

purple

FEBRUARY
2010

IN THIS ISSUE

February 2010 www.learnpurple.com

learnpurple

learnpurple launches in Scotland - This side

Purple Leadership Programme

Read about how as part of our re-brand, our MDPs have been reviewed and renamed PLPs

This side

Back to the Future

A look back at the reasons behind why the purple palace was founded and a look at what's coming up in the future

This side

The story on Stephen Carter - in 60 seconds!

Stephen Carter shares his experiences working in the Hospitality industry

The other side

Now printed on recycled paper

LEARNPURPLE LAUNCHES IN SCOTLAND

Service organisations in Scotland will now be able to access our expertise in talent management, learning and development, employee engagement and people retention. We at the purple palace in London are proud to announce we have launched an office in Edinburgh, Scotland.

Our new purple palace will be headed up by Managing Director, Gavin McLean, a Scot living in Edinburgh. Gavin has over 20 years of experience within the hospitality and food industries and is

dedicated to helping Scottish companies maximise employee potential through people development and innovation making him the ideal partner in Scotland. When he was introduced to our suite of award-winning products and services he saw potential to expand the Scottish side of the business.

learnpurple has a positive history north of the border, having worked with Scottish-based hotels such as Malmaison, Hotel du Vin and Cameron

House. Jane Sunley, founder and CEO, has appeared at numerous conferences and speaking engagements throughout Scotland and has chaired the Scottish Enterprise Sales in the City Conference in Glasgow three times. She commented: "I've always loved doing work in Scotland, people are so very receptive to new ideas and our style and approach. We've aspired to a Scottish branch for quite some time and feel the time is right. I'm so looking forward to expanding on this now."

Sean Wheeler, Head of People at Malmaison and Hotel du Vin commented: "When looking at the current financial climate, there can only be one route to take: creative solutions to retain, develop and engage the great people you have. To keep them motivated and productive and keep hearts and minds engaged in your organisation. We have been working closely with learnpurple for seven

years, and have had an impressive percentage decreases in labour turnover, significant increases in motivation and productivity, and important cost reductions and increased profit!"

Scottish bar and restaurant group Montpeliers also welcomes this new development. Managing Director, David Wither is enthusiastic about the prospect of having learnpurple on his doorstep: "I wish learnpurple Scotland every success for the future. The innovative and forward-looking training courses and appraisal system will deliver real benefits for the hospitality industry in Scotland. I look forward to working with Gavin"

We are all very excited about our new office in Scotland. If you have any queries please contact Gavin on tel: 0131 2257996 or email: gavin@learnpurpleScotland.com

BACK TO THE FUTURE

Lots of people ask us how it all started and about the relationship between learnpurple and talent toolbox. They are both separate limited companies, yet we all work together in one big happy 'Purple Palace'. So how does it all work?

In the beginning:

Picture this: London, the late '90s.

Poor employment practice prevailed; there were widespread skills shortages and a very high labour turnover across many service industries. As an example, within the hospitality industry this averaged at 48%¹ or maybe 65%² - no one seemed to know. In the pub trade it was as high as 188%³. We decided something practical had to be done.

Although we now work across a range of industries and geographies, prior to founding learnpurple, our research showed that the five things people need to be engaged and retained are:

- **Communication** - two-way, consultative, continuous.
- **Career path** - some wanted one, some didn't want the pressure
- **Development** - learning and development that suited the individual, was relevant and flexible
- **Leadership** - working with inspirational leaders - at all levels
- **Aspirations/values being met** - they wanted to work somewhere with similar values and where their individual aspirations would be respected and met

The same research showed that 79% of people had not had a review or appraisal, and we felt very sorry about the 6% who didn't know if they had one or not! Of the remaining 15%, the majority found it to be a negative experience.

This sparked off our "light bulb moment" - we needed to harness technology to make sure all of the 'soft HR' functions happened in a meaningful way. Organisations knew what needed to be done but these things simply 'fell off' their lists. So we decided to create a software solution that would address these five key areas. And having thought some more, we felt it made sense to offer a more comprehensive 'engage, develop, retain' solution.

In 2001 learnpurple was created to help hospitality and other service industries attract, engage, develop, and retain talented people. The learnpurple company had a range of new and exciting people products and services some of which have evolved into today's universally popular 90 minute learning bites and purple leadership programme. We also started work on our 'light-bulb' product, talent toolbox.

Why 'purple'?

Many people ask us this question. The story is quite simple. It seemed like a great idea to base a brand around a colour and, because purple has so many positive connotations, learnpurple was born. Amongst many other associations, purple is believed to be the colour of enlightenment and self-improvement. It is thought to signify wisdom, awareness, ambition, business progress, patronage, dignity, richness, mysticism and power.

