

# Maximise Performance Maximise Potential

Leadership Development Conference London 15<sup>th</sup> November

## Confirmed speakers



**Katie Sheen**

Director of Soul Nutrition



**David Guile**

Executive Leadership Coach



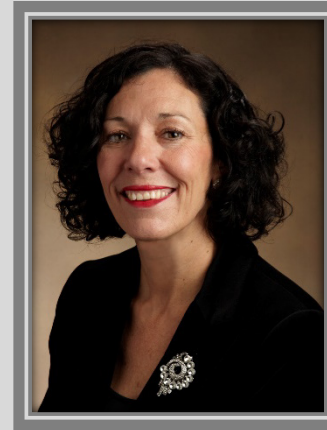
**Robin Sheppard**

Chairman Bespoke Hotels  
and Chairman of the  
Institute of Hospitality



**Ian Edwards**

Chief Executive,  
Celtic Manor Resort  
and ICC Wales



**Debbie Taylor**

Executive Leadership Coach



**Martin Pepper**

MD Maxima Training

**Book now**

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3. Agenda

4. Fee & How to book

5. Robin Sheppard

6. Ian Edwards

7. Debbie Taylor

8. Katie Sheen

9. David Guile

10. Martin Pepper

# Maximise Performance Maximise Potential

## 2. Overview

**Date** –15<sup>th</sup> November

**Location** –The Amba Hotel Marble Arch

**Timing** –Registration 0900 sessions start 0930 – Conference ends 1630

**Aimed at emerging and aspiring leaders within the hospitality sector the conference focuses on how to enhance upon your leadership approach to get the best out of yourself and others in your team. The agenda aims to inspire and educate through a series of keynote speakers, practical working sessions and discussion**

**Ideal development day for all levels from Departmental Manager to General Manager, high potentials and management teams.**

**Style -The style of the day will be highly motivational, participative and fast paced with interactive sessions. Much use will be made of practical examples with opportunities for people to work with others to consolidate ideas to take back into the business. Each session will have focused quality input supported by practical exercises and examples.**

**Participants will be seated on round tables of 8 to 10 to enable teams and individuals to have more space to make notes and to benefit from the planned interactive sessions.**



**Outstanding leaders go out of their way to boost the self-esteem of their personnel. If people believe in themselves it's amazing what they can accomplish."**

Sam Walton 1918-1992  
American businessman  
Founder of Walmart



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## 3. Agenda

We are going to explore six key elements of leadership:

### PERSISTENCE

Success is not final, failure is not fatal: it is the courage to continue that counts – Winston Churchill. Exploring the importance of developing persistence in order to build resilient teams who positively and proactively deal with the leadership and business challenges that are currently facing the industry.

### EMPOWERMENT

Leaders become great, not because of their power, but because of their ability to empower others – John Maxwell. Empowering your team and getting the best out of them through effective delegation and review to build capability, accountability and resourcefulness.

### CHALLENGE

It's not the strongest or the most intelligent who will survive but those who can best manage change – Charles Darwin. Managing change within the business is now the norm. Change is constant. Understanding the concept of change and how to take others with you through the process can make the difference to embracing & influencing future success.

### INFLUENCE

The key to successful leadership is influence, not authority - Ken Blanchard. You can't lead or manage without influence. Leadership is influence. Each day you are leading by example. Whether you realise it or not or whether its positive or negative, you are influencing those around you.

### COACH

Coaching is a highly effective means of unlocking the potential of an individual in order to maximise potential – John Whitmore. Coaching to Success. How to create a coaching culture within your team to proactively influence the potential in others.

### BALANCE

When we get too caught up in the busyness of the world, we lose connection with one another - and ourselves – Kornfield. Make your mindset work for you. How mindfulness, well-being and positivity can support your leadership effectiveness.



**Management is doing things right;  
leadership is doing the right things.”**

Peter Drucker 1909-2005 Management guru



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## 4. Fee & How to book

### Fee

£199 ( plus vat ) per delegate for a table of 8+

£235 ( plus vat ) per delegate for 3- 7 delegates

£275 (plus vat ) per delegate ( 1-2)

Price includes days conference, lunch and refreshments throughout the day.

£10 from each ticket will be split and donated to Hospitality Action and Room to reward



### To book

Ring 01403 7337

Email [maxteam@maximatraining.com](mailto:maxteam@maximatraining.com)

To make a booking

01403 733337

[maxteam@maximatraining.com](mailto:maxteam@maximatraining.com)



**Before you are a leader success is about growing yourself. When you become a leader success is about growing others."**

Jack Welch  
Top American businessman



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## 5. Robin Sheppard

Graduating from Oxford Brooks in 1977, Robin has been an hotelier for 40+ years, picking up 4 'Hotel of the Year' awards and many prizes along the way; these included Egon Ronay's 'Hotelier of the Year', the 'Queen's Award to Industry for Export Achievement' and most recently winning the Hotel Catey and the Oxford Brookes awards for Outstanding Contribution to the Hospitality Industry.

He trained with British Transport Hotels, including The Old Course in St Andrews and was a General Manager for the first historic house hotel, Bodysgallen Hall, then the Lygon Arms before the Royal Berkshire in Ascot for the Hilton Group. He became a Regional Operations Director with Forte Hotels, turning the Bath Spa Hotel into a shining star.

In 2000 he co-founded Bespoke Hotels which has grown into the UK's latest independent hotel group with over 200 properties, including the multi-award winning Hotel Gotham. His greatest achievement, though, has been to fight back from GBS, a totally paralysing illness. His relative recovery inspired him to launch the Bespoke Access Awards in conjunction with RIBA at the House of Lords encouraging better design and empathy from architects and interior designers.



