

# Summary of Workshops

All businesses will be able to choose from a range of the below workshops to make up the 12 hours.

## Workshop 1 (3 hours) – The ‘Why’ in What we do.

**Wednesday 15<sup>th</sup> July 11:00am-2:00pm (Rhys F)**

In the hospitality industry it is key now more than ever that businesses understand the reason why they operate not just what they do and how they do it. Today people are making choices based on how a product or service makes them feel, it's impact on themselves or the world, not just what they want or need.

This course investigates the meaning of hospitality and how embracing that meaning will direct hospitality leaders and owners to finding the answers to why they operate. In turn attracting and maintaining loyal customers who share their reason why.

We will explore how to develop a culture of care; care for our customers, care for our employees, care for our colleagues and care in the choices of which products and services we provide.

Our why should be visible in every aspect of our businesses, so we shall look at how we can identify brands and products who share our values and objectives. Also how best to utilities these brands in order to support and share our own brand message, our reason why.

## Workshop 2 (12 hours) – The Business of Health

**Every Monday and Tuesday 6:00pm-8:00pm 6<sup>th</sup> July - 21<sup>st</sup> July**

**(first 3 weeks of each month moving forward)**

Helping you understand the importance of health and wellness to your business and designing a simple strategy for building a healthier more productive business.

### SESSION CONTENT

- Why Health Matters : Sleep / exercise / nutrition / mental health / the effects of mental health on business
- The State Of Our Trade : Information on how the “health” of our trade is looking right now.
- What Can We Change : Our 5 dimensions of Health
- Carrots Vs Sticks : incentives that encourage healthy habits
- Frame Work For Action : An Action with a timeline, budget and a responsible person

### SESSION OUTCOME

- Reduce Sick Leave
- Improve Your Business
- Reduce Costs
- Increase Productivity
- Retain Staff
- Recruit More productive Staff
- Have More Fun At Work

Good Health is great for business, simple to implement and gives you the competitive advantage.

Trainings created by experts in their fields and made relevant for the hospitality industry.

## Workshop 3 (3 hours) – Opening a new venue – tips, tricks and pitfalls.

**Tuesday 7<sup>th</sup> July 2:00pm-5:00pm (John G)**

7 years, 25 venues. Learning from my own experiences and watching others, this workshop includes my little black book of advice on: site location, researching the market, licensing, building and fire regulations, sponsorship, grants, concept development, recruitment, training, managing the build, marketing, planning the launch, snagging and surviving.

## Workshop 4 (3 hours) – Profit maximisation for hospitality venues - controlling costs, pushing margin and boosting sales

**Tuesday 14<sup>th</sup> July 2:00pm-5:00pm (John G)**

Many people own bars or restaurants because they have enjoyed eating or drinking out for years, but don't have the experience in the industry to fine tune their business. Scrutinising you're spending and increasing turnover in any way possible is the key to success. The workshop includes SWOT analysis, P&L review, supplier review, marketing, staffing, upselling, concept fine tuning, GP, technology.

## Workshop 5 (3 hours) – Ways to Wow

**Tuesday 21<sup>st</sup> July 7:00pm-10:00pm (Jamie W)**

The Ways to WOW online workshop helps businesses install a three-part framework that helps reboot and enhance their brand from the inside out. The WOW framework is broken down into three core components, CLARITY, STRUCTURE & CULTURE. By combining and understanding these components it allows business owners to find more free time while growing their operation and team motivation.

## Workshop 6 (3 hours) – Tetris: Space Management in the workplace

**Wednesday 8<sup>th</sup> July 2:00pm-5:00pm (Hank H)**

As we know in Hospitality space is crucial. In this program we discuss how to maximise productivity through utilising the wasted space. In the 3 hour session we analyse existing businesses to find ways to utilise wasted space so that you can use this to develop your own productivity.

## Workshop 7 (3 hours) – Ki: The Power of Positive Influence in the Workplace.

**Thursday 9<sup>th</sup> July 2:00pm-5:00pm (Hank H)**

Positivity provides productivity. Productivity also is what drives our employees to betterment and passing this onto your customers brings them into the positive power loop. During the 3 hours I will be imparting information on how to increase productivity through positivity in the workplace.

## Workshop 8 (3 hours) – Captain GP: Maximising your menu potential

**Friday 10<sup>th</sup> July 2:00pm-5:00pm (Hank H)**

Gross Profit is at the helm of your business helping you sail the Riviera of everyday business. Mapping your GP is an effective way of being able to for see how you can manage your cost and profits. In our 3 hours we will look at current and previous menu examples.

## Workshop 9 (3 hours) – Wasteman: Utilizing the most out of your waste products

**Thursday 16<sup>th</sup> July 2:00pm-5:00pm (Hank H)**

Maximising productivity through conscious business decisions. Saving the planet and minimising waste while creating a sustainable and profitable business. Everyone needs a Wasteman.

## Workshop 10 (3 hours) – Too many chefs: Clear confident communication

**Friday 17<sup>th</sup> July 2:00pm-5:00pm (Hank H)**

How to communicate a clear ethos to create confidence throughout the management structure of your business. In a 3 hours session I will be sharing techniques on how to increase productivity through clear communication streams within your management structure.

## Workshop 11 (3 hours) - Planning for Success Post Covid-19: Let's Get Back to Business

**Monday 13<sup>th</sup> or 20<sup>th</sup> July 1:00pm-4:00pm (Adam K)**

The 3-hour workshop looks at how to get your business back up and running after the Covid-19 Pandemic. We look at data you already have on previous guests and look at macro-trends for the current climate, what they may look like in the future and how you use these trends to make informed decisions.

The session will focus on how to empower your team to 'redeliver' your brand identity with new guidelines in mind and how to plan for your business's 'reintroduction' into the market.