



BESTPRACTICE FORUM

TOURISM ■ HOSPITALITY ■ LEISURE

The Best Practice Forum are pleased to inform you that further funding, through the East of England LSC, has been secured for a second phase of the popular Profit Through Productivity programme



Leading learning and skills



Profit Through Productivity

- ▶ Are you making as much profit from your business as you would like?
- ▶ Are you getting the return on your investment that you deserve?
- ▶ Do you get as much out of your staff as your competitors do from theirs?

An exciting initiative developed by the
Best Practice Forum
for businesses across leisure, tourism and hospitality

Profit Through Productivity

- ▶ Your business will be allocated an **independent, accredited business coach** who will visit your business three times (9 hours) to give you specialist individual support, direction and advice. After an initial discussion with you, a business improvement plan will be drawn up, action points identified and support through workshops or other sources will be identified. This plan will be reviewed at the end of the programme and direction given to identify ongoing targets.
- ▶ You will be invited to attend a series of **Best Practice workshops and seminars** aimed to give you ideas to maximise your business and staff potential and give you the opportunity to network with other like minded businesses
- ▶ You will be able to use the **confidential Best Practice Forum benchmarking** database to assess how you compare to other businesses





Profit Through Productivity

Workshops and Seminars

- ▶ **Business Planning**
- ▶ **Direct and E-Marketing**
- ▶ **Boosting Sales and Productivity**
- ▶ **Induction and Training**
- ▶ **Achieving Service Excellence**
- ▶ **Using Regional Produce**
Run in partnership with the Academy of Culinary Arts and Tastes of Anglia
- ▶ **Adding value to your restaurant**
Run in partnership with the Academy of Food and Wine or the Russell Partnership - an international Food and Beverage consultancy
- ▶ **Excellence Through People**
- ▶ **Achieving Business Excellence – What is quality?**
Run in partnership with the AA



Profit Through Productivity

- ▶ A limited number of businesses will be able to take the opportunity to access a **free assessment for the Excellence Through People accreditation**
- ▶ You will be able to take part in the **new Best Practice Forum induction programme and be given free materials** for your use both now and in the future
- ▶ You will be given **Best Practice 'toolkits'** featuring booklets and cd rom's for you and your staff

"I have really enjoyed the Profit through Productivity Scheme, it has given me a sound grounding and invaluable information and help with my new business. The one to one coaching with my Business Advisor has already produced results.

I have been successful in my first year with strong sales and I partly owe this to Profit through Productivity." Twitchers Retreat. Nr. Kings Lynn

"The Profit Through Profitability Scheme is a welcome breath of fresh air. Relevant training, provided by industry experienced facilitators in easy- to-manage short courses. This is what the Hotel and Catering Industry in the UK needs right now."

Sopwell House St Albans



"Sue and I were recommended at our Management meeting today because so many of the staff who had been inducted were enthusing about the sessions. They seemed to know the answers to loads of things that it usually takes them months to find out!"

Milsom Hotels. Suffolk

"We have found the PTP scheme to be terrific value. It has been very stimulating for those involved and, from the employer's point of view, a highly positive investment for the future. It's quite simply too good an opportunity to miss"

Southwold Pier. Suffolk



Profit Through Productivity

This programme would normally be **£3000**, but with the funding secured through the East of England LSC, you pay only

£99 +VAT

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This programme is run by

Hospitality and Leisure Manpower
on behalf of the
Best Practice Forum



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