



)( *Dorchester Collection*

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A C A D E M Y

# Helping people to flourish

Let us help you transform your business  
by giving you the tools you need  
for inspirational leadership and the  
ultimate customer service experience.



## ABOUT US

**Dorchester Collection Academy is the first of its kind in the UK luxury hospitality market, offering bespoke learning programmes focused on leadership and customer service for other luxury businesses and aspirational brands.**

Based in the heart of London's Mayfair, our courses give people a taste of Dorchester Collection and an insight into our well-earned reputation for exceptional service.

Our state-of-the-art training venue offers a mix of open programmes, sound-bite sessions and bespoke training courses – from our own luxury business to yours.

The academy is tailored to suit the individual needs and requirements of your business through an immersive experience. Our expertise has been carefully crafted from the models and techniques used to develop the incredible teams at our Dorchester Collection hotels. It's this in-depth understanding of luxury service in a luxury market that sets us apart and can work for you, whatever your industry.



“Our academy is a unique learning environment where excellence comes to life, and we are honoured to have the chance to work with others to provide exceptional service, whatever your business.”

## BETH AARONS

*Global Director  
Dorchester Collection Academy*





## OUR COURSES

# Prepare to be inspired

From developing skills through group sessions and a series of open programmes, to bespoke courses created specifically for your company, we can find the right offering for you.

Our style of delivery includes presentations, discussions, role-playing and a variety of activities to enable you to put what you've learned into practice.

We can also create an unparalleled learning programme in partnership with our luxury hotels for a truly immersive experience.

### OPEN PROGRAMMES

Our open programmes are aimed at groups or individuals looking to develop their skills in customer service and leadership.

### BESPOKE PROGRAMMES

We can also tailor a programme to suit the needs of an individual or team. We recommend an initial telephone call, followed by meetings with our global director and head of programmes to discuss the requirements. A bespoke programme can be created for one individual or an unlimited number of employees. It can include strategy, planning, leadership learning as well as customer service and executive coaching, all tailored to your unique business.





OUR SERVICES

## CPD standards

Dorchester Collection Academy is proud to offer CPD accredited training courses.

Organisations accredited by CPDSO are identified as offering a high level of positive learning opportunities, and working with the CPD Standards community to enhance skills, knowledge and education.

For expert advice and guidance on your development goals and finding the right training programme, please contact our team of specialists:

+44(0)20 7319 7590

[dcacademy.DCL@dorchestercollection.com](mailto:dcacademy.DCL@dorchestercollection.com)

## Virtual training sessions

These highly interactive modules give people a thorough understanding of luxury service and the skills required to be an inspirational leader in a luxury market, no matter the industry. Each course delves deep into the topic for an exceptional learning experience.

### Customer service individual sessions

*Duration: up to 90 minutes*

- Understanding Service for UHNWI
- Storytelling
- Make It Personal, Make It Memorable
- Graciousness and Elegance in Customer Service
- Fundamentals of Great Service
- Ultimate Customer Experience
- Ultimate Customer Recovery

### Leadership individual sessions

*Duration: up to two hours*

- Effective Working Relationships
- Handling Difficult Conversations
- Leading Through Uncertainty
- Selecting Your Leadership Style
- Who Is Listening to Your Guests?
- Ultimate Employee Experience
- The Coaching Habit
- Reshaping Diversity, Inclusion and Belonging
- Exploring Sustainable Luxury

# Ultimate service experience

**This series of programmes covers the key elements for providing luxury service to discerning customers. Our programmes are suitable for anyone who has an ambition to deliver world-class service.**

## Essentials of Exceptional Service

An entry-level course that covers all the basic principles of working in the luxury customer service industry. Amongst others, you will explore how to maximise your communication through your verbiage and body language, discover the power behind using the customers' names, and learn how to deliver an exceptional welcome.

## Ultimate Customer Experience

Developing on the Fundamentals, the focus in this course is on giving the ultimate experience to each individual customer, looking at a variety of service interactions with customers that live a luxury lifestyle.

