

CASE STUDY HOSPITALITY INDUSTRY



Luxury hospitality groups invites James Taylor to unlock the creative potential of their people.



AT A GLANCE

Client

luxury hospitality brand with hotels and resorts in Maldives, Mauritius, UAE and China

Audience

Leadership and management across all resort functions (sales, F&B, HR)

Country

Maldives

Challenge

To unlock the creative potential of LUX team so they can improve the guest experience.

Solution

2hr workshop

Results

The audience left the workshop inspired and with a set of tools and techniques to unlock creativity and accelerate innovation.

"Having James speak to our team about creativity and how it can be discovered among our team members was a great event we hosted. Creativity and innovation are essential for survival and to thrive in our business. Bringing simple ways to generate ideas, implement them and review them using James Taylor's Creative Tool sets were some of the phenomenal takeaways from the workshop. Our team is better because they attended this program."

Afeef Hussein

Senior Director (Maldives) - Talent and Culture at LUX Resorts

ABOUT THE CLIENT

Founded in 2011, LUX* is a luxury hospitality brand that challenges the status quo, breaks the rules, rewrites them, and stands out. Spirited, creative, caring, and tasteful, the brand finds its purpose in helping people celebrate life. They have resort and hotel properties in the Maldives, Mauritius, UAE, Reunion Island and China. Each property celebrates the culture, the people, the nature, and the flavours of the destination it is in.

The Senior Director of Talent and Culture at LUX in the Maldives invited James Taylor to deliver a workshop for the leadership, management and heads of department at their South Ari Atoll resort. The focus was to be on one of LUX's five corporate values - creativity. The goal for James Taylor's workshop was to unlock the creative potential of the team so they could improve the guest experience, work better as a team, and improve the overall operations of the resort.

As the workshop attendees came from different departments (sales, marketing, HR, transportation, laundry, engineering) the main objective of the workshop was to teach everyone a set of common tools for creative collaboration. These creative thinking tools would help them generate, develop, analyse and execute on new ideas to improve the guest experience. The tools they learned and applied included PNC, OUT, Random Words Technique, Curious Questions and Virtual Masterminds.

James Taylor's final session consisted of a highly interactive workshop that got the team learning (and laughing) together. At the end of the workshop the various teams had generated a series of new ideas as well as exploring and assessing some of these ideas. The workshop finished on a high and in the following days a number of the attendees contacted James Taylor to describe the 'aha moments' they had had as well as various new ideas they were going to take forward in their roles.

