



THE TALENT
CRAFTSMEN
MASTERCLASSES
COLLECTION

INTRODUCTION

Welcome to your bespoke learning catalogue.

At The Talent Craftsmen, we believe that impactful learning experiences are crafted—not off-the-shelf. This catalogue presents a curated collection of masterclasses organised by subject category. Every offering is fully customisable: content, delivery format, duration, learning objectives, and target audience can all be tailored to align with your organisation's culture, strategic goals, and learner needs.

Use this catalogue as both an inspiration and a starting point. Whether you're building a new learning pathway, planning a leadership offsite, or strengthening core competencies across your teams, these masterclasses are your foundation for powerful, people-centred development

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THE TALENT CRAFTSMEN

— **LEADERSHIP** —
PROGRAMMES

LEADERSHIP VS. MANAGEMENT

DESCRIPTION:

Leadership and management are distinct yet complementary skill sets. This insightful session helps participants explore their personal style, understand the expectations of both roles, and identify opportunities to strengthen their leadership influence while managing effectively.

TARGET AUDIENCE:

New Managers, Aspiring Leaders, and Seasoned Professionals seeking clarity and recalibration on leadership fundamentals.

KEY CONTENT:

- The Leadership vs. Management Spectrum
- Understanding Leadership Competencies
- Personal Leadership Index Assessment
- Leading with Vision vs. Managing with Systems
- Transitioning from Doer to Leader



LEARNING OBJECTIVES:

- Differentiate between leadership and management functions.
- Explore the leadership process and key competencies.
- Discover your leadership style and influence index.
- Identify areas for growth to lead with greater impact.

DURATION:

4 - Hours

WORKSHOP SIZE:

8-20 Participants

SUBJECT CATEGORIES:

Leadership | Management | Teamwork

LEADERSHIFT

DESCRIPTION:

The future demands leaders who can adapt, pivot, and elevate others with clarity and courage. This transformational workshop challenges participants to rethink leadership as a dynamic process, align with purpose, and grow through intentional action.

TARGET AUDIENCE:

New Managers, Mid-Level Leaders, and Seasoned Executives / Owners who are committed to continuous leadership growth.

KEY CONTENT:

- The Leadershift Mindset and Model
- Crafting Vision-Mission with Personal Alignment
- The 5 Levels of Leadership Influence
- Purposeful Planning and Growth Mapping
- Leading with Agility and Impact



LEARNING OBJECTIVES:

- Discover your Ultimate Needs and leadership style.
- Create a personal or departmental Vision-Mission link.
- Assess your current leadership level and influence.
- Design action plans to shift and grow as a future-ready leader.

DURATION:

3 - Days

WORKSHOP SIZE:

8-20 Participants

SUBJECT CATEGORIES:

Leadership | Strategic Alignment
| Business Acumen



THE TALENT CRAFTSMEN

AI PROGRAMMES

AI FOR GUEST COMMUNICATION AND SERVICE

DESCRIPTION:

Learn how Generative AI can support frontline teams in delivering faster and more personalised guest service. This programme covers: understanding how GenAI supports hotel operations, prompt techniques and prompt libraries, drafting guest emails and responses, translating guest requests across different languages, and handling difficult guest situations with AI-assisted responses. Practical exercises allow participants to apply AI tools to realistic service scenarios.

TARGET AUDIENCE:

Suitable for talents working in guest-facing roles such as front office, concierge, guest relations, and reservations teams in hotels and hospitality settings.



DURATION:

1 - Day

WORKSHOP SIZE:

8-20 Participants

SUBJECT CATEGORIES:

AI | Guest Experience | Service

AI PRODUCTIVITY TOOLS FOR HOTEL OPERATIONS

DESCRIPTION:

Learn how AI tools can enhance productivity and support operational decision-making in hotel environments. This programme covers: personalising ChatGPT workspaces, creating project instructions for recurring tasks, summarising reports and documents using AI, generating data insights and simple analysis, using AI web search to gather market insights, and drafting SOPs and internal communications more efficiently.

TARGET AUDIENCE:

Suitable for supervisors, managers, and administrative teams involved in hotel operations, planning, reporting, and internal coordination.



DURATION:

1 - Day

WORKSHOP SIZE:

8-15 Participants

SUBJECT CATEGORIES:

