

BMGM6003

by Paulina Skoczek

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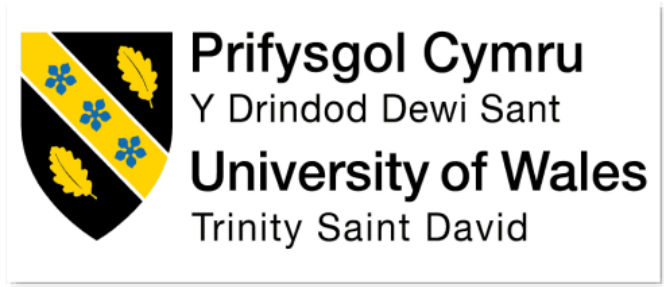
Character count: 12971

Acknowledgement of the use of AI

I acknowledge the use of ChatGPT (<https://chatgpt.com/>) on 9th of October 2024 to support my research using the prompt:

1. Please provide me with the materials on the adult learning and motivational techniques and theories.

I confirm that I have not presented any AI generated text as my own work. I confirm I have copies of my drafts, notes and other resources I used before, and after the use of AI tools which I may be asked to provide in evidence.



Specialist Placement: Leading Staff Development

BMGM6003

Paulina Anna Skoczek (2219392)

Antoinette Milne

01 November 2024

Welcome, Morgan's Hotel
Team!

Meet Your Trainer!



Serving Passion for Hospitality

- Over 9 years of experience in Hospitality Industry, working in various roles, from student to a shift leader allowing me to understand the **tricks of the trade**  1
- Proud to have represented the UK in **prestigious 5-star restaurant service competition**  2 achieving a silver medal in Fine Dining category.
- Currently studying International Gastronomy Management Programme, focusing on achieving a managerial expertise allowing to learn how to combine passion for hospitality with strategic leadership.



Enhance Your Expertise & Become a Hospitality Hero!

Why This Seminar Is Essential For Unlocking Your Full Potential As a Hospitalian?

- This seminar was designed to help you avoid the **skill and knowledge stagnation** to create **optimal environment** to achieve well in the most efficient way.  3
- What is more, as well as a practical guide this training session is created to give you an **opportunity to pause** and encourage you to **focus in depth on you** - building upon successes, avoiding the errors and **using adversity as a stepping stone**.
- The structured plan for this session is also aimed at **stimulating reflection** to compare your actions and outcomes with the industry expectations to help you understand what lies beneath your current choices and **performance to date** to drive your **personal growth, career development** and a desire for **self-improvement**.  4

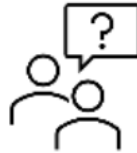
(Wlodkowski, 2008)

Important **Reminders** Before We Begin!



If you catch yourself dozing off-

Remember, I want your eyes sparkling.



Questions are welcome!

Just avoid yelling for 'HELP' I am scared too



Have Fun!



Let's put on our experts faces, even if you feel like a corked bottle of wine.

Turn off notifications!



We can watch that funny cat video on Tik Tok later.



Preparing for **Beaujolais Day Event** at Morgan's Hotel:

Enhancing Wine Knowledge & Customer Service Skills.

The **Aim** of the Seminar

- To enhance staff expertise in wine knowledge and recommendations while refining service etiquette, thereby facilitating an elevated experience that meets guest expectations for the forthcoming Beaujolais Day at Morgan's Hotel, ultimately increasing employee motivation, job satisfaction likewise the revenue and prestige of the establishment. ■



The **Objectives** of the Seminar

- By the end of this 20 minutes training session staff should be able to identify and explain seven characteristics of Beaujolais Wine in response to guest inquiries. This will be assessed during this session through a verbal Q&A activities with a target of 100% engagement and participation.
- Staff should have the knowledge of practical upselling terms and wine fluency focusing on key selling points such as, wine quality, wine prestige, wine awards, when offering premium wines to guests aiming to increase revenue of premium beverages sold, aiming for 5% compared to the previous month, starting immediately after training session. Progress will be tracked via weekly bar items sold report, internal staff observation and customer reviews (Solink,2024).
- Within the next two weeks staff should be able to implement wine service etiquette to reflect the hotel's commitment to quality during guest interactions. The performance will be measured through observations during service, and the shout out chat where staff can share their experiences, share insights and reflect on performance through peer-to-peer interactions.



