

innovation workshops for hospitality teams



Science-based workshops that ignite team motivation, ideation and innovation – to transform guest delight in the new world of hospitality.

unique content for powerful results

Unlike any other workshops available, we employ a suite of proprietary, science-based content to maximise workshop effectiveness. This content includes:

- **Key Hospitality Data & Insights** – to stimulate relevant, practical, ideation and innovation
- **Innovation Challenges** for teams to work on – with clear deliverables
- **Science-Based Innovation Techniques** to ignite team creativity and innovation
- **Motivational Team-Building Activities** that build, bond and energise teams
- **Tailor-made Content** every time - see some of our most requested modules below:

tailormade workshops for maximum impact

Every hospitality company has different issues and priorities – so our workshops are always tailor-made according to property priorities.

However, the majority of companies choose to focus on some combination of the following workshop challenges:

1. Maximise the Recovery

1. How are we prepared for the different phases of the recovery?
2. How can we attract the right business at the right time?
3. What could we be doing better? When? How?

2. Attract the new Leisure Traveller

1. Who is the new Leisure Traveller? How have they changed?
2. How can we attract the right Leisure Travellers at the right time?
3. How must we satisfy the new needs of Leisure Travellers?
4. How can we innovate to delight the new Leisure Travellers?

3. Attract the new Business Traveller

1. Who is the new Business Traveller? Have they changed?
2. How is MICE changing?
3. How can we attract the right Business Travellers at the right time?
4. How must we satisfy the new needs of Business Travellers?
5. How can we innovate to delight the new Business Travellers?

4. Transform our Guest Experience

1. How can we improve our Customer Journey to win – today and tomorrow?
2. How can we transform our Guest Experience to exceed the new needs?
3. How can we maximise Repeat Visits, Loyalty and Advocacy?
4. How can we innovate our F&B to build our business?

5. Transform our Business

Examples of our most requested 'business innovation' modules include:

- Targeting and Segmentation
- Sales and Marketing
- Distribution
- Revenue Management
- Operations
- Technology
- Property Innovation
- The New Luxury
- F&B
- Partnerships

These modules represent a sample of our most requested workshops.

However, all workshops are tailor-made every time – to meet the unique needs of every unique hospitality company.

Just get in touch to let us know what unique needs your own business has right now – and find out how we can help your team innovate to win.

make great teams

About Us

Make Great Teams are specialists in the science of teams and team performance.

We employ team science to create, propel and refresh high-performance teams in companies, governments, public services, NGOs, creative industries and competitive sport.

All of our work is built upon the science of teams and teamwork, and developed from our own:

- **Proprietary Analysis** of more than 5,000 empirical research studies and over 100 meta-analyses
- **Unique Expertise** across neuroscience, organisational psychology and psychodynamics, social psychology and interpersonal neurobiology
- **Hands-on Experience** creating and leading thousands of high-performance teams across North America, Europe and Asia Pacific

For more information

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