AI | Operations & Productivity

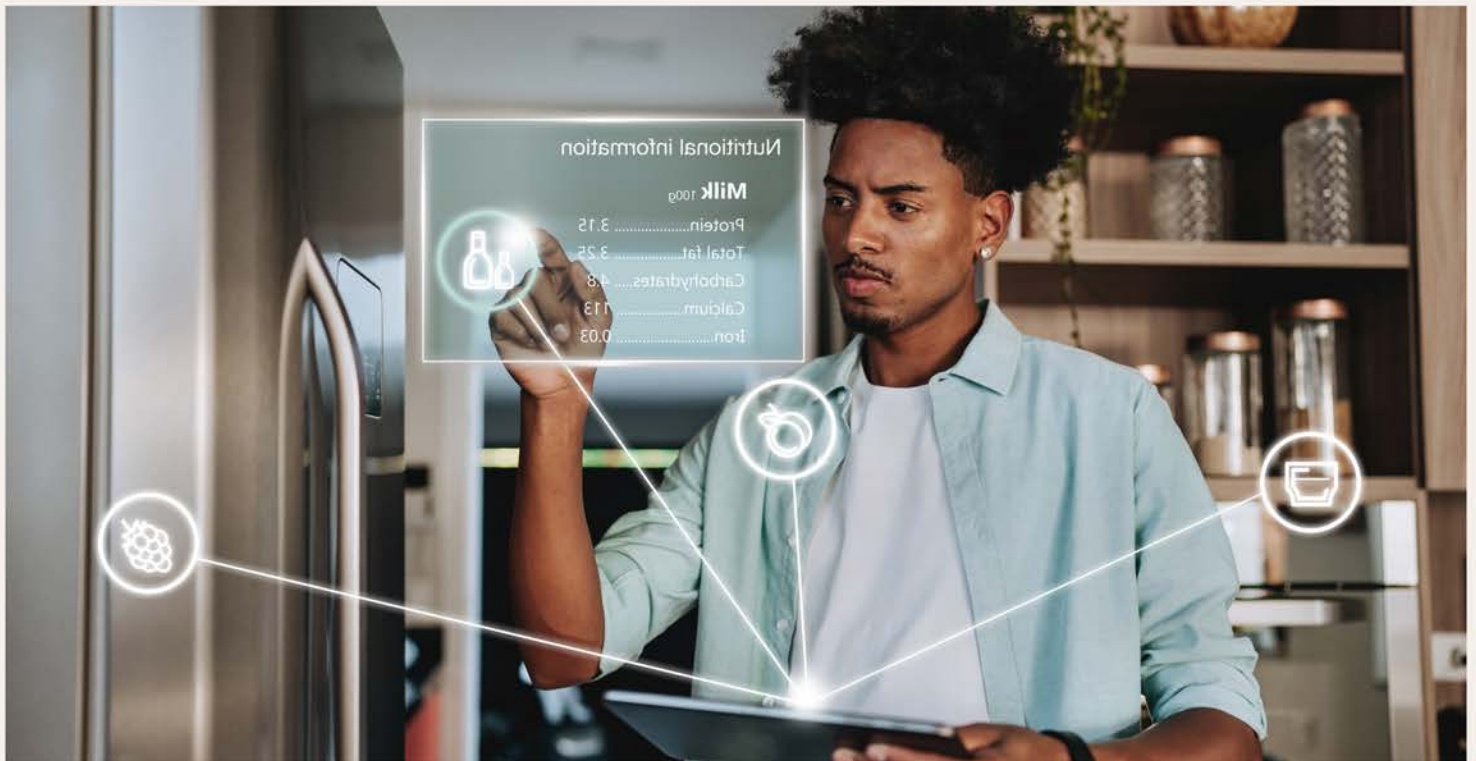
AI CONTENT CREATION FOR HOTEL MARKETING AND SOCIAL MEDIA

DESCRIPTION:

Learn how Generative AI can help marketing teams create engaging visual content quickly and cost-effectively. This programme covers: AI image generation for marketing visuals, storytelling through AI-generated images, creating AI avatars for announcements or training, producing short promotional videos for social media, and prompt techniques for generating image and video content.

TARGET AUDIENCE:

Suitable for talents working in marketing, sales, branding, and social media roles within hotels and hospitality organisations.



DURATION:

1 - Day

WORKSHOP SIZE:

6-10 Participants

SUBJECT CATEGORIES:

AI | Marketing & Content Creation



THE TALENT CRAFTSMEN

The Talent Craftsmen Masterclasses Collection
- Management Development

MANAGEMENT DEVELOPMENT PROGRAMMES

DIRECTING AND MOTIVATING OTHERS

DESCRIPTION:

Exceptional leadership is the catalyst for high-performing teams. In this module, participants will uncover what truly motivates individuals and how to adapt their leadership style using proven techniques. Through the lens of Situational Leadership, they will learn how to inspire, support, and drive performance in a way that builds trust and accountability.

TARGET AUDIENCE:

Supervisors, managers, and emerging leaders in customer-facing roles or operational teams seeking to enhance their leadership impact.

KEY CONTENT:

- Motivation in Practice: What drives people at work
- Directing with Clarity: Communicating goals and expectations
- Situational Leadership: Flexing your style for results
- Inspiring Through Action: Creating engagement and ownership



LEARNING OBJECTIVES:

- Identify what motivates both yourself and your team
- Learn and apply skills and techniques to direct and inspire others
- Understand and use Situational Leadership effectively
- Adopt the appropriate leadership style to influence team performance

DURATION:

4 - Hours

WORKSHOP SIZE:

6-12 Participants

SUBJECT CATEGORIES:

Leadership |
People Management |
Performance Development

COACHING AND FEEDBACK SKILLS

DESCRIPTION:

Exceptional leadership is the catalyst for high-performing teams. In this module, participants will uncover what truly motivates individuals and how to adapt their leadership style using proven techniques. Through the lens of Situational Leadership, they will learn how to inspire, support, and drive performance in a way that builds trust and accountability.

TARGET AUDIENCE:

Supervisors, managers, and emerging leaders in customer-facing roles or operational teams seeking to enhance their leadership impact.

KEY CONTENT:

- Motivation in Practice: What drives people at work
- Directing with Clarity: Communicating goals and expectations
- Situational Leadership: Flexing your style for results
- Inspiring Through Action: Creating engagement and ownership



LEARNING OBJECTIVES:

- Identify what motivates both yourself and your team
- Learn and apply skills and techniques to direct and inspire others
- Understand and use Situational Leadership effectively
- Adopt the appropriate leadership style to influence team performance

DURATION:

4 - Hours

WORKSHOP SIZE:

6-12 Participants

SUBJECT CATEGORIES:

Leadership |
People Management |
Performance Development

MASTERING TIME AND ENERGY - Strategies for Sustainable Performance

DESCRIPTION:

In a world of competing priorities, managing your time is only half the equation –sustaining your energy is the key to lasting effectiveness. This module blends practical time management techniques with personal energy insights, helping participants optimise their daily rhythm, manage stress, and maintain focus under pressure.

TARGET AUDIENCE:

Professionals at all levels looking to regain control over their workload and enhance their productivity and wellbeing.

KEY CONTENT:

- Understanding Energy: Your fuel vs. your drain
- Prioritisation Matrix: What matters most
- Resilience in Action: Managing pressure and stress
- The Productive Day: Tools, habits, and boundaries



LEARNING OBJECTIVES:

- Identify your energy sources and drainers
- Prioritise tasks with impact and intention
- Apply stress management strategies to maintain composure
- Create a personalised time and energy management action plan

DURATION:

4 - Hours

WORKSHOP SIZE:

6-12 Participants

SUBJECT CATEGORIES:

Time Management |
Personal Effectiveness |
Resilience | Energy Management

DRIVING PERFORMANCE AND RESULTS

DESCRIPTION:

High standards and results don't happen by chance—they are driven by clear leadership and consistent follow-through. This module empowers leaders to align their teams to organisational goals, set and uphold performance standards, and create a culture of continuous improvement.

TARGET AUDIENCE:

Team leaders, supervisors, and managers responsible for driving team outcomes and maintaining quality standards.

