THE METHOD

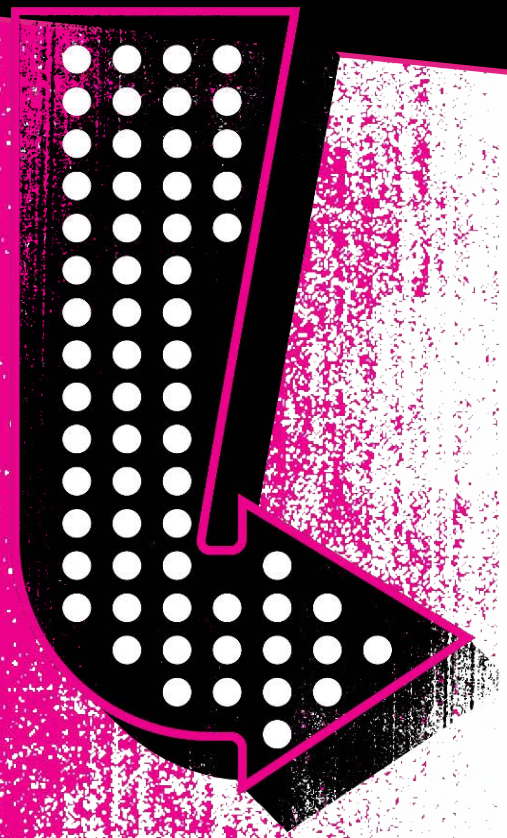
CASE STUDY: GUEST FACING PERFORMANCE

CLIENT / CONTEXT

Hilton, a leading global hotel chain. 98 new UK graduate trainees joining front-of-house and guest-facing roles.

THE CHALLENGE

The organisation wanted a more energising, consistent graduate induction — helping trainees present themselves with confidence and consciously create a welcoming, engaging guest experience from day one.



THE SOLUTION

THE METHOD created a fun, energising one-day Performance Programme to help 98 graduate trainees understand how their behaviour affects others and consciously bring their best professional self to everyday guest interactions.

PERFORMANCE PROGRAMME

THE TOOLKIT: THE HIGH PERFORMING SELF

- A 180-minute TOOLKIT helped participants take conscious control of their personal performance, embody their best professional self and perform more effectively in the hospitality situations they would encounter.

THE STUDIO: REHEARSAL LAB

- A 180-minute rehearsal session gave participants the opportunity to practise new behaviours in challenging situations and receive individual and group coaching and feedback. The rehearsal helped participants consolidate their performance and prepare to apply it in real guest interactions.

BUSINESS RESULTS

+11 POINT INCREASE IN NET PROMOTER SCORE

The increase was recorded in participant-led interactions at the front desk.
The programme also supported the organisation's objective of strengthening its UK graduate induction and equipping new front-of-house employees with lasting performance skills to help them consistently deliver a welcoming and engaging guest experience.

PROFESSIONAL PERFORMANCE

98% felt better able to build rapport quickly with guests.

96% felt more confident adapting their communication style in different guest interactions.

96% reported greater ease and consistency in delivering the organisation's service standards.

EXPERIENCE / ADVOCACY



100% agreed the skills they learned would help them feel more confident in everyday interactions.

100% agreed they would apply THE METHOD at work to enhance their Professional Performance.

100% saw opportunities to apply the new skills immediately in actual work situations.

"First impressions are everything in our business, and the difference at the front desk has been noticeable."

Chief Customer Officer

"Fantastic! A very interactive, practical and constructive induction session. It will definitely help the trainees perform better in their day-to-day work."

Senior Director