



)(*Dorchester Collection*

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 COURSES

Prepare to be inspired

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

Our style of delivery includes presentations, discussions, role-playing and a variety of activities to enable you to put into practice what you have learned. We can also create an unparalleled learning programme in partnership with our five-star London hotels for a truly immersive experience.

OPEN PROGRAMMES

Our open programmes are aimed at groups or individuals looking to develop their skills. These half day programmes are divided into separate sessions, each lasting around 90 minutes.

COACHING

We offer one-to-one coaching sessions to mentor and motivate individuals in their own individual development. A complimentary 'chemistry session' helps to find the right coach for you and establish what you want to achieve.



OUR PROGRAMMES

Ultimate service experience

This series of short programmes covers the key elements for providing luxury service to discerning customers. Course durations vary, though typically these are half day. Our programmes are suitable for anyone who has an ambition to deliver world-class service.

Fundamentals of great service

Half day

- Verbal and non-verbal communications
- The ultimate welcome
- What's in a name?

Ultimate customer experience

Half day

- Your purpose and service
- Sense of luxury
- Crafting perfect moments

Ultimate customer recovery

Half day

- Dealing with dissatisfied customers

Understanding luxury service

Half day

- Thoughtful, gracious service
- Anticipatory and intuitive service
- Bespoke interactions
- Courtesy and manners

Creating brand 'you'

Half day

- Personal presentation
- Use of language
- Small talk
- Building rapport

Individual sound-bite sessions

60 to 90 minutes

- What's in a name?
- Make it personal, make it memorable
- The ultimate welcome
- Sense of luxury
- The art of small talk

Inspirational leadership programme

This programme reflects the qualities that have been proven to drive the results of our leaders here at Dorchester Collection. We can also tailor the programme to individual needs, enabling participants to maximise their potential by taking personal responsibility for their own leadership development journey.

The luxury mindset: qualities of a great leader

One day (suitable for emerging leaders)

- Perceptions
- Creating brand 'you'
- Self-awareness
- Self-management/priority management
- Resilience and composure
- Creating the ultimate employee experience

Managing luxury: leadership attitudes and behaviours

One day (suitable for all leaders)

- Living the values
- Selecting and retaining your team
- Leading your team
- Leadership presence
- What gets measured gets done

Leading luxury: leadership knowledge

One day (suitable for more experienced leaders)

- Creating a culture
- Strategic thinking and planning
- Creativity
- Leading projects and change

Individual sound-bite sessions

Up to two hours

- Selecting your leadership style
- Handling difficult conversations
- Presenting your thoughts with impact
- Priority management
- Motivating different generations
- Networking skills
- Creating the ultimate employee experience

“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



INSPIRING SPACES

Our academy has seven state-of-the-art training rooms, named after the destinations of our hotels, designed with the learning experience in mind.

LONDON (BOARDROOM)

Size: 24m² / 258ft²

Seated capacity: boardroom (10)

Facilities: video conferencing

BEVERLY HILLS

Size: 24m² / 258ft²

Seated capacity: classroom (15),
cabaret (21), theatre (35)

PARIS

Size: 42m² / 452ft²

Seated capacity: classroom (12),
cabaret (13), theatre (32)

MILAN

Size: 30m² / 323ft²

Seated capacity: classroom (9),
cabaret (12), theatre (25)

LOS ANGELES

Size: 45m² / 484ft²

Seated capacity: classroom (18),
cabaret (22), theatre (42)

ASCOT

Size: 45m² / 484ft²

Seated capacity: classroom (16),
cabaret (18), theatre (40)

ROME

Size: 44m² / 474ft²

Seated capacity: classroom (16),
cabaret (22), theatre (32)

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

Let's talk



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

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