KEY CONTENT:

- From Vision to Action: Aligning team goals with purpose
- Setting Standards: What 'good' looks like
- Accountability Conversations: Feedback that motivates
- Performance Uplift: Making good teams great



LEARNING OBJECTIVES:

- Understand your role in achieving your organisation's vision
- Set clear goals and expectations for your team
- Monitor and maintain performance standards
- Encourage innovation and continuous improvement

DURATION:

4 - Hours

WORKSHOP SIZE:

6-12 Participants

SUBJECT CATEGORIES:

Performance Management | Leadership | Quality Assurance

CONFLICT MANAGEMENT SKILLS

DESCRIPTION:

Conflict is inevitable in team dynamics—but it can be constructive when handled well. This workshop helps managers understand their conflict triggers and styles, and provides practical tools to manage both interpersonal and team-based conflict constructively.

TARGET AUDIENCE:

Leaders and team managers navigating complex relationships and needing to address workplace tensions effectively.

KEY CONTENT:

- Understanding Conflict Triggers and Responses
- The Five Conflict Styles and Their Application
- Strategies for Constructive Conflict Resolution



LEARNING OBJECTIVES:

- Identify and manage your personal triggers during conflict
- Recognise your preferred conflict style and when it is effective
- Apply other conflict styles appropriately for different scenarios

DURATION:

4 - Hours

WORKSHOP SIZE:

6-12 Participants

SUBJECT CATEGORIES:

Communication |
Self-Management

PROBLEM SOLVING SKILLS

DESCRIPTION:

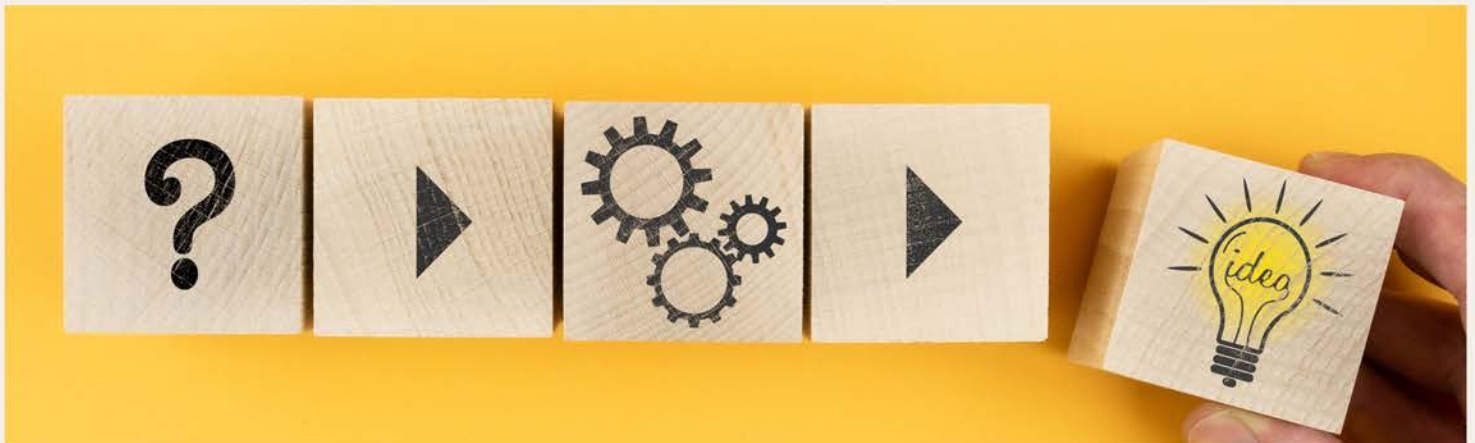
Great managers are great problem-solvers. This workshop introduces structured thinking frameworks to help managers accurately assess root causes and generate effective, creative, and implementable solutions to workplace challenges.

TARGET AUDIENCE:

Mid-level managers and decision-makers involved in operational or strategic problem-solving.

KEY CONTENT:

- Structured Problem-Solving Frameworks
- Root Cause Analysis (e.g. Fishbone, 5 Whys)
- Solution Development and Implementation Planning



LEARNING OBJECTIVES:

- Apply a structured approach to problem-solving
- Distinguish between symptoms and root causes of issues
- Develop, evaluate, and implement practical solutions

DURATION:

4 - Hours

WORKSHOP SIZE:

6-12 Participants

SUBJECT CATEGORIES:

Objective Problem Solving |
Innovation and Creativity |
People and Team Leadership

CHANGE MANAGEMENT

DESCRIPTION:

Managers play a critical role in leading people through change. This workshop explores why change is often resisted, how to manage resistance constructively, and ways to communicate and gain commitment for successful transitions.

TARGET AUDIENCE:

Managers leading teams through organisational, structural, or process changes.

KEY CONTENT:

- Psychology of Change and Resistance
- Strategies to Reduce Resistance
- Communicating Change and Influencing Buy-in



LEARNING OBJECTIVES:

- Understand why change is often difficult and how to manage it
- Recognise and address resistance to change
- Communicate change effectively to gain commitment

DURATION:

4 - Hours

WORKSHOP SIZE:

6-12 Participants

SUBJECT CATEGORIES:

People and Team Leadership |
Self-Management |
Developing Others

DELIVERING YOUR MESSAGE CONFIDENTLY

DESCRIPTION:

Communicating under pressure is a vital skill for leaders. This workshop equips participants with tools to manage their nervous responses and deliver clear, calm, and confident messages, especially in high-stakes conversations.

TARGET AUDIENCE:

Managers and team leaders who regularly engage in challenging conversations or high-pressure communication scenarios.

KEY CONTENT:

- Active Listening and Clarification Skills
- Managing Stress in Communication
- Clear and Concise Messaging Techniques



LEARNING OBJECTIVES:

- Apply active listening to clarify and confirm understanding
- Manage nervous reactions to maintain composure under stress
- Communicate messages clearly and succinctly

DURATION:

4 - Hours

WORKSHOP SIZE:

6-12 Participants

SUBJECT CATEGORIES:

Self-Management |
Communication

TEAMS IN ACTION

- Collaborating for Collective Success

DESCRIPTION:

Great teams don't just happen—they're built through mutual understanding, shared goals, and purposeful collaboration. This dynamic module helps participants recognise their individual contribution, reflect on team strengths and gaps, and create an actionable plan to enhance team performance.

TARGET AUDIENCE:

Team members and team leaders seeking to elevate collaboration, trust, and accountability within their teams.

