



Developing a Culture of Inclusion

Case Study

Background

For over 100 years The Landmark Hotel has been one of London's most iconic, 5-star hotels.

With diversity and equal opportunities at the cornerstones of its success, The Landmark team are continuously seeking improvement for guests and employees to drive results and make it a great place to work.

Enriching the journey of our people and guests

The Landmark believe in empowering their people, by creating a friendly, family atmosphere for everyone to enjoy.

A key part of their vision and purpose is to challenge each other to enrich their teams and their business to create fulfilling careers and engaging work.

Challenge

In order to achieve their company's vision, the organisation wanted their senior team to embark on a journey of cultural change, actively focusing on employee engagement and inclusion to drive the business forward.

As part of this programme it was essential for the senior team to look at things differently to truly enable the desired change to happen.



Corporate Profile

Luxury Hotel
22,900 guests per annum

Number of Employees

350 - 47 nationalities

“The results & improvements we have seen throughout the business are incredible, & we truly believe that the development delivered by Dale Carnegie has had a direct impact on our business results.”

Nicola Forshaw,
Director of HR



Solution

After assessing the business needs it was proposed that The Landmark's team should attend several of the core Dale Carnegie programmes.

Over the past 5 years the courses have been rolled out internally, starting with the Senior Leadership Team, then to other senior managers, Heads of Department and supervisors.

Engagement is now so high that there is a 'waiting list' of team members who have asked to attend for their own development.

Results

- Guest satisfaction up 10%
- Retention rates up 10% - average employee stays 9.5 years
- AA Hotel of the Year 2019
- Investors in People Platinum Award
- 100% of appraisals now completed
- Outstanding engagement levels – last survey closed with a 92% completed rate

“The Landmark London has benefited hugely from the relationship it has had with Dale Carnegie for the last 5 years. It has been pivotal in developing our culture and in the learning and development of all of our Senior Management Team.”

Andrew Batchelor, General Manager

Key Achievements

**Ranked No.6
Times Top 100
Companies
to Work For**



**Guest satisfaction &
employee
retention up by 10%**



**100% Appraisals
Completed**



**Food & beverage
upselling increased
by a third**



**Investors in People
Platinum Level**

AA Hotel of the Year

