

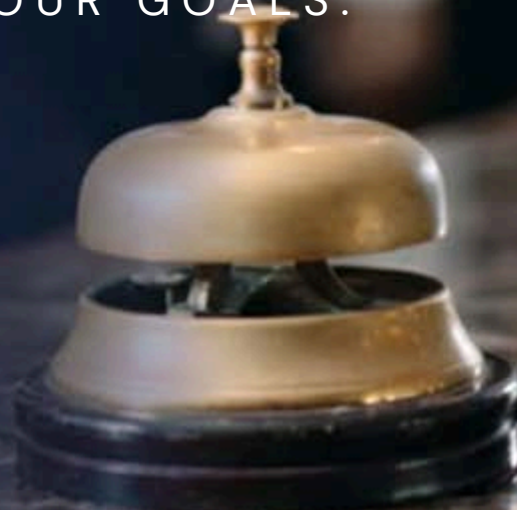


DIRECTION
TRAINING ASSOCIATES

LEARNING LEADERSHIP CULTURE

PRACTICAL LEARNING AND
DEVELOPMENT SOLUTIONS
DESIGNED AROUND YOUR PEOPLE,
YOUR BUSINESS AND YOUR GOALS.

*Written and designed
by operators, for operators.*



HELPING PEOPLE AND BUSINESSES GROW.

Great learning isn't about filling people with information. It's about giving them the confidence to do something differently tomorrow.

The best businesses don't just invest in training.

They invest in their people.

At Direction Training Associates, we believe learning should feel relevant, practical and genuinely enjoyable. Whether we're developing new managers, creating interactive e-learning, supporting culture change or helping organisations understand what their people are really thinking, everything we do is built around one simple question...

"What will make the biggest difference here?"

There's no off the shelf approach, no unnecessary jargon and no programmes designed just to tick a box. We take the time to understand your business, your people and the challenges you're trying to solve, before designing solutions that work in the real world.

Because when people grow, businesses grow with them.



EVERY BUSINESS IS DIFFERENT.

That's why we never start with a course catalogue. **We start with a conversation.**

Before we recommend anything, we'll spend time understanding your business, your people and what you're trying to achieve. Sometimes that's a workshop. Sometimes it's a development programme, an employee survey, e-learning or something completely bespoke.

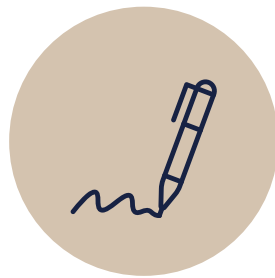
Whatever the solution, it will always be designed around you.

How we work



Discover

We get to know your business, understand your people and uncover what's really needed.



Design

Every solution is built around your organisation, not taken from a shelf.



Deliver

Practical, engaging learning that people enjoy and can immediately put into practice.



Embed

Because learning shouldn't stop when the workshop finishes. We help turn great ideas into lasting change.

WHAT YOU CAN ALWAYS EXPECT FROM US

DESIGN

Learning that works in the real world.

PERSONAL

Designed around your people, not a template.

PARTNERSHIP

Working alongside you every step of the way.

HOW CAN WE HELP?

Every organisation is different, which is why no two projects we deliver are ever the same.

Sometimes you need a single workshop. Sometimes it's an employee survey, a management development programme or a complete e-learning solution. Whatever the challenge, we'll work with you to create something that's practical, engaging and designed around your people.



Practical Learning

Engaging workshops and interactive e-learning designed for everyone, from frontline team members through to senior leaders.



Development Programmes

Structured learning journeys that help people grow with confidence, develop new skills and prepare for what's next.



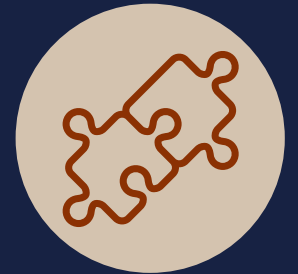
Give Your People a Voice

Employee surveys and insight that help you understand what your people are thinking and where to focus your time and energy.



Strengthen Your Culture

Supporting organisations to build positive workplaces where people feel engaged, supported and proud of what they do.



Bespoke Learning Design

From inductions and academies to service standards and learning resources, we'll design something that's completely tailored to your organisation.