(Figliuolo, 2016)

'Un-corking' The **Benefits: Business Perspective.**

1. Competitive Advantage

- Staff equipped with comprehensive knowledge of how to approach customer when offering wine will position Morgan's Hotel as a premium destination, for providing elevated service experience and superior customer value (Kotler and Keller, 2012).

2. Increased Revenue

- By leveraging product knowledge and the art of upselling, staff can encourage higher value purchases contributing to an increase in average guest spend by nearly 80% (Morgan, 2019).

3. Brand Reputation and Repeat Business.

- Customers often rely on emotional connection to the establishment when making their decisions (Chan et al. 2017). Therefore, guest that experienced exceptional customer service are more likely to return to the business and are more likely to engage in positive word-of-mouth marketing or leave a positive review through social media and other relevant online platforms. 

'Un-corking' The **Benefits: Employee Perspective.**

1. Mastering the art of upselling makes you more versatile and valuable in hospitality industry.
2. Guests appreciate engaged and knowledgeable service. A small effort to improve their experience can present an opportunity for bigger tips and appreciation.
3. Management staff often recognise individuals with an outstanding performance and offer promotions, recognition and opportunity to take on higher positions.
4. Being a part of successful establishment build pride in your workplace, leading to better job satisfaction.
5. When you have the knowledge to provide outstanding service work becomes more enjoyable.

(Noe, 2016)



Knowledge Check! Seminar **Challenge.**

What is Beaujolais Day?

When is Beaujolais Day Celebrated?

Where does the wine come from?

What wine is featured on Beaujolais Day?



Celebration that marks the release of wine.

Third Thursday of November each year.

France  9

Beaujolais Nouveau.

(The Wine Society, 2023)

Beaujolais Nouveau

Characteristics of the wine:

Grape: 100% Gamey.  10

Body: Light-bodied.

Sweetness: Dry

Acidity: High acidity.

Tannins: Low.

Flavour: Raspberry, red cherry, unoaked.

Best served at: Lightly chilled 13 degrees Celsius.



Why is it **Unique**?

The wine is unique because it is released just weeks after the harvest. Usually 6-8 weeks. It is meant to be consumed young therefore, it doesn't lend itself for ageing.

(The Wine Society, 2023)

Must-Know Insights

[Beaujolais wines, the official website](#)



Wine Service: Etiquette



Top 4 **Game Changers** For Wine Service.



(Wine & Spirit Education Trust, 2016)

Beyond the **Sale**: To wine or not to wine?

What attitude do you have when you think about word: **upselling**?

Optimistic? Are you excited to be able to upgrade customer experience?

Neutral? Do you recognise it as necessary skill?

Cautious? Are you concerned that it can sometimes feel pushy and aggressive?

(Smyth, 2006)

Elevating the **Experience: The** Little Touches



(Londres, 2014)

Elevating the Experience: The **Wine Upselling Terms**

Create a Warm Welcome

Welcome to The Morgans Hotel! May I interest you to have a look at our wine list? We have some fantastic options to recommend!

Create a value! Wine is not just a wine! Be enthusiastic!

Our award-winning Sauvignon Blanc has fantastic notes of fresh herbaceous character, blended with zesty passionfruit! Investing in a fantastic, elegant and subtle wine is a wonderful way to make your evening special here at Morgans Hotel! For an extra touch of luxury, may I introduce you to our [choose a premium wine from your wine list]. It is pure extravagance to savour. Why not luxuriate in a bottle? It is a perfect idea to share and create memories!

Handling Doubt

I understand it may be difficult for you to decide, how about if I bring you a small tasting sample?

What type of wine you usually enjoy? Are you more into a light and refreshing, or something rich and full-bodied?

While our Sauvignon Blanc is delightful, our [different wine] offers even more refined taste. Would you like to experience it here at Morgans Hotel?

Checking In

How is the flavour treating you? Would you like a top up or perhaps try a different choice for a new experience?

