



Hospitality Performance Accelerator

The Deloitte Academy

MARCH 2026

Introduction | Effective Training Bridges the Gap

Addressing the unique challenges of the hospitality sector.



In hospitality, the outcome is not judged by the strategy – but by the daily operation.



Hospitality Trends



Trends | Hospitality Industry Faces New Challenges

Addressing the unique challenges of the hospitality sector.



Agility vs. Stability

Need to adapt to market changes while maintaining operational stability and workforce morale.



Technology Resistance

Frontline staff resist new tools, hindering adoption and operational efficiency improvements.



Manager Capability Gap

Managers lack training to shift from supervision to talent development, impacting engagement and retention.



High Employee Turnover

Quit rates nearly double industry average, causing service disruptions, recruitment costs, and loss of institutional knowledge.

The Core Problem

These challenges create a complex and urgent problem for the hospitality industry. The friction between **stability and agility**, resistance to new technology, an unprepared management layer, and high turnover rates form a cycle of inefficiency and disengagement. Addressing these issues is not just about improving individual metrics; it's about fundamentally strengthening the operational backbone of the sector.

Trends | Effective Training Bridges the Gap

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FRONTLINE WORKERS



Technology Adoption

Provide flexible, on-demand digital training to help staff understand and use new tools effectively, boosting **efficiency** and **confidence** with technology.



Service & Emotional Intelligence

Train workers in **empathy** and de-escalation techniques to transform guest complaints into powerful **loyalty-building** opportunities.



Personalized Development

Offer clear career paths and upskilling opportunities to motivate employees, increase **job satisfaction**, and significantly reduce staff **turnover**.

MANAGERS



Change Management & Communication

Equip managers to lead technology adoption by effectively communicating benefits and supporting their teams through the **transition**, ensuring smooth **implementation**.



Coaching & Talent Development

Train managers to identify individual motivators and create personalized development plans, fostering **talent growth** and improving **team performance**.



Data-Driven Decision Making

Build skills in financial analysis and KPIs to help managers balance **cost control** with delivering exceptional **service quality**.

Presentation of Program



Hospitality Performance Accelerator | Offerings

Addressing the unique challenges of the hospitality sector.



1. Operations and Service Excellence



Operations and Service Excellence | Module Description

SOPs, HSK and Front Office Operations

Duration: 1 Day

Main Topics

Front Office & Guest Services Optimization **Performance & Productivity**

- Check in/out flow efficiency
- First impressions & last impressions
- Scheduling efficiency
- Cost control vs service balance

Housekeeping Operations & Signature Rituals

- Cleanliness standards & efficiency metrics
- Room readiness as service theatre

Backstage Systems & Communications Tools

- Shift handover routines
- Issue escalation loops that work in real time

Training Methods & Tools

- Frameworks & Methods
- Role play scenarios
- Storytelling exercises
- Workshop hand-outs and slide decks
- Product storytelling tools

Results

- Improved confidence and clearer understanding of the role
- More effective use of systems & tools

2. Guest Experience Excellence



Guest Experience Excellence & Multigenerational Guests | Module Description

Addressing the unique challenges of the hospitality sector.

Duration: 2 Days

Main Topics

Understanding the Guest

- The emotional guest journey
- Multigenerational & multicultural behavior

The Unreasonable Hospitality Principles

- What UH means
- Memory-making micro moments

Emotional Intelligence in Guest Interaction

- Tone, presence & body language
- Empathy vs Sympathy

Experience Design Workshop

- Design the signature steps of the guest journey
- In room storytelling

Reviews management

- Data as emotional insight

Training Methods & Tools

- Guest journey mapping
- Real review breakdown technique
- Role play scenarios
- UH workshop techniques

Results

- Higher guest satisfaction scores
- Stronger emotional guest connections

Complaint Management | Module Description

Addressing the unique challenges of the hospitality sector.

Duration: 2 Days

Main Topics

What a complaint really means

- Complaints reveal service gaps and shows that the guest cares enough to give feedback

Ownership mindset

- Take personal responsibility for solving issues, regardless of your role

Service recovery principles

- Acknowledge → Apologize → Listen → Act → Follow up

How to turn a complain guest into a loyal one

- Exceed expectations in resolution. Listen, validate, own it, act decisively.

Emotional intelligence (empathy vs sympathy)

Compensation vs emotional recovery

Training Methods & Tools

- Slide decks
- Complaint handling framework card (pocket tool)
- Scenario role play pack
- Compensation decision matrix

Results

- Managing myself – mindset & emotional control
- Managing others – communication, empathy
- Managing the business – reputation impact, cost awareness

3. People and Leadership for Hospitality



People and Leadership for Hospitality | Module Description

Addressing the unique challenges of the hospitality sector.