Every solution can stand alone or become part of a wider learning and development journey.



PRACTICAL LEARNING

*Engaging workshops and
interactive e-learning designed
to build confidence, develop
skills and make a real difference
back in the workplace.*



LEADERSHIP DEVELOPMENT

Strong leaders don't just manage people. They build confidence, create accountability and help others perform at their best.

Whether someone is stepping into leadership for the first time or leading experienced teams, our practical leadership workshops give people the skills and confidence to make a real difference.

Included in this collection

- Creating High Performing Teams
- Handling Challenging Conversations
- Coaching for Performance
- Leading Through Change
- Leadership Mindset
- Train the Trainer
- Delegation & Empowerment
- Performance Conversations

Ideal for



Supervisors/Team Leaders



Managers



Senior Leaders

COMMUNICATION & COLLABORATION

Great communication is at the heart of every successful organisation.

Whether it's building stronger relationships, delivering clear messages or working more effectively across teams, good communication creates confidence, trust and better results. Our workshops are designed to help people communicate with impact, collaborate more effectively and build stronger working relationships every day.

Included in this collection

- Communicating with Impact
- Working Better Together
- Presenting with Confidence
- Influencing Without Authority
- Active Listening
- Giving & Receiving Feedback
- Building Trust Through Communication
- Professional Communication Skills

Ideal for



Team Members



Supervisors/
Team Leaders



Managers



Senior Leaders



GUEST EXPERIENCE

Exceptional guest experiences don't happen by chance.

They are created by people who understand the difference they make, recognise the moments that matter and consistently deliver service with confidence, care and professionalism. These workshops help teams build the skills that turn everyday interactions into memorable experiences.

Included in this collection

- Delivering Exceptional Guest Experiences
- Managing the Guest Journey
- Complaint Resolution & Service Recovery
- Upselling with Confidence
- Creating Moments That Matter
- Building Customer Loyalty
- Service Standards
- Intuitive Hospitality

Ideal for



Team Members



Supervisors/
Team Leaders



Managers



Senior Leaders



COMMERCIAL AWARENESS

Commercial awareness isn't just for senior leaders.

Helping people understand how their role contributes to business success builds confidence, encourages better decision making and creates stronger commercial thinking across every level of an organisation. Our workshops make commercial concepts practical, relevant and easy to apply.

Included in this collection

- Commercial Thinking for Operational Managers
- Finance for Non Finance Managers
- Understanding Business Performance
- Budget Awareness
- Revenue & Profit Fundamentals
- Commercial Decision Making

Ideal for



Supervisors/
Team Leaders



Managers



Senior Leaders



PERSONAL EFFECTIVENESS

The best development starts with understanding yourself.

Confidence, resilience, emotional intelligence and personal effectiveness all influence how we work with others and how we perform at our best. These workshops help individuals build the skills and self-awareness needed to grow personally and professionally.

Included in this collection

- Emotional Intelligence
- Leadership Mindset
- Personal Resilience
- Confidence in the Workplace
- Time & Priority Management
- Developing Self Awareness
- Wellbeing at Work
- Building Personal Impact

Ideal for



Supervisors/
Team Leaders



Managers



Senior Leaders



DIGITAL LEARNING

*Flexible, engaging learning that
fits around your business, your
people and the way they work.*





DIGITAL LEARNING

Learning doesn't always need to happen in a classroom.

Our Institute of Hospitality Endorsed e-learning modules give your teams the flexibility to learn anytime, anywhere, without compromising on quality or engagement.

Designed by hospitality operators, for hospitality operators, every module is practical, interactive and built around real workplace situations. Whether you're onboarding new starters, refreshing essential knowledge or developing future leaders, our digital learning is designed to make learning accessible, engaging and easy to apply back in the workplace.

Whether you're looking for a single module or a complete learning journey, we'll help you build the right solution for your organisation.

Flexible to suit your business

- ✓ Purchase individual modules
- ✓ Create tailored learning programmes
- ✓ Upload to your existing LMS
- ✓ or let us design and build a bespoke Learning Management System for you

Every module is:



Institute of
Hospitality
Endorsed



SCORM
compliant



Mobile, tablet
& desktop
compatible



Built for real
operational
environments

E-LEARNING LIBRARY

From individual learning modules to fully certificated development programmes, our growing digital learning library is designed specifically for the hospitality industry. Every module is Institute of Hospitality Endorsed and can be purchased individually or combined into tailored learning pathways to suit your organisation



Safety

Essential health & safety learning designed to keep teams safe, confident and compliant.

