

Jumeirah the international hotel group is home to some of the world's most luxurious hotels. The company has developed a global super-brand under a single, distinctive and memorable name. It remains committed to being the world's most luxurious hospitality brand.

After hearing about the success of previous Linac projects with other like-minded organisations, most notably The Walt Disney Company, both organisations agreed to meet in the United Arab Emirates. Interest centred on Linac's unique Training ROI methodology, and as a leader in the field of evaluating the impact of training. It was not long before discussions led to Linac being commissioned to deliver a tailored programme for Jumeirah's seventeen senior learning and development managers.

The key aim of the programme was to develop a robust measurement framework, which would track and measure the global development initiatives across the business from New York to London and to the UAE.

Following a short and intensive diagnostic of current practice across the various businesses, a two day workshop was developed. In addition to equipping Jumeirah's L& D Managers with the essential ROI toolkit, the workshop provided each individual with an ROI implementation plan for their respective business units.

The workshop was delivered at the six star Bab Al Shams desert resort, where an environment of tranquillity and isolation helped to tap into the teams full creative prowess. Like water from an oasis the ideas just kept flowing, and the team were able to build and develop a robust ROI framework, and apply it to their high profile learning interventions during the workshop.

The close of the workshop saw the delegates summarising the benefits of ROI for Jumeirah and their business units. Each manager left the workshop with a detailed ROI implementation plan for their respective businesses.

Following the workshop Linac was engaged to provide follow up coaching to the team, ensuring that the implementation of the plans went smoothly and efficiently.





Jumeriah

...And here is the great feedback that we got from Jumeriah!

"The ROI training exceeded my expectations and is a breakthrough in terms of where we want to take the training function of a fairly young company like Jumeirah. Thank you very much."

Melanie Otiz
Training Manager, Jumeirah Beach Club

"It was an eye opener as well as a refresher and I now have the tools to convince the leaders within my strategic business unit"

Shereen Adwany
Training Manager, Burj Al Arab

Call Linac today to find out how we can help you to get the best out of your ROI training

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