Closing the service and expressing gratitude

Thank you for enjoying our wine selection! It was a pleasure serving you and we hope everything was to your satisfaction. Please don't hesitate to return for another visit, I can't wait to introduce you to some of our other best wine selections.

Ask for review in a non-intrusive way

If you have a moment, we would love to hear your thoughts in an online review. It helps us grow and ensure each visit is unique and meet your expectations!

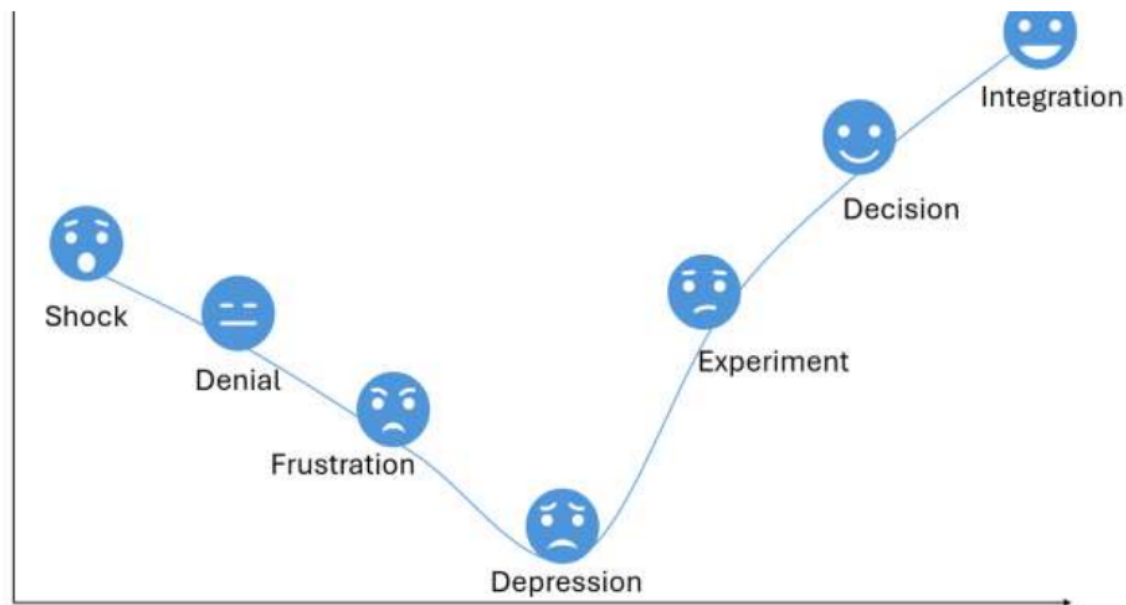


(Cox, 2018)