**You must be the change you wish to see in the world."**

Mahatma Gandhi 1869 - 1948  
Visionary leader of India



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## 6. Ian Edwards

Ian Edwards took over as Chief Executive in 2014, having returned to the Celtic Manor Resort as Chief Operating Officer in 2008. He had previously helped to launch the Resort Hotel at Celtic Manor in the role of Convention Centre Manager in 1999 before leaving to take up management posts at hotels in Cardiff and London. In all, he has more than 25 years' experience in the hotel and hospitality industry and a thorough understanding of the tourism business.

Since his return to Celtic Manor, the resort has achieved numerous prestigious awards and enjoyed consecutive years of record growth, bucking the trend of an economic downturn felt keenly within the hospitality industry. Ian headed up the resort's delivery of two major global events - the 2010 Ryder Cup and the 2014 NATO Summit - and was named Hotelier of the Year at the 2015 European Hospitality Awards.

In 2017 he took on a dual role as Chief Executive of International Convention Centre Wales, an £83.7m events venue in the grounds of Celtic Manor which will open in 2019 and be capable of hosting 5,000 delegates.



**Management is about arranging and telling. Leadership is about nurturing and enhancing."**

Tom Peters  
Management Guru



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## 7. Debbie Taylor

Debbie Taylor is a highly effective and dynamic industry leader who has achieved outstanding results through a collaborative and coaching style of leadership. She has a sustained track record and extensive sector experience having held prestigious roles across Tourism, Hospitality and Real Estate in UK, Europe and the US, at General Manager, Director and Board level.

Today, as an Executive Coach and Leadership Consultant she inspires individuals and teams to achieve their full potential – maximizing business results.

Her portfolio of experience has included General Manager of the 5-star Rocco Forte Hotel, in Edinburgh, Managing Director of the Old Course, St Andrews and President of Hospitality and Real Estate for Kohler Co. delivering first class 5-star experiences across their US and Scotland operations.

In her most recent role as People and Talent Director for Macdonald Hotels & Resorts, she led the Organisation's strategy to attract, retain and develop talent across the Group of 55 properties in UK and Europe.

Through passion, determination and drive to achieve organisational objectives she has built a reputation for being an inspirational leader with an ability to foster high levels of engagement to achieve shared vision.



**Leadership and learning are indispensable to each other."**

John F Kennedy 1917 - 1963



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Executive Leadership Coach

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## 8. Katie Sheen

Raised in the hospitality industry, Katie later went on to study the ways in which food can be used to support both physical and psychological health, and has travelled extensively to teach on nutrition and mindfulness.

She holds a Masters degree in Education, a Post Graduate Certificate in Learning and Teaching in Higher Education, and is a Fellow of The Higher Education Academy. She has taught in colleges and universities, run workshops for corporates including Deloitte, Adidas, Barclays and Barclaycard, and runs numerous classes, courses and events for the general public, including being a regular speaker for The Mindful Living Show in both London and Manchester.

In order to help more people take their first steps into mindfulness she designed and developed the award-winning interactive website 'Soul Nutrition' and an app called 'Appreciating Windowsills'. She has also written and presented the online course 'Mindfulness for Anxiety', which is suitable for both teenagers and adults.

Katie has been practicing mindfulness for over 16 years and studies in the tradition of Zen Master Thich Nhat Hanh, who was proposed for a Nobel Peace Prize by Martin Luther King in 1967, but her events are suitable for those of all faiths or none.



**Leaders think and talk about solutions.  
Followers think and talk about problems."**

Brian Tracey Motivational speaker



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## 9. David Guile

As CEO for Macdonald Hotels & Resorts from 2007 to 2014, the largest privately owned hotel group in the UK, David was responsible for over 4000 employees and a senior executive team of 12.

Under his leadership the Company achieved successive EBITDA growth, despite the challenging economy, and was awarded the prestigious accolade of AA Hotel Group of the Year in both 2008 and 2014 in recognition of exceptional quality and customer service.

David currently holds the position of Chairman of The Bromley Court Hotel and is a trustee of the hospitality charity 'Room to Reward'. The depth of David's commercial and people experience and the leadership development he can offer as an Executive Coach is exceptional. Having started as a trainee and worked his way up through all hotel departments before rising to managerial roles including General Manager, Regional Director, Managing Director and CEO. Added to this is his experience in both large PLCs (Forte Hotels Group, Granada and Compass) and privately owned businesses (Macdonald Hotels & Resorts).

David completed an MBA in 2001 at Oxford Brookes University specialising in hospitality and people management.

David is a graduate of The Meyler Campbell Business School of Coaching, the leading executive coach training programme in the UK in partnership with Harvard University and accredited by the Worldwide Association of Business Coaching.



**If your actions inspire others to dream more, learn more, do more, you are a leader."**

John Quincy Adams 1767 – 1848  
6<sup>th</sup> US President



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## 10. Martin Pepper

Martin is a natural leader, communicator and motivator who has dedicated his career to helping people to be the best they can be.

Martin started his career on a management development programme with Air Europe where he held senior operational, sales and training positions. Martin then joined Forte Hotels as Sales Manager of the Post House Hotel at Gatwick airport. Martin had 15 promotions in 10 years with Forte and benefited from working with many inspirational people and teams. Martin was responsible for sales training World-wide for Forte Hotels before co-founding Maxima Training with Wendy Clark in 1995.

During 23 years at Maxima, Martin has worked with over 1,000 client companies in over 50 countries and 100 cities. Martin believes successful people leave clues. Martin has shared these clues with great energy and success, developing thousands of people from the hospitality industry from all around the globe.

A life long learner, Martin has resisted the temptation to do his PHD as he fears no one would take a Dr Pepper seriously!



**Words are words, promises are promises, only performance is reality."**

Harold Geenen 1910 - 1997  
Top American businessman



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