So, despite all those interesting facts, which in fact came to light after we had elected it, the truth is we chose purple because we liked it.

A brief history:

In 2002 learnpurple started to build on its success within hospitality to widen our approach geographically and to other sectors.

By 2004 talent toolbox was fully market tested and was showing proven return on investment of up to 645%+ for its users.

Because of this success, in 2005 talent toolbox became a separate limited company, wholly owned by learnpurple's directors.

By 2006 many client organisations were winning awards and accolades in recognition of the inroads made by their talent toolbox systems. For example, in conjunction with Malmaison and Hotel du Vin Hotel Group we won the coveted 2007 CIPD Talent Management for Business Benefit Award.

Bang up to date:

Picture it: 25th February 2010 - learnpurple Edinburgh launches.

Learnpurple now offers a wide range of acclaimed learning and development products worldwide, from bases in London and Scotland. This includes public courses, bespoke learning and development solutions, elearning, assistance with employer branding and becoming a great place to work, psychometrics and team dynamics work.

Talent toolbox is used by over 40 organisations in several sectors including finance, retail, construction, hospitality, accountancy, and more. It has thousands of users in 21 countries and is helping clients to collectively achieve cost savings of over £20m pa!

Learnpurple has created a free online engagement survey that has been used by over 1000 people. 500 individuals have joined the Purple Revolution to access free information and become part of our online community. And the purple palace in Covent Garden is still a creative and exciting place to work. And labour turnover in the hospitality industry is now recorded as 43%⁴. We would like to think we have had a little something to do with that.

¹ British Hospitality Association

² Chartered Institute of Personnel & Development

³ University of Leeds Conrad Lashley

⁴ Catersearch

PURPLE LEADERSHIP PROGRAMME

As part of our 2010 rebrand, we've reviewed our half day Management Development Programme modules (MDPs) and from 1st February 2010, they have become 'The Purple Leadership Programme'.

The format, quality and price of the sessions will not change but the new title better reflects the quality and content of the modules. We remain committed to continuously evolving and updating the sessions to ensure that we're delivering all the latest leadership development essentials.

You can check out our Purple Leadership Programme modules (and learning bites) and book online by visiting the learnpurple website at www.learnpurple.com

Or alternatively call **Sally Brand** on **0207 8366999** or email sally@learnpurple.com



5 MINUTE BUSINESS BOOKS – THE BOOKS WE READ SO YOU DON'T HAVE TO!

RELAX! A HAPPY BUSINESS STORY

BY HENRY STEWART
(CEO OF 'HAPPY' AND PURPLE FRIEND)
CATHY BUSANI AND JAMES MORAN



"Relax! A Happy Business Story" is a little gem of a business book. "Relax!" tells the story of the transformation of Howard from being a stressed-out boss, unable to get away from work even when on holiday, to a manager who trusts his people and enjoys 'a life'!

As we follow Howard through his journey to a simpler, more effective and essentially happier business (and home life), the authors share with us their simple, no-nonsense approach to managing people and getting the most out of them.

There is some real food for thought here and plenty of material to apply for managers, directors and business owners everywhere. Henry and the team encourage the creation of a workplace where there is complete trust, where employees take full ownership for their jobs and where a work life balance is fully encouraged. As for mistakes, well they should be celebrated, so everyone can learn from them.

Overall I really enjoyed my journey through Henry's Happy world and would really recommend the book to everyone- it was fun, inspirational, informative and practical (plus it's a nice slim book, so it's great for your commute!). Most importantly Henry's company really practices what it preaches and has been highly successful in doing so. This year alone Happy has won "Best in UK for health and well-being (Great Place to Work Institute)", "Best UK Workplaces: No. 12 (Great Place to Work Institute)" and "One of World's Most Democratic Workplaces (Worldblu)".

So go on, pick a copy today and transform your business! You can order "Relax! A Happy Business Story" via our website www.learnpurple.com/news/book-reviews/. For more information about Happy and how to create a great place to work go to www.happy-people.co.uk/default.asp

Reviewed by Sally Brand

THE PURPLE REVOLUTION – LIVE

Though we say so ourselves, we love the Purple Revolution; our free online community which allows anyone, anywhere to access goodies like our employee engagement survey. Please visit www.learnpurple.com/purplerevolution if you'd like to join.

From South Africa to Dubai and Pubs to Accounting Firms, more and more people sign up every day.

