

PURPLE CASE STUDY: FIRMDALE HOTELS

DRIVING BUSINESS IMPROVEMENTS THROUGH CULTURE, LEADERSHIP AND HR TECHNOLOGY

THE BUSINESS:

LUXURY BOUTIQUE
HOTEL BRAND

10

AWARD-WINNING
AND ICONIC HOTELS
IN LONDON AND NEW YORK

INCLUDING CHARLOTTE STREET HOTEL, HAM
YARD HOTEL, DORSGET SQUARE HOTEL,
KNIGHTSBRIDGE HOTEL AND THE SOHO HOTEL

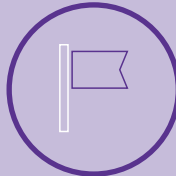
1300
EMPLOYEES

THE CHALLENGE:



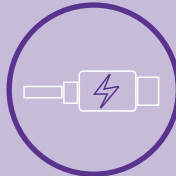
PERCEPTION OF HR

Switch from reactive to proactive aligning the people strategy to business goals. Transform the people function exemplifying how HR can deliver unique value to the business



LEADERSHIP

Empower leaders through upskilling, tools and technology to support their ability to positively influence employee engagement, development, and retention



DIGITISATION

Implement cutting-edge technology delivering a seamless employee experience to drive performance, better communication and uncover valuable people insights

THE SOLUTION:

BESPOKE EMPLOYEE ENGAGEMENT STRATEGY +
TALENT TOOLBOX™ TECHNOLOGY



Further embed Firmdale culture so that people live and breathe the 'Love What You Do' culture and values



Improve two-way comms, performance development and goal-setting via Talent Toolbox™



Learning directory to upskill knowledge, cultivate engagement and support career development

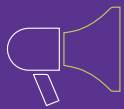


Introduce full reward and recognition programme



'Bright Ideas' and 'Love What You Do' Awards to promote employee ideas, reinforce company values and desired behaviours

THE RESULTS:



INTERNAL COMMS & FEEDBACK

Driven by employees via Talent Toolbox, social media, breakfast clubs, and Employee Week



TALENT MAGNET

Stronger employer brand, recruitment through values and improved on-boarding processes



DEVELOPMENT

Access to professional development increased by 81.5% improving knowledge, skills and employee commitment



LEADERSHIP CAPABILITY

Leaders identified with people analytics and developed through focusing on leadership behaviours and business projects



RETENTION & SUCCESSION

In one year retention increased to 76% and internal promotions and transfers increased from 5% to 28.5%



EMPLOYEE EMPOWERMENT

Completion rate increased from 15% to 80% highlighting employees now feel empowered and engaged to drive their own progress

83%

ENGAGEMENT SCORE

With work/life balance, personal development, communication and leadership scores increasing



AWARDS

Best Employer Category (2017), Caterer People Awards (2016), HR in Hospitality Excellence in Employee Engagement Award (2016) and more

Purple Cubed helped us develop our people strategy by further embedding our culture, growing leadership capability and achieving real employee engagement. Their tech solution, Talent Toolbox (TT) underpins this by digitising internal comms, development and succession while also delivering critical people analytics. Purple Cubed have become true partners delivering expert advice, and going above and beyond to connect with our other tech provider to create a seamless employee experience. They are relentless in finding solutions to our challenges and have helped us deliver exceptional business improvements." – Julia Murrell, Director of People and Development, Firmdale Hotels

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