- Fire Awareness
- General Safety
- COSHH
- Manual Handling
- Infection Control



Food Safety & Compliance

Supporting food safety knowledge, allergen awareness and operational compliance.

- Food Safety Level 2
- Allergens
- HACCP
- Food & Drink Safety
- PCI & GDPR



Giving Great Guest Service

A complete programme focused on creating exceptional customer experiences.

- Customer Behaviours
- Customer Needs
- Disability Awareness
- Cultural Awareness
- Complaint Handling



Professional Housekeeping

Building confidence and consistency across professional housekeeping standards.

- Cleaning Standards
- Guest Rooms
- Bed Preparation
- Enhanced Cleaning
- Housekeeping Essentials



Food, Bar & Beverage Service

Developing practical skills across food service, bar service and wine service.

- Professional Food Service
- Professional Bar Service
- Wine & Champagne Service
- Positive Selling Skills



Bespoke Digital Learning

Need something unique?

We'll design branded, interactive e-learning tailored to your organisation, your people and your ways of working.



DEVELOPMENT PROGRAMMES

*Helping people grow through
structured learning journeys that
build confidence, capability and
future leaders.*





DEVELOPMENT PROGRAMMES

Some of the most meaningful learning happens over time.

While one off workshops are brilliant for building knowledge and skills, lasting development comes from giving people the opportunity to learn, apply, reflect and grow.

Every programme we design is tailored to the organisation, the people taking part and the outcomes you're looking to achieve. Whether you're developing future supervisors, first time managers or experienced leaders, we'll build a journey that's practical, engaging and designed to create lasting impact.

Every programme is built around...



**Built Around
Your Business**



**Practical
Learning**



**Workplace
Application**



**Lasting
Impact**

WHAT COULD A PROGRAMME INCLUDE?



Workshops

Practical, engaging sessions that build confidence and capability.



Learning Journals

Digital/Non Digital encouragement reflection and personal growth.



Presentations & Showcases

Helping learners communicate ideas with confidence and impact.



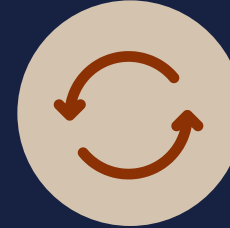
Activities

Helping learners apply new skills between sessions.



Profiling & Psychometrics

Helping people better understand themselves and others.



Flipped Learning

Introducing key ideas before workshops, creating more time for discussion and application.



1:1 Coaching

Supporting individual development and confidence.



Improvement Projects

Turning learning into meaningful organisational impact.



Celebration & Graduation

Recognising progress and celebrating achievement.

Every programme is different because every organisation is different.

Whether you're creating a programme for five people or fifty, we'll work with you to design something that reflects your culture, your people and your ambitions.



GIVE YOUR PEOPLE A VOICE

Understanding what your people really think, so you can make decisions that make a difference.