In January we hosted our first 'Purple Revolution – Live' networking and learning event. This took the form of a complimentary 90-minute Learning Bite style event, focused on improving personal impact in 2010. A skill everyone could improve on but few people want to ask for. And as proof of this, we had a great turnout despite the January chills. Jodi Goldman, amongst other aspects, looked at personal image and branding. Here are a few of her tips for success:

Revolutionise your posture: this looked at how you stand, walk and hold yourself. This has a massive effect on the way clothes look, the amount of confidence people will perceive you to have and the impact you create when you walk into a room. Shoulders should be down, and slightly engaged, tummy pulled in and you should 'think tall'. Imagine you have a string pulling you up from the top of your head – all the time!

Revolutionise your grooming: this was about updating your look and changing one thing about your routine. For example, if you've had the same hair cut for many years, it might be time to try a more updated look. For business, always dress as if you're going to a very important interview – get into the habit of making an effort every day.

Revolutionise your wardrobe: this was about creating a stylish working wardrobe. Most people wear 20% of their wardrobe 80% of the time. The goal for 2010 is to create a wardrobe where everything works together, compliments your colour and body shape, and works towards the personal image you are trying to portray – you should be wearing 80% of your wardrobe 80% of the time.

These were just some of the many points covered in the session. For more information about your image and personal branding please contact helen@learnpurple.com or call the office on 0207 836 6999

Lots of people have been asking for stress management tips so look out for our next Purple Revolution Live session on this very subject...



COMING UP...

London

Learning Bites
8.30-10am

Seminar style 90 minute breakfast sessions

Client Relationship Management

Session date: Wednesday, 10 March 2010

The strength and depth of business relationships can make a significant contribution to the success of your organisation. This practical and business focused course enables managers, supervisors and others to achieve greater clarity on what customers really want and what they value about their relationship with their partners and suppliers.

Manage and Motivate

Session date: Wednesday, 17 March 2010

Understanding a team and motivating them towards optimum performance is vital yet challenging. This workshop will provide practical yet powerful techniques to understand a team better by knowing 'what makes them tick'. This is all about getting better results. The techniques learned here can be used in all parts of life – a great personal improvement opportunity.

For Chefs: Don't Lock me in the Walk-In

Session date: Wednesday, 14 April 2010

This learning bite is specifically for chefs looking to develop management and leadership skills. Looking at topics such as delegation, motivation, performance management and other key leadership issues, delegates will learn to improve results and team working as well as dealing with challenges within their teams.

Effective Business Writing and Email Etiquette

Session date: Wednesday, 21 April 2010

Accurate and concise written communication is important in any business. Delegates will gain an understanding of the basic 'rules' plus valuable tools to enable more effective business writing. The session will include techniques to aid style, clarity and accuracy, which will enhance communications, create a positive image and help to build relationships.

Conflict Management

Session date: Thursday, 29 April 2010

Conflict can have a detrimental effect on productivity, service and relationships, though well managed debate can be the key to business improvement. Having the necessary knowledge and skills to understand and diffuse conflict in an appropriate manner will make a positive impact on morale and business results. This course gives delegates practical tools and the confidence to handle such situations without losing creativity.

Purple Leadership Programme

Half day intensive workshops for up to 15 delegates.

Inspirational Leadership

Session date: Thursday, 11 March 2010

Session Time: 2pm – 6pm

For Senior managers (Level 3)

Great leaders inspire their teams towards business success, but what makes a great leader? What do people expect from their leaders? What actions can today's leader demonstrate to make a difference? This session works through essential facts, tools and techniques to improve any manager's leadership style whilst retaining individual style and flair.

INTERVIEW: GONE IN 60 SECONDS!



Stephen Carter,
Managing Director,
Cameron House,
De Vere Deluxe,
Scotland

6. Could you share some of your life lessons with us?

Always be short on promises and long on delivery. It delights customers and builds confidence with colleagues and business parties.

You always get the behaviour you expect from people. When you make a judgement about someone, their behaviour will always appear to support your judgement so try to see people you have a problem with in a different light and watch your attitude to them change.

Learn to manage peoples' behaviour not the person, it is more effective and it is their behaviour that's a problem sometimes and not the person.

7. What are you reading at the moment?

I have just finished reading a book by someone who lives in the same East Neuk of Fife village that I live in. The book was published last year. It is called "Turning Points" by Julia Ogilvy and is a collection of real life story stories of people whose lives have been changed forever by some unusual event in which they have become involved through no design of their own.