Introducing **Helping Models**

Building **Self-Confidence Together!**

Fear of Sudden Change —————→ *Work in Progress*

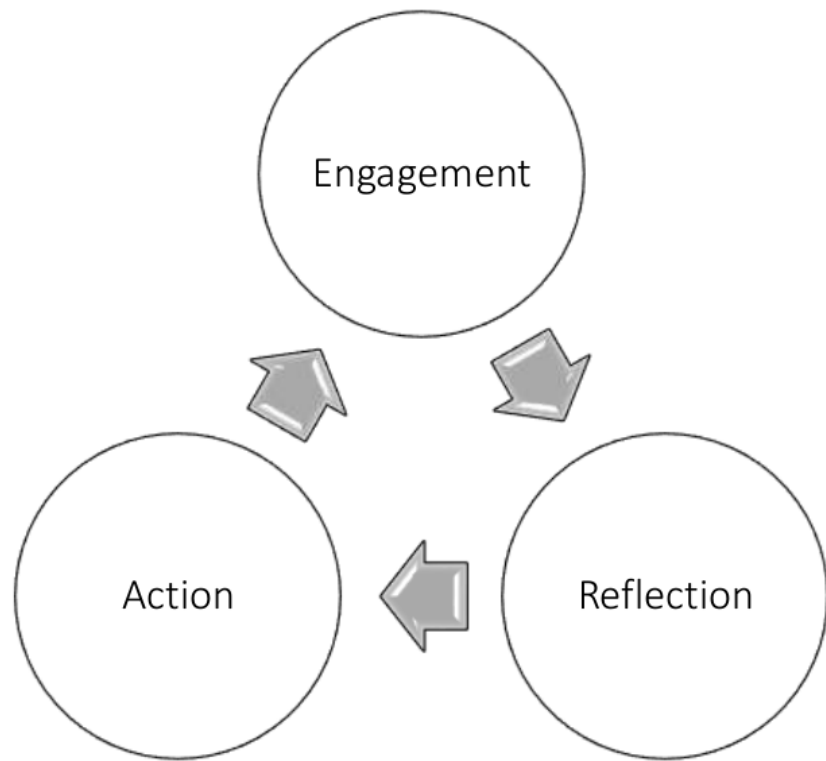


(Kübler,2018)

- Change takes time.
- Open channels of communications are important. This is a judgment free zone.
- Mistakes and challenges are part of this process they are your stepping stones.
- Progress , not perfection.
- Workbook is provided to make sure you feel equipped throughout the process.

(Sinek,2023)

Tool 1: Learning Through: Experience



1. Describe your Experience.

2. Reflective Observations.  15

3. Connecting your experiences to a broader view.  16

4. Identify specific goals based on your reflections and insights.

(Kolb, 2015)

Tool 2: The **Hope At Work**

Pathways strategies to achieve the goal.

Example: I will ask my manager to observe my performance and give a real-time feedback.

Alternative Pathways when setbacks.

Example: Feeling stressed and upset when receiving poor feedback of low sales report.

Focus on what you can control? Ask yourself: What is in my control that I can improve? Identify root causes.



Stay Motivated

Example: I will collaborate with my team to compare useful tips and strategies related to wine upselling to inspire me to progress for better results.

Reward

Example: When I achieve the set goal, I will treat myself to a favourite

....

I will share my achievements on a **shout out chat!**

(Bell, 2019)

Tool 3: Getting Started with **New Knowledge!**

- ü Aims to develop the good habits through daily practice to help you succeed.
- ü Chat must become a daily routine of every shift to that you can regularly contribute.



- ✓ Fosters a supportive work environment and peer-to-peer interaction.
- ✓ Encourage you to reflect upon your performance and the performance of your colleagues fostering a shared feedback learning environment.
- ✓ Provides support until you can perform discussed practices independently.
- ✓ Promotes a collaborative problem solving.

(Grace, 2023)

(Vygotskii,1978)

Action Plan For Beaujolais Day!

1. Conduct a 15 minutes pre-event meeting to recap Beaujolais wine characteristics.  18
2. When guest approach the bar, create a warm welcome.
3. Use wine upselling terms to create a value. Remember, be enthusiastic **wine is not just a wine.**  19
4. Serve the wine according to wine service etiquette  20 including glass selection, presentation, opening, pouring.
5. Elevate the experience by little touches 
6. After the event, share your insights and experiences on a **shout-out chat while reflecting on your performance and setting goals** for the next shift.

(Fulmer, 2013)

In summary, our understanding of wine is more than just offering a wine list, it is the foundation to create unforgettable experiences, which **HOSPITALITY** is all about.



Do you think you can transform each bottle of wine into a tale your guest will talk about long after their visit?

With one vision let's turn wine experience into a secret ingredient of great hospitality, elevating every moment, with each pour!



IGNITE YOUR ENTHUSIASM FOR **WINE**

CREATE A **MOMENT**

CELEBRATE **PRESTIGE**

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FINAL GRADE

GENERAL COMMENTS

This paper has been IV'd by Jessica Newport as second marker who agrees with the mark and comments made by Antoinette Milne as first marker.

74/100

PAGE 1

PAGE 2

PAGE 3

PAGE 4



Comment 1

It is important to provide more detail here and explain what is meant by this (to demonstrate knowledge and understanding).



Comment 2

It is important to state what the competition is called, so the audience knows.

PAGE 5



Comment 3

Please review the grammar here.



Comment 4

This is rather a long sentence and it can be helpful to consider using shorter sentences for increased clarity.