KEY CONTENT:

- You in the Team: Roles, strengths, and impact
- Team Dynamics: What helps and what hinders
- From Me to We: Building trust and collaboration
- Team Growth Plan: Tools to move forward together



LEARNING OBJECTIVES:

- Recognise your unique contribution to your team
- Assess your strengths and areas for development as a team player and leader
- Create a practical team development action plan

DURATION:

1 - Day

WORKSHOP SIZE:

6-12 Participants

SUBJECT CATEGORIES:

Teamwork |
Leadership Development |
Collaboration

BEYOND TEAM BONDING

- Building psychological safety for stronger team connection

DESCRIPTION:

Strong teams are not built through activities alone. They grow when people feel safe to speak up, share ideas, ask questions, and support one another.

When team members feel comfortable expressing themselves without fear of judgement, collaboration improves, trust deepens, and communication becomes more open.

This interactive session invites teams to engage in thoughtfully designed activities and conversations that encourage openness mutual understanding, and authentic connection, whilst exploring how trust and psychological safety influence teamwork and strengthen collaboration.

TARGET AUDIENCE:

Teams and Team Leaders who want to strengthen trust and collaboration in a safe space

KEY CONTENT:

- Psychological Safety in Teams - Why feeling safe to speak up is essential for trust and collaboration
- Knowing One Another Beyond Roles - Understanding team members' strengths and communication styles
- Building Trust: Shared activities that encourage participation, listening and mutual support
- Team Conversations that Matter: Guided reflection and dialogue to explore open communication
- Moving Forward Together: identifying simple actions to take to strengthen trust and psychological safety in teams



LEARNING OBJECTIVES:

- Understand the role of psychological safety in building trust, collaboration and effective teamwork
- Recognise behaviours that support or hinder open communication within a team
- Participate more confidently in team discussions and shared activities
- Develop greater appreciation for different personalities, perspectives and working styles

DURATION:

2 - Hours

WORKSHOP SIZE:

10-20 Participants

SUBJECT CATEGORIES:

Team Development |
Collaboration |
Psychological Safety



THE TALENT CRAFTSMEN

**SALES &
REVENUE
OPTIMISATION
PROGRAMMES**

SALES AND SERVICE SYNCHRONICITY

DESCRIPTION:

In today's competitive landscape, service and sales are no longer siloed functions—they are interdependent forces that shape the customer experience and influence purchasing decisions. Success is no longer about closing a transaction; it's about building trust, adding value, and delivering a seamless, consultative journey that supports long-term relationships and sustainable results.

TARGET AUDIENCE:

Sales Executives, Relationship Managers, Business Development Professionals, and Frontline Managers in high-touch, high-value industries.

KEY CONTENT:

- Cultivating a Client-First Mindset: Selling through the lens of service
- The Art of First Impressions & Prospecting
- Building Trust through Consultation & Relationship-Centered Service
- Presenting with Purpose: Elevating impact through value and clarity
- Navigating Objections & Negotiations with Confidence
- Closing with Integrity: Delivering on the Promise through Service



LEARNING OBJECTIVES:

- Master a step-by-step model of professional selling infused with service excellence principles.
- Develop consultative selling capabilities to position as a trusted advisor, not just a vendor.
- Gain confidence in delivering compelling presentations, managing objections, and closing with credibility.
- Understand how service excellence becomes a strategic differentiator in achieving sustainable sales success.

DURATION:

3 - Days

WORKSHOP SIZE:

6-12 Participants

SUBJECT CATEGORIES:

Sales | Customer Service |
Business Development |
Revenue Optimisation

PERSUASIVE SELLING TECHNIQUES

DESCRIPTION:

Persuasion is the invisible engine behind effective sales. This workshop explores the psychological principles of persuasion and teaches participants how to embed them strategically in sales conversations, customer interactions, and the customer journey. Participants will gain tools to subtly influence decision-making and foster long-term buy-in through intentional, impactful communication.

TARGET AUDIENCE:

Sales Professionals, Relationship Managers, Account Executives, and Business Developers seeking to elevate their influence and effectiveness beyond traditional selling tactics.

KEY CONTENT:

- The Science of Persuasion: Principles that guide decisions
- Mapping the Customer Journey for Influence
- Embedding Persuasive Triggers in Sales Interactions
- From Pitch to Close: Persuading with Intent
- Influence without Manipulation: Ethics and Impact



LEARNING OBJECTIVES:

- Understand the psychology behind persuasion and buying behaviour.
- Embed persuasive techniques into key customer touchpoints.
- Design influence-driven customer journeys with subliminal messaging.
- Build buy-in and trust using ethical and intentional persuasive strategies.

DURATION:

2 - Days

WORKSHOP SIZE:

4-10 Participants

SUBJECT CATEGORIES:

Sales |
Revenue Optimisation

UPSELLING TECHNIQUES

DESCRIPTION:

Drive incremental revenue by mastering the art of upselling. This practical workshop equips participants with a proven 4-step framework to profile customers accurately, tailor their offers effectively, and overcome resistance. Learn how to read subtle body language cues and close with confidence.

TARGET AUDIENCE:

Frontline Sales Staff, Service Advisors, and Professionals handling product bundles or optional add-ons.

KEY CONTENT:

- Identifying Upsell Opportunities in Real-Time
- The 4 Steps to Effective Upselling
- Overcoming Resistance with Empathy and Tact
- Body Language Signals that Influence Buying
- Closing the Upsell with Confidence



LEARNING OBJECTIVES:

- Profile customer needs quickly and effectively.
- Apply the 4-step upselling framework for consistent results.
- Recognise and respond to upselling resistance.
- Use body language to build rapport and influence decisions.

DURATION:

1.5 - Days

WORKSHOP SIZE:

4-10 Participants

SUBJECT CATEGORIES:

Sales |
Revenue Optimisation

SUGGESTIVE SELLING TECHNIQUES

DESCRIPTION:

Increase transaction value by learning how to tailor suggestions that resonate. This workshop introduces a tested framework for suggestive selling, teaching participants how to identify complementary products or services, tailor their suggestions, and track effectiveness.

TARGET AUDIENCE:

Retail Staff, F&B Team Members, and Service Professionals with cross-selling responsibilities.

KEY CONTENT:

- Suggestive vs. Aggressive Selling: Striking the Balance
- Identifying Complementary Product Opportunities
- Crafting Personalised Recommendations
- The Suggestive Selling Technique in Practice
- Measuring Impact and Sales Conversion



LEARNING OBJECTIVES:

- Identify upsell and cross-sell opportunities based on customer behaviour.
- Apply the suggestive selling model to boost sales.
- Tailor product suggestions to customer preferences.
- Track and measure the effectiveness of suggestive selling efforts.

