

HOSPITALITY BUSINESS SOLUTIONS

We specialise in profit enhancement, innovative customer service programs, strategic human resource systems, cutting edge remuneration programs and management / executive training

SHIFT
directions

*SHIFT DIRECTIONS
is a Management
Advisory Practice,
providing a range
of services to
the hospitality
industry.*

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SHIFT DIRECTIONS is unique in that its partners possess a blend of senior management and ownership experience with the highest level of academic qualifications available for the hospitality industry. The academic connection - via ongoing research and authorship in the world's top research academic journals - ensures that the **SHIFT DIRECTIONS** team stays on the front lines of international management 'best practice'. The **SHIFT** team, is able to distil management 'best practices' into useable and effective strategies for application in hospitality businesses.

Whether you are an owner or senior manager seeking sound and innovative ways to 'Shift' your business to the next level, an investor or broker in need of objective analysis of a going concern or business opportunity, or an insolvency administrator in need of objective analysis as to the potential for a business - **SHIFT DIRECTIONS** can provide a range of services that will help you more effectively achieve your objectives.

SERVICES INCLUDE

1. FINANCIAL BENCHMARKING AND PROFIT ENHANCEMENT

- Objective, expert opinion regarding financial position, performance, trends and projections,
- Clear, easy-to-read reporting mechanisms and analysis,
- Benchmarking and budgeting tools,
- Revenue enhancement and cost controlling.

2. RECRUITMENT, EMPLOYEE DEVELOPMENT AND HUMAN RESOURCE MANAGEMENT

- Objective appraisals of workforce,
- Cost-efficient recruitment services and strategies,
- Generalist HR services, including -
 - i. HR auditing and assessment of policies and procedures,
 - ii. Performance management tools and training,
 - iii. Inductions, pre-employment and exit interviews,
 - iv. Salary-banding and reviews,
- In House HR Manager - half and full day rates,
- Organisational re-structuring advice.

3. ORGANISATIONAL CLIMATE SURVEYS

- Mirrors programs used by most leading hospitality companies worldwide,
- Gain insights into how subtle communication and policy changes can enhance employee morale, motivation and loyalty,

- Data analysed using specialized software; meaningful and understandable results provided,
- Benchmarking against other similar businesses.

4. CUSTOMER EXPERIENCE EVALUATIONS AND RESEARCH

- Proven, methodologically sound Customer Experience Evaluation programs,
- Results utilised in a quantifiable and meaningful way,
- Detailed reports for owners, management and staff.

5. INNOVATIVE PERFORMANCE MEASURES LINKED DIRECTLY TO REMUNERATION

- Grounded in the 'Service-Profit Chain' principles as published in the Harvard Business Review,
- Unique, cutting edge programs that link business values and goals with measuring business performance and management remuneration programs,
- Incorporating important KPI's with international best practice to formulate the best, most effective approaches.

6. SEMINARS, WORKSHOPS, TRAINING AND MENTORING

- Customized training programs, primarily for management and supervisory level,
- Workshops and seminars (using Harvard 'case study' approach),
- One to one mentoring.