## Ultimate Customer Recovery

Sometimes things go wrong but rarely is this the cause of disengaged customers. Instead, it's the way you deal with a situation that can leave a lasting impression. This course explores how to deal with unhappy customers and how to deliver the ultimate service recovery to leave them as lifelong ambassadors for your business.

*Each of the ultimate service experience sessions is a half day.  
In-person and virtual delivery.*

## Understanding Luxury Service

Understanding how to deliver a luxury service underpins the luxury market today. During this course you'll explore the key elements of emotional luxury, discovering how to use everyday information gathered during service interactions to deliver a bespoke and personalised experience to your discerning customers.

## Creating Brand 'You'

This session will focus on some key areas, which will see you build skills and confidence in knowing your personal brand and what it means to reflect this in everything you do. It'll also look at proactively engaging in meaningful conversations that will build and develop important business relationships. We'll be using the theory of emotional intelligence throughout.

## Operational Training

*In-person delivery only*

Our team members bring their unique specialism to you. Each is an expert in their field, able to deliver food and beverage service, housekeeping, and culinary training at your premises. A session with one of our associates can be a stand-alone service or included in a bespoke programme if required by an individual or group of employees.



# Inspirational leadership

This series of courses reflects the qualities that have been proven to drive the results of our leaders here at Dorchester Collection. These programmes will help individuals to develop their skills and qualities in order to maximise the performance and results of their teams.

## Managing Luxury: How to Act

*Suitable for all leaders*

Designed for all levels of managers, this course explores how to develop clear, manageable and measured goals that can be celebrated. We'll also focus on how to lead your team to achieve these. Finally, we'll look at how to hire the right people and keep them engaged at work.

## Luxury Mindset: How to Be

*Suitable for emerging leaders*

As an emerging leader it is sometimes difficult to know where to begin. The luxury mindset provides a compass that will allow you to navigate your exciting journey. To set you up for success the course encourages development of your leadership vision and looks at how you'll achieve this. Most importantly, you'll learn how to leverage the talent in your team.

*Each of the inspirational leadership sessions is one to three days.*

## Fast Forward Leadership Series

*Suitable for experienced leaders*

Leaders and aspiring leaders in mid-management tiers can be the biggest drivers for business excellence. The Fast Forward Leadership Series is comprised of five capability modules and is focused on equipping the mid-management leaders with the necessary skills. By introducing essential, pertinent leadership topics and allowing you to practise new skills, your confidence and capabilities will develop, ultimately enhancing the positive effect on the people and the businesses you manage.

## Coaching

*Suitable for all leaders. In-person and virtual delivery.*

We offer one-to-one executive coaching sessions to mentor and motivate individuals in their own personal development. A complimentary 'chemistry session' helps identify the right coach and establish your unique goals.

*Coaching sessions are 60 to 90 minutes*

## Leadership Perspectives for General Managers

*Suitable for delegates in general management positions*

A unique programme to help current and prospective general managers develop and further refine their capability to steer the businesses they're leading. Comprised of nine modules, it provides an inspirational and reenergising learning experience. Throughout the programme, key experts from Dorchester Collection share their insights from their relevant areas of expertise (such as revenue, operational, and people and culture).

## Estate Manager Development Programme

Over the years it's been a pleasure to welcome you to our hotels, and now we'd love to become a part of your world – at home.

At Dorchester Collection Academy we offer operational and leadership training tailored to your needs, in order to deliver the ultimate service experience for you, your family and your guests. Some training can be delivered both virtually and in person.

Our passionate team of specialists will share their expertise, ranging from operational training in housekeeping and food and beverage, to our ultimate service sessions, offering your employees an insight into our well-earned reputation for exceptional guest experiences.

We'd love to show you our latest Estate Manager Development Programme – a unique one-to-one session in people management expertise, coupled with an introduction to the Dorchester Collection approach to service, principles and standards. And of course, you can rest assured that the confidentiality you enjoy at our hotels is extended to our work with you at your home.