Duration: 2 Days

Main Topics

Human-Centered Leadership Development Emotional Intelligence & Resilient Teams

- Self-awareness & leadership mindset, emotional regulation in high-pressure environments, inner authority and conscious decision-making
- Stress management, emotional intelligence in daily operations, resilience in peak season, psychological safety within teams

People Management & Team Dynamics

- Team motivation & collaboration, conflict resolution, trust-based relationships, managing performance through connection and clarity
- Employee experience journey, values in action, transforming employees into brand ambassadors, authentic workplace culture

Culture Building & Employer Brand from Inside Out

Emotional Intelligence & Resilient Teams

- Stress management, emotional intelligence in daily operations, resilience in peak season, psychological safety within teams

Multi-Generational Workforce Alignment

- Adaptive leadership across Gen X, Millennials & Gen Z, communication styles, motivation drivers, turning generational differences into strengths

Training Methods & Tools

- Experiential learning & role playing
- Group reflection & dialogue circles
- Leadership assessment tools
- Real hospitality case studies
- Coaching & action planning

Results

- More effective and adaptive hospitality leaders
- Higher team performance and engagement
- Reduced conflict and turnover
- Stronger internal culture and employer brand

4. Commercial Excellence



Commercial Excellence | Module Description

Addressing the unique challenges of the hospitality sector.

Duration: 2-4 Days

Main Topics

Strategic Marketing & Positioning

- Define market differentiation in luxury landscapes
- Align brand positioning with key source markets (U.S., UK, Australia, Middle East, Mexico)
- Translate market intelligence into commercial strategies
- Integrate marketing and sales for ROI
- Create premium experiences for luxury travelers

Sales & Business Development Performance

- Build high-value pipelines across global luxury networks
- Drive relationship-based selling in consortia and agency ecosystems
- Execute territory planning and account prioritization
- Deploy advanced negotiation strategies
- Convert market presence into sustainable revenue

Strategic Partnerships & Account Growth

- Develop preferred advisor partnerships
- Expand key accounts through structured growth
- Build retention and loyalty frameworks
- Manage multi-market relationships
- Strengthen competitive positioning through strategic alliances

Revenue Management & Pricing Strategy

- Apply value-based pricing for luxury brands
- Optimize yield across seasonality and demand
- Prioritize profitability in commercial decisions
- Balance exclusivity with revenue maximization
- Align pricing with brand positioning

Training Methods & Tools

- Executive case studies from international luxury hospitality/tourism markets
- Commercial strategy workshops on real-time business challenges
- Market simulations (consortia dynamics, pricing scenarios, partnership negotiations)
- Revenue and pricing labs with scenario-based modeling
- Negotiation masterclasses for high-value accounts
- Action planning frameworks for immediate commercial impact

Results

- Stronger market positioning and competitive advantage through targeted partnerships and high-value client engagement
- Enhanced commercial awareness, strategic clarity, and performance impact across sales, pricing, and positioning
- Improved revenue performance through structured business development, optimized pricing, and focused account growth

Instructors



Instructors



Niki Alexiadou
Hospitality & Guest
Experience Specialist



Experience

With nearly 20 years of experience in hospitality, Niki has shaped guest experiences across continents, from London and Dubai to Athens. She has opened hotels, built high-performing teams, and crafted service rituals designed to linger in memory. Her approach blends emotional intelligence with operational know-how, working alongside leaders to create experiences that are both deeply personal and seamlessly delivered.



Eva Saringala
Head of Leisure,
Eclectic Greece by
Kyvernitis Travel



Experience

Eva is a leading luxury travel expert with 19 years of international commercial leadership across North America, Australia, the Middle East, Mexico, and the UK. She has developed high-impact growth strategies, built strategic partnerships, and driven award-winning performance across multiple regions. Her expertise in luxury traveler behavior and global market dynamics enables her to design targeted, revenue-generating approaches. She is recognized as a trusted authority in luxury destination positioning and international market expansion.



Anna Pazouli
Strategic HR Advisor



Experience

Anna brings strategic people management expertise to hospitality organizations, designing experiential learning programs that develop confident leaders and drive measurable business impact. Her specialization in emotional intelligence, adaptive leadership, and team resilience, combined with proven success in employer branding and employee engagement, makes her uniquely positioned to elevate your team's performance and organizational culture.



Education

- **CTH Post Graduate Diploma in Hospitality and Tourism Management**
London School of Management
- **BSc in Tourism and Travel Services Management**
Alexander Technological Educational Institute of Thessaloniki



Education

- **MA in Communication Policy Studies, Social Sciences**
City St George's, University of London
- **BSc in Business Economics**
Aristotle University of Thessaloniki



Education

- **BSc in Tourism**
National Technical Educational Institution of Athens

Program Logistics



***Transform Operations.
Inspire People. Deliver
Excellence.***



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At a Glance



Date & Timings

Custom to client needs



Location

Client or Deloitte premises



Access to Deloitte Resources

2025 Human Capital Trends for
Hospitality, Course Materials



Fee

Dependent on the number of
groups and courses

The Deloitte Academy

Should you have any questions,
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