

“We know our employees are our most important asset”

Motel One’s Head of Human Resources shares the secrets behind the brand’s unique staff training and development programme

As budget design hotel brand Motel One continues to expand across Europe and the UK, the chain knows that nurturing and motivating its staff is core to the brand’s success. With an exceptional rating 8.71/10 at its 2016 staff satisfaction survey, it is a development strategy that is clearly working.

Read on for an exclusive interview with Head of Human Relations, Kerstin Winkelmann, who has shared her take on the brand’s success in developing its staff:

Q: What is your philosophy on staff training and development?

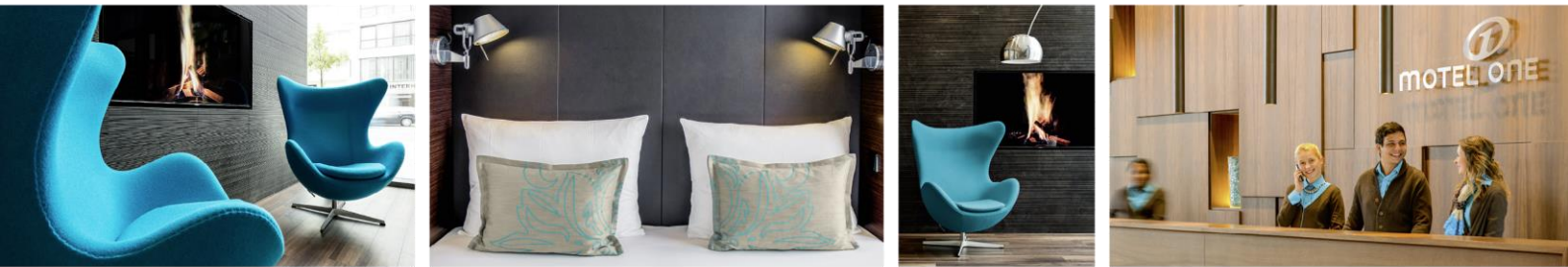
A: Our employees are our most important asset and therefore we put a high emphasis on training and supporting our people. Qualification and development are key factors to motivate staff and to engage them with the company. Not only by giving them the chance to develop and grow together with Motel One, we really focus on the long-term investment in our employees. We give them the opportunity to become our future leaders with our Training programmes. We offer them possibilities to explore Motel One by offering transfers within the company to learn and further develop. We try to fill our Management positions with own talented people.

Q: Motel One launched the One Campus and the One University. What is the idea behind it, what has been the feedback so far? Is this the start of Motel One’s staff training push or the culmination of it?

A: First of all the idea was to offer our employees tailor-made and certified Training programmes that they can visit on a long-term basis. That’s why we came up with the idea to cooperate with a well- known University in hotel management to give the employees an additional value for their development. The IUBH is a member of the Leading hotel schools of the world - and highly recommend in the industry. For us the ideal partner to create a high-end Training programme.

But the One University is not only a Training academy – it has become the place for our employees to meet with colleagues, to catch up and make new friends, to get the chance to meet with people from the Motel One Head Office and to become part of the Motel One future concept. We invite people to come to our One Campus to learn more about Motel One but also to involve them in our ideas on how Motel One can develop in the future. The One Campus is an important meeting hub for us, a place where people feel the One family spirit.

The Feedback we receive from our employees is very good. They love to visit the One Campus two or three times a year for Training or Workshops. They come from all over Europe, that’s very unique and a great appreciation for them.



Q: How important do you think is training and development for your employees?

A: Both is highly important for the employees as they are not only able to progress, they also get the chance to change to different positions where they can develop themselves. It is extremely important to create an individual career path together with your employee. That's why we implemented an individual training and development plan for each level and position. That way our employees are able to see what opportunities of development they have and what kind of training are waiting for them. It is also important to give these employees new goals, so that they are motivated to stay with Motel One for a longer time. Not everyone wants to become a GM but showing our long term employees interesting possibilities and training programmes, offers them great development potential.

Q: How do you think should companies, especially in the hospitality sector, approach staff training and development?

A: Training and development in the hospitality sector is very well implemented by now. I know many companies that invest a lot in development and training programmes, especially the hotel chains. But also small individual hotels try to offer training to their staff. As this is very important for the generation working for us, the industry changed a lot in the past.

Q: What are your biggest challenges in terms of staff training and development?

A: That is a good question. Training programmes have to be linked very close to hotel operations in order to give the employees a high value when visiting these training. You have to permanently recheck that the programmes you offer and the Training methods you use, give the participants a high practice orientation. Furthermore, the sustainable development is crucial. The Training should not end at the point when the employee leaves the Campus. The challenge is to implement methods where the employee is able to put the things he or she has learned during Training into practice.

Notes to Editor:

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About Motel One

Motel One was founded in 2000 and is headquartered in Munich, Germany. The budget design hotel chain operates 55 hotels and 14,583 rooms at the end of 2016, including locations in Germany, Austria, Great Britain, Belgium, The Netherlands, Switzerland and the Czech Republic. Motel One delivers exceptional service and high-quality design in prime inner-city locations at budget prices. The award-winning group aims to expand and has plans for 28 additional Motel One sites in the pipeline across major European metropolises, while further opportunities are also being actively sought.