EMPLOYEE INSIGHT & SURVEYS

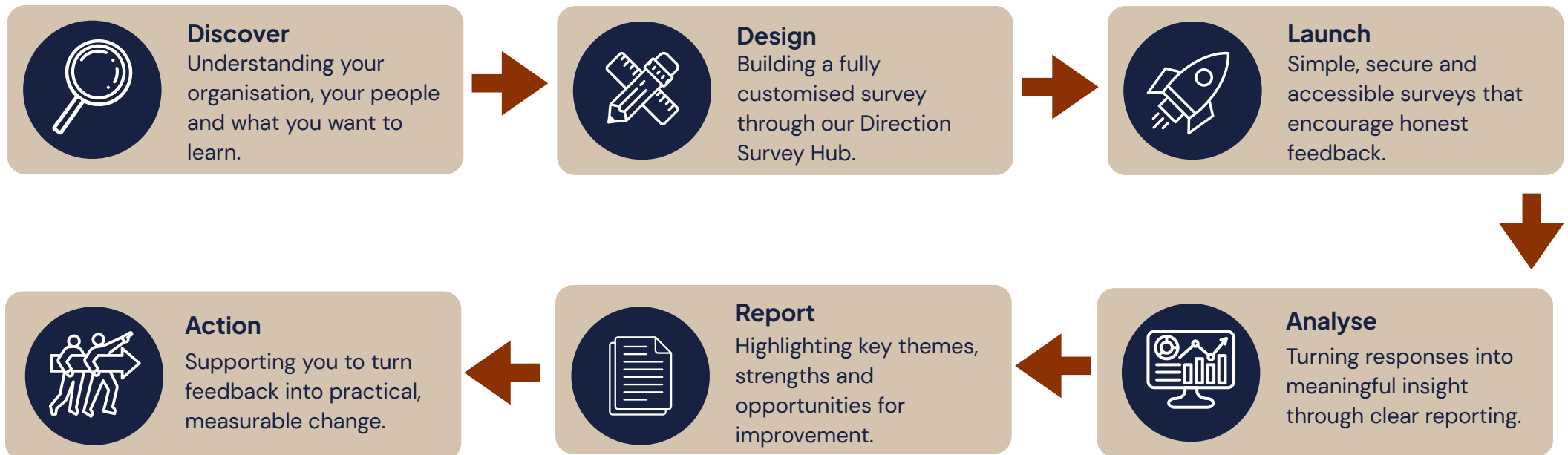
The best organisations don't guess how their people are feeling.

They ask.

Using our own Direction Survey Hub, we create fully customisable employee surveys designed around your organisation, your people and the questions you really want answered. Whether you're measuring engagement, communication, leadership, wellbeing or culture, every survey is tailored to provide meaningful insight that helps you make confident, informed decisions.

More than just collecting feedback, we'll work alongside you to understand the results, identify priorities and turn insight into meaningful action that makes a real difference.

OUR SURVEY JOURNEY





STRENGTHEN YOUR CULTURE

*Creating workplaces where people feel
connected, supported and proud of what
they do.*



STRENGTHENING CULTURE

Culture isn't created by posters on the wall or words in a handbook.

It's shaped by everyday conversations, behaviours, shared values and the experiences people have at work every single day.

Whether you're introducing new values, strengthening communication, improving engagement or bringing teams together through periods of change, we'll work alongside you to create practical solutions that support lasting cultural change.

Great cultures aren't built overnight, they're built one conversation, one behaviour and one decision at a time.



Values & Behaviours

Turning values into clear, everyday behaviours people understand and live.



Team & Leadership Engagement

Bringing leaders and teams together behind shared goals and direction.



Communication & Change

Supporting people through change with confidence, clarity and consistency.



Recognition & Accountability

Supporting individual development and confidence.



Service Culture

Embedding exceptional service into everyday thinking and decision making.



Bespoke Culture Projects

Tailored solutions designed around your people, culture and ambitions.

Great cultures don't happen by accident.

They're built through everyday behaviours, one conversation at a time.



BESPOKE LEARNING DESIGN

Learning designed around your organisation, your people and the way they work.

BESPOKE LEARNING DESIGN

Sometimes the right solution doesn't exist yet.

Whether you're creating a new induction, designing a leadership academy, developing interactive e-learning or building learning resources from the ground up, we'll work with you to create something that's completely tailored to your organisation.

Every project starts with your people, your goals and the difference you're trying to make. From the first conversation through to design, development and delivery, we'll create learning that's practical, engaging and built to last.

We can help you create...



Induction Programmes

Creating engaging inductions that give people the best possible start.



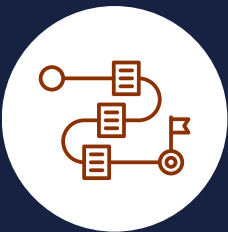
Learning Academies

Building structured development journeys tailored to your organisation.



Learning Resources

Designing guides, apps, workbooks, toolkits and supporting materials.



Competency Frameworks

Creating clear expectations for growth, development and performance.



Career Pathways

Helping people see what's next and how to get there.



Bespoke e-Learning

Interactive digital learning designed around your business and brand.

If you can imagine it, we'll help you build it.



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PRACTICAL LEARNING AND
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