8. What is the importance you place on learning and development?

Learning and development are critical in order to enjoy life in total as well as essential in your career. Learning has got to be the best motivational tool in the box. When you learn and develop, your confidence grows and allows you to push out more, you feel good about yourself and you grow mentally and in stature. The more you see yourself growing the more self motivated you become and remember, "when you stop getting better you stop being good".

9. What is your philosophy on leadership/ recipe for success?

I believe a leader has to have five traits. VISION and the ability to share that vision with everyone in the organisation. CULTURE, the leader has to create the right culture and environment for everyone to work productively. Good leaders are always TRUTHFUL and do not mislead and they have to have the ability to MOTIVATE. Finally they have to have PASSION for their work and their Vision.

And last but not least...

10. I heard you're a bit of a learnpurple/ talent toolbox fan. What do you think about us coming to Scotland?

It is great that learnpurple is coming to Scotland. They already have a lot of fans north of the border and members of their team are well known for their frequent visits. Having an office now in Edinburgh shows an ongoing commitment to their learning and development role and of course Learnpurple can be considered to be coming home to the Land of Purple Heather! Failte.

1. Stephen, can you give us a brief introduction to Cameron House?

Cameron House is a magnificent baronial mansion surrounded by over 100 acres of ancient woodland on the shores of Loch Lomond. It has undergone a substantial refurbishment in the last two years and now blends traditional Scottish influences with sumptuous contemporary décor offering our guests a memorable stay in the finest surroundings set within some spectacular landscapes. The House is now supplemented with a championship golf course and destination spa at The Carrick, a further 300 acres adjacent to the main Estate.

2. How did you become the Managing Director there?

The Resort is part of the De Vere collection of hotels and resorts now owned by the Alternative Hotel Group. I joined the company when AHG bought the group just over 3 years ago and after spending fifteen months in an area role I took up my position at Cameron House to finalise the refurbishment and re-position the hotel into Scotland's leading five star resort.

3. What was your first job ever?

My first ever job was as a commis waiter at the Prince of Wales Hotel in Southport in my vacations from University of Surrey where I took a degree in Hotel Administration. I remember being given twenty teaspoons on day one of my working and being told that I had to hand thirty teaspoons back to the restaurant manager if I was to be paid my share of the tronc on the day I finished (some things never change in hotels!).

4. What advice would you give to people aspiring to work in Hospitality?

Be prepared to work hard, set yourself goals and take the staircase to the top (one or two steps at a time) because there isn't a lift. Above all, remember that if you enjoy the work you do you will never have to do a days work in your life.

I can only say I have found the hospitality industry a greatly rewarding one to work in and would recommend it to anyone who enjoys working in it. If you don't enjoy it get out as fast as possible!

5. What are the key characteristics that you look for in the people you bring on board?

I look for a positive, can do attitude and an ability to get on with people, "a glass half full" type of person with a genuine desire to want "to make someone's day". A ready smile and a focused mind always helps.

Managing and Building Successful Teams

Session date: Thursday, 18 March 2010

Session Time: 2pm – 6pm

For Managers and Supervisors (Level 1)

The benefits of investing time and effort in creating good team dynamics are proven. Delegates will learn the necessary theory and techniques for better team building, for motivating and challenging the team and improving team harmony.

Improving Commercial Thinking

Session date: Thursday, 15 April 2010

Session Time: 9am – 1pm

For Manager and Supervisors (Level 2)

An ideal course for those who are in roles requiring them to deal with finance and management accounts on a day to day basis. This course is for managers, group managers, F&B managers and other experienced managers who are required to interpret and present financial information and improve decision making and forecasting.

Sales Through Service

Session date: Thursday, 22 April 2010

Session Time: 2pm – 6pm

For Manager and Supervisors (Level 1)

Viewing service and sales as an integrated part of the manager's role can lead to greater results. Delegates will gain valuable tools and techniques to enable themselves and their teams to increase customer satisfaction, sales and profitability.

Scotland

Learning bites

17th March

08.30-10.00 Edinburgh Up Selling

10.30-12.00 Edinburgh Don't lock me in the walk in

14.30.16.00 Glasgow Up Selling

16.30.18.00 Glasgow Don't lock me in the walk in

14th April

Manage and Motivate

Impact and Influencing

12th May

Telephone Skills

5* Customer Service for Front of House

16th June

Sales through Service

Time Management

Learning Bites at E95+VAT per person

Purple Leadership Programme at

£195+VAT per person

Book on line at www.learnpurple.com or for more information please contact:

London Sally Brand

T: +44 (0) 207 836 6999

E: sally@learnpurple.com

Scotland Gavin McLean

T: +44 (0)131 225 7996

E: gavin@learnpurple.com