DURATION:

1.5 - Days

WORKSHOP SIZE:

4-10 Participants

SUBJECT CATEGORIES:

Sales |
Revenue Optimisation



THE TALENT CRAFTSMEN

**CUSTOMER
SERVICE &
HOSPITALITY
PROGRAMMES**

BE OUR GUEST

- The Service Experience Blueprint

DESCRIPTION:

Exceptional service is more than a skill—it's a mentality. In today's luxury service landscape, professionals must become experience curators who connect meaningfully with every guest. This highly practical programme guides participants through the full guest experience journey—from recognition to recovery—equipping them to deliver emotionally engaging service at every touchpoint.

TARGET AUDIENCE:

Frontline service professionals in luxury sectors such as hospitality, airlines, fine dining, retail, and any customer-facing roles.

KEY CONTENT:

- Recognising Guests: Moments that matter
- Understanding Guests: Emotional intelligence in action
- Engaging Guests: Building rapport and trust
- Service Recovery: Turning mishaps into moments
- Telephone Etiquette: Professionalism through voice



LEARNING OBJECTIVES:

- Recognise and anticipate guest needs with empathy and precision
- Apply professional guest engagement techniques across service stages
- Handle service recovery situations with grace and ownership
- Deliver outstanding telephone service that reflects your brand's

DURATION:

2 - Days

WORKSHOP SIZE:

8-20 Participants

SUBJECT CATEGORIES:

Customer Service |
Guest Relations |
Luxury Hospitality

FOOD & BEVERAGE SERVICE CULTURE

- Excellence in Every Plate

DESCRIPTION:

In the world of hospitality, the dining experience is a key emotional touchpoint. This programme equips Food & Beverage professionals with the skills and service mindset to consistently deliver elevated guest experiences that reflect international luxury standards.

TARGET AUDIENCE:

New F&B talents or experienced professionals seeking a refresh on service excellence.

KEY CONTENT:

- Luxury Service Standards in F&B Operations
- Restaurant, Bar & In-Room Dining Protocols
- Emotional Intelligence in Hospitality Interactions



LEARNING OBJECTIVES:

- Understand and apply global service standards across F&B settings
- Deliver emotionally engaging service that elevates the guest experience
- Execute restaurant sequence of service with confidence and professionalism

DURATION:

2 - Days

WORKSHOP SIZE:

4-8 Participants

SUBJECT CATEGORIES:

Hospitality |
Food & Beverage |
Guest Experience

FRONT DESK SERVICE CULTURE - The Face of Hospitality

DESCRIPTION:

The front desk is the heartbeat of the guest journey. This programme develops front desk professionals into confident, service-oriented ambassadors who deliver luxury experiences that begin the moment a guest arrives.

TARGET AUDIENCE:

Entry-level front desk professionals or experienced staff looking to elevate their service delivery.

KEY CONTENT:

- Front Desk Sequence of Service
- International Luxury Service Standards
- Emotional Engagement Techniques for Guest Satisfaction



LEARNING OBJECTIVES:

- Master front desk service standards for luxury properties
- Create meaningful emotional engagement from check-in to check-out
- Execute seamless front desk operations with poise and professionalism

DURATION:

2 - Days

WORKSHOP SIZE:

4-8 Participants

SUBJECT CATEGORIES:

Hospitality |
Front Office |
Guest Relations

HOUSEKEEPING SERVICE CULTURE

- Excellence Behind the Scenes

DESCRIPTION:

Housekeeping professionals shape the invisible backbone of guest comfort. This programme builds pride, precision, and a guest-centric mindset in those responsible for delivering the highest standards of cleanliness and presentation.

TARGET AUDIENCE:

Entry-level housekeeping attendants and seasoned professionals refreshing service skills.

KEY CONTENT:

- International Room Cleaning Protocols
- Housekeeping Sequence of Service
- Creating a Positive Guest Impression



LEARNING OBJECTIVES:

- Deliver room cleaning and turndown service to international luxury standards
- Understand and apply the housekeeping sequence of service
- Engage emotionally and professionally with guests when interactions occur

DURATION:

2 - Days

WORKSHOP SIZE:

4-8 Participants

SUBJECT CATEGORIES:

Hospitality |
Front Office |
Guest Relations

BE YOUR OWN AUDITOR

DESCRIPTION:

LQA Self-Assessment is more than a compliance exercise—it's a mindset of continuous improvement. This hands-on programme empowers participants to critically assess operational practices, simulate real audit scenarios, and confidently conduct internal evaluations. Through practical tools and guided simulations, learners will build the competence and confidence to lead audits that drive quality and accountability.

Note: Client should be subscribed to LQA's service audit before engaging for this workshop.

TARGET AUDIENCE:

Hoteliers involved in quality assurance, compliance, or operational roles across hospitality, retail, aviation, and customer-focused sectors.

KEY CONTENT:

- Preexisting Practices: Identifying what's already in place
- Self-Assessment: Using the LQA site effectively
- Becoming an Auditor: Competencies and preparation
- Audit Simulations: Realistic and relevant scenarios
- Gathering Evidence: Planning and precision
- Conducting Debriefs: Insights and improvement



LEARNING OBJECTIVES:

- Identify and reflect on existing operational practices
- Conduct effective self-assessments using the LQA platform
- Develop key competencies to qualify as an internal auditor
- Simulate realistic audit scenarios with confidence
- Gather evidence and plan audits with rigour
- Lead structured, impactful debriefs following audits

DURATION:

1 - Day

WORKSHOP SIZE:

6-8 Participants

SUBJECT CATEGORIES:

Quality Assurance |
Internal Auditing |
Operational Excellence

LUXURY RETAIL SERVICE

- Creating Meaningful and Elevated Customer Experiences

DESCRIPTION:

Luxury service is not defined by products or brand names. It is defined by how customers feel during and after an interaction.

This interactive workshop explores the human side of luxury service. Participants reflect on what luxury means from a customer's perspective and examine how your own presence, communication style and mindset influence the way customers experience a brand.

The session goes beyond technical standards to uncover what truly creates meaningful and memorable interactions.