Let us share what makes Dorchester Collection so exceptional, from our luxury business to yours.

## Trainers Excellence Series

From delivering short, on-the-job training sessions within a department, to the delivery of a full programme of learning, our Trainers Excellence Series combines theory and practical to give leaders the skills they need to successfully train their teams at a certificated level.

Because we understand the impact an outstanding trainer can have on an organisation, we take the principle of personalising the learning programmes for our participants to new heights. To select the best programme and development path for the trainers, we identify whether their focus is on practical skill development, enhancing knowledge across the organisation or the delivery of inspiring training aimed at attitude and behaviour change. We further refine our offering based on the remit of the role, whether it's purely focused on delivering training, if it includes a design component or, more widely, managing a learning function. Based on this preliminary assessment we offer practise-based 'train the trainer' programmes ranging from one to five days.

This series also shares insights into our own '*unfinished*'\* learning and development approach, along with our research on learner journeys. We share our vast experience from within Dorchester Collection and the many luxury businesses we've collaborated with over the years.

*\*Proprietary of Dorchester Collection Academy.*

## Sales development

The sales leader in any business has an important remit, usually covering many areas of responsibility; managing people and processes and of course, delivering those all-important results.

Dorchester Collection Academy has created a personalised training programme, allowing you to select the areas of development you require. With 12 topics to choose from, you can tailor your own learning, selecting up to six areas.

Our experienced global sales training facilitator will work with you on a one-to-one basis, virtually or face to face. We can spread the training over five days in order to suit you and your schedule.

*Suitable for all levels. Facilitated by a seasoned master of training.*



**SHALINEE IYALOO**

*Global Sales Training Facilitator  
Dorchester Collection Academy*

## Consultancy services

While we're not the obvious provider for consultancy services, you may find that our understanding of high-end experiences and service is exactly what you need. At Dorchester Collection we offer a fresh perspective for your business.

Whether you need support with a small project or a larger strategic positioning, Dorchester Collection Academy is able to call upon our internal expertise and curate solutions bespoke to your business.

We believe in forming close partnerships with the companies we work with and supporting you along the journey. Our experts are here to discuss your ideas and guide you through the evolutionary process towards strategic success. Some of our previous projects have included: leadership business alignment, defining the company culture, the customer experience journey and full planning for a new business opening.



**ZSOLT BOROS**

*Global Director of Programmes  
Dorchester Collection Academy*

# Testimonials

“Working with the Dorchester Collection Academy feels very much like a partnership. They embody ‘ultimate service’ and it is clear their values live and breathe through everything they do. They are energetic, inspirational, passionate, they positively challenge us when we need to be challenged and are open to share in the quest for service excellence”

## LEARNING DESIGN MANAGER

*Commercial Airline*

“One of the best events I have been to in years - and such a ‘unique’ subject - truly fascinating and such a positive start to the day.”

## CEO & FOUNDER

*Wealth Management Company*

“I definitely don’t get it right all the time, but following my sessions, I feel that I am making progress. Once again, thank you for the courses, I really enjoyed them. The sessions have given me new and renewed management leadership skills.”

## MANAGER

*Private Members Club*

“I realised what a difference it makes to paint a vivid picture when telling a story, rather than simply giving information to people.”

## ASSISTANT OPERATIONS MANAGER

*Privately Owned Boutique Business*







## BEVERLY HILLS

**Our stylish executive learning suite has been inspired by The Beverly Hills Hotel. Creating a unique environment for senior leaders, it's ideal for one-to-one executive coaching, private meetings, interviews, strategic meetings and C-Suite discussions.**



A safe haven for leaders to step away from the busy day-to-day operational business challenges, this room provides time to reflect for deep-level strategic planning. It's a space which inspires innovation and allows great minds to flourish. A different place for an entirely different way of thinking.

