



SMALL WORLD  
ALLIANCE

World-Class Organizational Improvement

## CASE STUDY: HOSPITALITY

Small World Alliance delivers on our promise to transform organizational effectiveness, whether public sector or public sector, large or small operations. We proudly provide a variety of case studies to reflect sample benefits of our involvement.

### Starwood Hotels & Resorts

#### Purpose

In 2005, Starwood Hotels and Resorts, known for their Sheraton, Westin, Four Points by Sheraton, St. Regis, and W hotels, embarked on a revitalization of their many properties world-wide. The challenge, as with many hotel chains, was that explosive growth during the previous decade created a multitude of different cultures, standards, and results. For the Starwood Corporation, this complex initiative encompassed more than 125,000 employees across more than 1200 hotels around the world.

#### Process

As part of a long-term strategy that included re-branded marketing and operational updates, Small World Alliance founder Mark David Jones provided a comprehensive series of transformation training programs, to reflect the newly clarified brands and the related recommitment to world-class guest service. This process included co-developing brand identification, creating comprehensive leadership and associate level training materials, designing and developing master trainer sessions, and conducting a wide-reaching series of training sessions at properties around the world.

#### Payoff

As part of this international roll-out, Mark designed, developed, and delivered the training that resulted, in less than a year, according to Starwood executives "a staggering success" in participant evaluation results, with "thousands of guest testimonials about significant improvements in the guest experience". This initiative was featured in numerous newspapers (USA Today) and other trade periodicals.

These initial results reflect only the early stages of a fully-realized cultural transformation. Every indicator shows dramatic improvements in the commonly accepted measures that define world-class success: leadership evaluations, employee excellence metrics, guest satisfaction and intent to return and refer, and initial improvements in operational improvements/savings with revenue trending stronger.

**Imagine the competitive edge you can gain from our expert team!**

Call for a private consultation: **888-635-6637** [info@smallworldalliance.com](mailto:info@smallworldalliance.com)