TARGET AUDIENCE:

Service professionals in luxury retail.

KEY CONTENT:

- Understanding "Luxury" - Exploring what customers truly value in luxury service beyond products and brand prestige
- Presence and Attentiveness: How tone, body language and awareness influence customer perception
- Subtle Behaviours that Shape Experience - Recognising the small actions that create trust and connection
- Responding with Empathy and Intention - Practicing thoughtful responses to different customer situations
- Service Mindset: Reflecting on how personal attitudes and awareness influence the quality of service delivered



LEARNING OBJECTIVES:

- Understand what "luxury" means from a customer's perspective
- Recognise how presence, tone and attention influence the customer experience
- Identify subtle behaviours that shape how customers feel during interactions
- Respond to customers with empathy, thoughtfulness and intention
- Reflect on how your own mindset influences service quality

DURATION:

3 - Hours

WORKSHOP SIZE:

10 - 15 Participants

SUBJECT CATEGORIES:

Customer Service |
Service Excellence |
Luxury Retail



THE TALENT CRAFTSMEN

**TRAIN
THE
TRAINER
PROGRAMMES**

JOB TRAINER CERTIFICATION

- Enabling Excellence Through Others

DESCRIPTION:

Elevate your craft by learning how to pass it on. This hands-on certification empowers supervisors and team leaders to become confident job trainers who enable consistent, high-quality task execution. Participants will learn practical frameworks for structuring training, giving feedback, and writing effective SOPs to build operational excellence.

TARGET AUDIENCE:

Supervisors, senior staff, and managers responsible for on-the-job training or coaching.

KEY CONTENT:

- Adult Learning Principles & The Learning Cycle
- On-the-Job Training Structure
- SOP Writing for Consistency & Clarity
- Feedback that Drives Growth
- Practical Coaching Techniques



LEARNING OBJECTIVES:

- Understand how adults learn and apply the Learning Cycle in training
- Conduct structured, on-the-job training sessions with clarity and focus
- Write clear, actionable Standard Operating Procedures (SOPs)
- Deliver feedback that improves performance and builds morale

DURATION:

4 - Days

WORKSHOP SIZE:

4-6 Participants

SUBJECT CATEGORIES:

Train-The-Trainer |
Supervisory Development |
Operational Excellence

GROUP FACILITATION CERTIFICATION

- Leading Learning with Impact

DESCRIPTION:

Great facilitators don't just deliver content—they create transformation. This immersive programme equips aspiring facilitators with the techniques, mindset, and structure needed to deliver engaging, learner-centred workshops.

TARGET AUDIENCE:

Trainers, managers, educators, and team leads who need to lead group learning or run impactful workshops.

KEY CONTENT:

- Creating Safe & Dynamic Learning Environments
- Managing Facilitator Biases & Expectations
- Preparation & Session Structuring
- Questioning Techniques for Engagement
- Giving Constructive Feedback
- Developing & Delivering Your Own Workshop Content



LEARNING OBJECTIVES:

- Design and deliver interactive, purpose-driven learning sessions
- Recognise and manage facilitation biases and group dynamics
- Apply effective questioning and feedback techniques
- Develop your own facilitation content aligned to learning outcomes

DURATION:

4 - Days

WORKSHOP SIZE:

4-6 Participants

SUBJECT CATEGORIES:

Train-The-Trainer |
Learning Design |
Group Facilitation



THE TALENT CRAFTSMEN

— COMMUNICATION — PROGRAMMES

KEY COMMUNICATION SKILLS

DESCRIPTION:

Effective communication is fundamental to leadership success. This workshop equips managers with the skills to navigate communication challenges, listen with intent, and express themselves clearly and assertively—even under stress. Participants will learn to align their communication style with situational demands to achieve personal and team goals.

TARGET AUDIENCE:

People managers and supervisors seeking to enhance their everyday workplace communication and leadership influence.

KEY CONTENT:

- Communication Dynamics and Barriers
- Active and Empathic Listening
- Assertive Expression and Situational Communication



LEARNING OBJECTIVES:

- Recognise common communication challenges and how to overcome them
- Demonstrate effective listening for better understanding and engagement
- Communicate assertively, even in high-pressure or stressful situations

DURATION:

4 - Hours

WORKSHOP SIZE:

6-12 Participants

SUBJECT CATEGORIES:

Communication |
Self Management

COMMUNICATION IN THE MULTI-GENERATIONAL WORKPLACE

DESCRIPTION:

In today's age-diverse workforce, effective communication is the bridge between friction and synergy. Drawing over two decades of communications expertise, this masterclass equips participants to navigate generational nuances, from Baby Boomers to Gen Z. By understanding differing values, digital preferences, and feedback styles, learners will foster a culture of mutual respect, bridging the "generation gap" to drive collaborative success and team harmony.

TARGET AUDIENCE:

Line managers, team leaders and supervisors, management

KEY CONTENT:

Developing a progressive and high-value organisation that attracts diverse generational workforce, conflict management through effective communication, aspire to inspire.



LEARNING OBJECTIVES:

- Identify the core values and communication preferences of different generational cohorts in the modern workplace.
- Apply strategies to adapt communication styles for effective multi-generational collaboration and knowledge sharing.
- Resolve potential workplace conflicts arising from generational misunderstandings using proven, inclusive communication techniques through discussions and group work

DURATION:

4 - Hours

WORKSHOP SIZE:

20 - 40 Participants

SUBJECT CATEGORIES:

Communication |
Mid Management |
Leadership | Teamwork

STRATEGIC MEDIA COACHING FOR STAFFERS OF SPOKESPERSONS

DESCRIPTION:

Mastering the media landscape requires more than subject expertise; it demands strategic delivery and presence. This intensive workshop prepares staffers to assist their leaders and/or spokespersons to navigate high-stakes media interviews (mainstream and social media) with confidence. Participants will learn to craft compelling messages, manage tough questions with poise, and guide spokespersons to project an authentic professional image that protects and enhances both leadership and organisational reputation.

TARGET AUDIENCE:

Middle managers (Marketing or Sales) who have basic level of media interactions, spokespersons requiring media refresher and coaching, keen learners who want to understand the media

KEY CONTENT:

Understanding how the media works, the art of story-telling a compelling message, tackle tough questions without losing your cool.



