations at a senior level. Her experience speaks for itself:

- Finalist for Business Woman of the Year at the Publican Awards
- Finalist for the ALMR Operations Manager of the Year Awards
- A Masters degree for Multi-Unit leadership for which she was awarded a Distinction
- Further academic study into behaviour as part of a Doctorate in Business Administration with the University of Chester

For more information on the Feed It Back Academy, please contact: academy@feeditback.com