Our academy has seven state-of-the-art training rooms, designed with your experience in mind. All feature high-speed Wi-Fi, flexible seating options and can be combined with further space for breakout meetings or a chance for delegates to network. Room hire includes coffee and tea, a flipchart stand and paper, and projector and screen.

## SPEAKER EVENTS

# Join our guest speakers

At Dorchester Collection Academy we regularly host a variety of thought-provoking speaker events, designed to engage and inspire individuals working in the luxury sector.

These events are delivered by our most influential leaders at Dorchester Collection and other leading figures across different business sectors. All the speakers are experts in their field, discussing key topics to help others build on their own careers.

See our website for details on upcoming speaker events:  
[dorchestercollection.com/academy](https://dorchestercollection.com/academy)







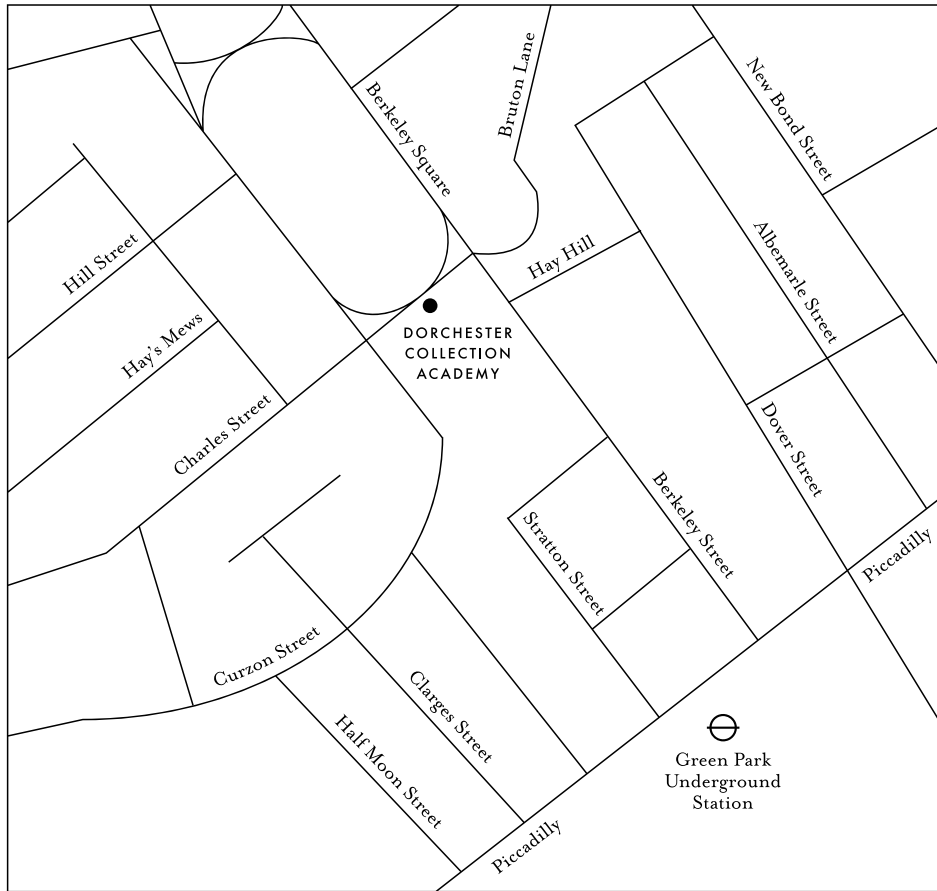
“Dorchester Collection hotels are icons in their own right, with a worldwide reputation for offering the best and most sought-after experiences and unparalleled standards of service. I’m delighted that the academy gives us an opportunity to share our wealth of expertise in the luxury market.”

## CHRISTOPHER COWDRAY

*Chief Executive Officer  
Dorchester Collection*



# Let's talk



**Please get in touch and we  
can discuss what's right for  
you and your business.**

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