LEARNING OBJECTIVES:

- Develop clear, high-impact key messages and "soundbites" that resonate with diverse media audiences and stakeholders.
- Master "bridging" and "flagging" techniques to maintain control and stay on-message during challenging or high-pressure interviews.
- Enhance non-verbal communication, vocal presence, and spontaneity for professional camera and microphone engagements.

DURATION:

4 - Hours

WORKSHOP SIZE:

10 Participants

SUBJECT CATEGORIES:

Branding |
Communications |
Mid-Management

POWER PRESENTATIONS

DESCRIPTION:

Turn every presentation into a moment of influence. This dynamic workshop introduces frameworks for preparation, delivery, and engagement to help participants design and deliver memorable presentations with clarity, confidence, and impact.

TARGET AUDIENCE:

Leaders, Managers, Sales Professionals, Business Owners, and anyone presenting to internal or external stakeholders.

KEY CONTENT:

- Structuring Presentations: PASS, INTRO & PREP Models
- Engaging Openings and Powerful Closures
- Visual Aids, Room Layout, and Voice Projection
- OSA Model for Answering Questions
- Facilitation and Handling Difficult Audiences



LEARNING OBJECTIVES:

- Plan compelling presentations using the PASS model.
- Deliver structured content with clarity using the INTRO and PREP models.
- Engage audiences effectively with storytelling and questioning.
- Handle Q&A sessions with professionalism and poise.

DURATION:

2 - Days

WORKSHOP SIZE:

6-12 Participants

SUBJECT CATEGORIES:

Communication | Influence

PLAY AND CONNECT

DESCRIPTION:

Confidence and connection are at the heart of powerful communication. This engaging and interactive programme focuses on refining communication presence—both verbal and non-verbal—while encouraging spontaneity and self-expression. Through voice work, body language awareness, and impromptu speaking, participants will build trust, authenticity, and persuasive impact in every interaction.

TARGET AUDIENCE:

Customer-facing professionals, team leaders, performing arts professionals and anyone looking to enhance their communication and presentation skills with authenticity and energy.

KEY CONTENT:

- Play with Communication: Unlocking expressive freedom
- Visual and Vocal Image: Creating presence and impact
- Delivering Confident Messages: Craft and conviction
- Table Topics: Thinking on your feet
- Body Language: Non-verbal storytelling
- Video Reviews & Speech Preparation: Feedback and refinement
- Overcoming Nervousness: Tools for composure
- Prepared Speeches: Polished delivery in action



LEARNING OBJECTIVES:

- Express ideas with clarity, confidence, and credibility
- Strengthen vocal and visual communication impact
- Overcome nervousness and manage presentation anxiety
- Engage audiences through dynamic and structured speech delivery
- Develop flexibility through impromptu speaking and feedback

DURATION:

1 - Day

WORKSHOP SIZE:

8-20 Participants

SUBJECT CATEGORIES:

Communication Skills |
Personal Presence |
Presentation Mastery |
Performing Arts

ACROSS CULTURES, BETWEEN PEOPLE

- Understanding cultural differences in everyday interactions

DESCRIPTION:

We interact with people from different cultures every day – at work, in social settings, with friends, family, and even while travelling. Yet many misunderstandings don't come from bad intentions, but from differences in culture norms, etiquette, and unspoken expectations.

This interactive workshop explores intercultural communication and cultural intelligence as a life skill. The session focuses on building curiosity, empathy and awareness, and to help participants navigate cultural differences with greater confidence.

TARGET AUDIENCE:

Professionals and individuals who interact with people from diverse cultural backgrounds and are curious about how culture shapes behaviours and etiquette.

KEY CONTENT:

- Understanding Culture and Behaviour - Exploring how culture shapes communication styles, etiquette and social expectations
- Cultural Lens and Assumptions - Reflecting on how our own cultural experiences influence interpretation and assumptions
- Cultural Differences - Learn to make sense of differences
- Cultural Awareness and Empathy - Examine real-life scenarios from both professional and social situations
- Curiosity over Judgement - Practicing ways to approach cultural differences with awareness and curiosity rather than judgement



LEARNING OBJECTIVES:

- Recognise how culture influences everyday behaviour, communication and etiquette
- Reflect on your own cultural lens and how it shapes perceptions and assumptions
- Interpret real-life intercultural situations with greater awareness and empathy
- Respond to cultural differences with curiosity and openness, rather than judgement

DURATION:

2 - Hours

WORKSHOP SIZE:

10-15 Participants

SUBJECT CATEGORIES:

Communication Skills |
Cultural Intelligence



THE TALENT CRAFTSMEN

**TALENT &
PROJECT
MANAGEMENT
PROGRAMMES**

PERFORMANCE MANAGEMENT

DESCRIPTION:

Effective performance management goes beyond annual reviews—it's a continuous process of setting expectations, monitoring progress, and coaching for growth. This focused session equips leaders with the tools to manage performance constructively and consistently, fostering motivation and accountability within teams.

TARGET AUDIENCE:

People Managers, Supervisors, Business Owners, and HR Practitioners managing teams of any size.

KEY CONTENT:

- The Performance Management Cycle
- Goal Setting and Alignment
- Real-time Feedback and Coaching
- Conducting Effective Performance Reviews
- Motivating through Developmental Conversations



LEARNING OBJECTIVES:

- Understand the performance management cycle and its strategic value.
- Set clear expectations and performance indicators.
- Deliver constructive feedback that drives improvement.
- Write useful, objective, and developmental performance reviews.

DURATION:

4 - Hours

WORKSHOP SIZE:

6-12 Participants

SUBJECT CATEGORIES:

Management | Talent Retention

DESIGN DEVELOPMENT PLAN

DESCRIPTION:

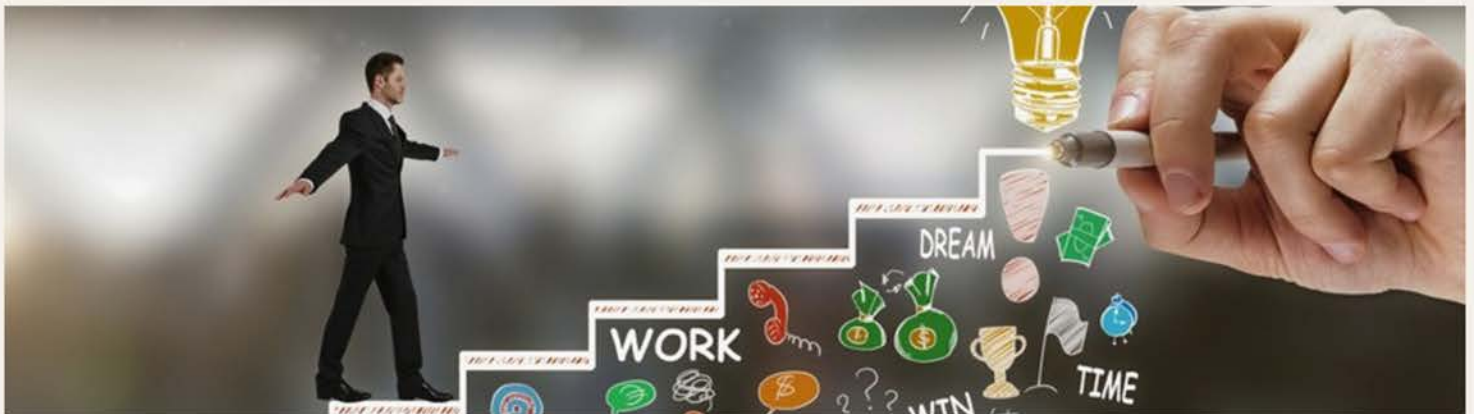
Unlock the potential of your team by aligning personal aspirations with organisational growth. This workshop provides a practical framework for designing development plans that support skill-building and career progression, enabling employees to thrive while delivering business value.

TARGET AUDIENCE:

People Managers, Business Owners, HR Practitioners, and Talent Developers.

KEY CONTENT:

- The Development Planning Framework
- Coaching Conversations for Growth
- Aligning Individual Goals with Organisational Needs
- Documenting and Reviewing Progress
- Empowering Ownership of Development



LEARNING OBJECTIVES:

- Understand the performance management cycle and its strategic value.
- Set clear expectations and performance indicators.
- Deliver constructive feedback that drives improvement.
- Write useful, objective, and developmental performance reviews.

DURATION:

4 - Hours

WORKSHOP SIZE:

6-12 Participants

SUBJECT CATEGORIES:

Management |
Talent Retention

INSIGHTFUL INTERVIEWING

DESCRIPTION:

Hiring the right talent begins with asking the right questions. This practical workshop equips participants to conduct structured, insightful interviews that reveal behavioural indicators, cultural fit, and functional alignment—helping organisations hire with confidence and clarity.

TARGET AUDIENCE:

People Managers, Team Leads, HR Practitioners, and Business Owners involved in hiring decisions.

KEY CONTENT:

- Interview Preparation and Brand Alignment
- Behaviour-Based Questioning Techniques
- Listening for Cues: Values, Fit, and Potential
- Structuring and Scoring Interviews
- Avoiding Hiring Biases and Common Pitfalls



LEARNING OBJECTIVES:

- Prepare effectively for structured interviews.
- Represent your brand and culture during the interview.
- Apply behavioural-based techniques to elicit real responses.
- Assess candidate fit against organisational values and role needs.

DURATION:

8 - Hours

WORKSHOP SIZE:

6-12 Participants

SUBJECT CATEGORIES:

Human Resources |
Talent Acquisition

EVENTS PLANNING & EXECUTION

DESCRIPTION:

Successful events don't just happen—they're meticulously planned. This hands-on session walks participants through the essentials of event planning, from setting objectives and allocating resources to anticipating risks and executing a seamless experience.

TARGET AUDIENCE:

Event Planners, HR Practitioners, Admin Professionals, and anyone tasked with organising bespoke events.

KEY CONTENT:

- Defining Purpose, Audience, and Outcomes
- Event Timeline and Resource Planning
- Creating Contingency Plans for Event Risks
- Event Run-Down Template and Roles
- Debriefing and Continuous Improvement



LEARNING OBJECTIVES:

- Set clear event objectives and success metrics.
- Plan logistics, timelines, and contingencies.
- Allocate resources effectively for smooth execution.
- Manage on-the-day roles and troubleshoot common issues.

DURATION:

4 - Hours

WORKSHOP SIZE:

8-16 Participants

SUBJECT CATEGORIES:

Events |
Project Management



THE TALENT CRAFTSMEN

PERSONAL MASTERY PROGRAMMES

MBTI - TYPE IN ORGANISATION

DESCRIPTION:

Harness the power of personality to improve team dynamics and communication. Rooted in over 90 years of research, this workshop uses the MBTI framework to help participants understand their preferences, enhance collaboration, and manage stress more effectively.

TARGET AUDIENCE:

Managers, Coaches, Educators, Students, and Professionals looking to boost communication and collaboration through self-awareness.

KEY CONTENT:

- Introduction to the MBTI Instrument
- Type Verification and Preference Pairs
- Type Learning and Communication Styles
- Team Type Grids and Working Styles
- Managing Stress Using MBTI



LEARNING OBJECTIVES:

- Understand the MBTI framework and verify your type.
- Apply MBTI insights to personal development and career alignment.
- Explore team dynamics through personality differences.
- Recognise and manage stress responses ("in the grip" moments).

DURATION:

4 - Hours

WORKSHOP SIZE:

8-20 Participants

SUBJECT CATEGORIES:

Personal Mastery | Teamwork |
Communication |
Career Navigation |
Talent Management

BUSINESS EMOTIONAL INTELLIGENCE

DESCRIPTION:

Emotional Intelligence (EI) is a critical differentiator in how professionals lead, collaborate, and handle stress. This practical workshop builds self-awareness and interpersonal savvy, helping participants navigate workplace dynamics with emotional mastery and resilience.

TARGET AUDIENCE:

Professionals at all levels seeking to improve relationships, enhance personal effectiveness, and boost team harmony.

KEY CONTENT:

- The 4 Pillars of Emotional Intelligence at Work
- Identifying Emotions and Personal Triggers
- Bias Recognition and Regulation
- Building Resilience and Saying “No” with Respect
- Practical EQ Exercises and Reflection



LEARNING OBJECTIVES:

- Understand the 4 paradigms of Emotional Intelligence.
- Recognise emotional triggers and unconscious biases.
- Practise self-awareness and self-management techniques.
- Build empathy and assertiveness in professional interactions.

DURATION:

4 - Hours

WORKSHOP SIZE:

6-18 Participants

SUBJECT CATEGORIES:

Personal Mastery |
Management |
Teamwork