PAGE 6



Comment 5

It is important to consider how helpful it is to say this and to consider that the audience may want you to be confident and in command. This may not instil confidence.

PAGE 7

PAGE 8



Comment 6

This is quite a long sentence and it can be helpful to consider using shorter sentences, for increased clarity. Bullet points can be advisable.

PAGE 9



Comment 7

There is a lot of writing on this slide. It can be helpful to either reduce the words and/or spread over more slides (perhaps one of the three points for each slide, for example)

PAGE 10



Comment 8

It is important to provide an in-text citation for this statement.

PAGE 11

PAGE 12



Comment 9

You could add that it comes from the region of Beaujolais (hence, the name of the wine).

PAGE 13



Comment 10

The name of the grape variety is Gamay (rather than Gamey).

PAGE 14

PAGE 15

PAGE 16

PAGE 17

PAGE 18

PAGE 19



Comment 11

It is important to briefly explain what herbaceous means, as many may not know and it can be intimidating.



Comment 12

It is important to define what is meant by, "more refined taste". What one person finds "refined", another may not. Using the word, "refined", could be seen as a judgement.



Comment 13

There are many words on this slide and it is important to either reduce the words and/or spread them over more slides (for increased clarity).



Comment 14

It may helpful to consider the different and various types of guests that visit Morgans Hotel. Some may enjoy this approach and others may prefer a more casual approach.

PAGE 20

PAGE 21

PAGE 22



Comment 15

It is important to provide detail and to give specific examples, about what this means, for increased clarity.



Comment 16

It is important to provide detail and to give specific examples, about what this means, for increased clarity.

PAGE 23



Comment 17

It can be helpful to provide an example, for increased clarity.

PAGE 24

PAGE 25



Comment 18

It is important to provide more detail as to who is going to initiate this.



Comment 19

It is important to provide specific examples here and/or summarise, for increased clarity and expectation.



Comment 20

It is important to provide detail of the etiquette.



Comment 21

It is important to give examples of what is meant by this.

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PAGE 27

PAGE 28

PAGE 29

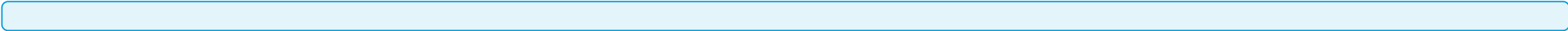
PAGE 30

GRADING FORM: BMGM6003 LEADING STAFF DEVELOP

PAULINA SKOCZEK

74

LITERATURE ENGAGEMENT /10



 For some statements, it is important to provide an in-text citation (please see in-text comments). You have provided 20 references, which was required. Overall, well done.

7

KNOWLEDGE & UNDERSTANDING /20

 It is important to provide more detail and to give specific examples, where relevant, in order to demonstrate knowledge and understanding (please see in-text comments). You have included the objectives and forms of measurement, which is very helpful. Remember to spell the name of the grape variety correctly (Gamay). It may be helpful to consider the different and various types of guests that visit Morgans Hotel. Some may enjoy the approach you have proposed and others may prefer a more casual approach.

14

COGNITIVE & INTELLECTUAL /20

 You have demonstrated some critical thinking, analysis and evaluation. Analysis and evaluation on the types of guests at Morgans Hotel can inform the wine upselling approach, which wasn't mentioned.

14

PRACTICAL APPLICATION /25

 You have developed a training program based on research and experience, which is It may be helpful to consider focussing on particular points for increased clarity (it may be helpful to edit the presentation in order to be more concise). It is also important to provide evidence of the need for the training.

18

TRANSFERABLE SKILLS /25

 Your use of visual images is helpful for illustrating the words. Some sentences are a bit long, and it can be helpful to consider using shorter sentences. Please review the grammar in places (please see in-text comments). In some cases, there are quite a lot of words on one slide, and it can be helpful to either reduce the words and/or use more slides. Your presentation at Morgans Hotel was professional, engaging and clear. The Morgans Hotel employees who attended, expressed their interest in the topic and how they believed they learned quite a lot. Your use of videos and discussion was well received. Really well done Paulina.