



A Place to *Flourish*

The Positive Psychology Training for Hospitality

A Proposal



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Table of

Contents

Executive Summary	1
The Needs Assessment	2
The Solution	4
About	5
Work Ethics	6
The Programme: A Place to <i>Flourish</i>	7
The Approach	8
The Outline	9
The Certification	10
The Customization	11
Case Study	12
Testimonials	13
Contact	14

Executive Summary



As you read this proposal,

you are likely to be part of one of the world's leading hospitality companies, offering unparalleled experiences to your guests.

At Flourished You, we know from experience that working in the hospitality sector can be challenging which is represented in the industry's exceptionally high turnover rates. In today's competitive hospitality industry, a positive work environment can thus be the edge needed to thrive as an organisation.

Imagine a place of wellbeing and flourishing that not only retains employees and attracts high potential but also spreads to guests, increasing customer satisfaction and loyalty. We are committed to assisting leading Hotels and Resorts in this mission with dedication and expertise.

Our training programme *A Place to Flourish* is designed to provide hospitality professionals with the skills and knowledge from Positive Psychology to create a positive and uplifting environment for colleagues and guests.

This proposal outlines the programme and introduces Flourished You and the services for wellbeing and flourishing provided.

Needs & Consequences

The Needs Assessment

Based on interviews and extensive research, a needs assessment for the hospitality sector was conducted.

One of the biggest challenges of the industry which lead to high avoidable costs, its consequences and its drivers are presented.

Turnover Rates of 70-80%

Whenever there is high employee turnover, there are ripple effects that spread to the entire organisation. In hospitality, in particular, high employee turnover rates can have **disastrous consequences:**



Lack of Labor

The absence of staff creates a void that has a negative impact on performance and morale in the team.



High Costs

Recruitment and training according to hotel values and standards is time-consuming and costly.



Productivity

Staff shortages can affect the whole team and impact the productivity of the entire organisation.



Guests

Stressed and inexperienced employees may create an unpleasant atmosphere for guests.

The hospitality industry is volatile and experiences extraordinary changes not only since COVID-19 but also due to industry-specific circumstances such as seasonal hiring. Therefore turnover rates are higher due to the nature of the industry. However, there are common threads behind high turnover rates.

Lack of Appreciation & Recognition



The hospitality industry requires hard work, often in the form of long or irregular hours. Despite this dedication, many employees feel like their hard work goes unappreciated. This feeling of undervaluation can lead to employees cutting corners causing negative guest experiences.

Long Hours, Shift Work & Limited Rehabilitation Possibility



Shifts and working hours in the hospitality industry can be long and demanding. Days off may be rare and the opportunity to use these days for rehabilitation purposes is often limited due to the characteristics of the workplace. This can lead to high levels of stress and tension among employees, which ultimately affect attitudes towards guests.

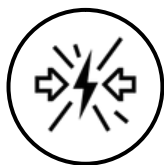
Toxic Workplace Culture & Inefficient Communication



Poor communication, rudeness, bullying and ignorance can create a toxic workplace culture and increase the likelihood of employees seeking alternative employment. Additionally, a tensed atmosphere within the team may reflect on to the guest.

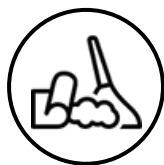
Consequences

The presented work conditions are typical for hospitality and have a ripple effect on further consequences, including job termination.



High Stress Levels

High stress levels have negative effects on physical and mental health and often cause burnout.



Poor Engagement

Low motivation and commitment lead to dissatisfaction and poor work performance.



Work Absence

The likelihood of accidents, substance abuse, sick days and lack of mutual trust increases.



Dissatisfaction

Dissatisfaction increases, team morale drops and resignation appears more likely.

Positive Psychology

The Solution

What if a wellbeing culture could be established that not only retains employees and attracts high potential but also spreads to guests, increasing customer satisfaction and loyalty?

Positive psychology, the science of wellbeing and flourishing, is a field of study that focuses on understanding and cultivating positive emotions, behaviours, and relationships.

The hospitality industry can benefit immensely from Positive Psychology as it provides valuable tools for achieving service excellence.

Positive emotions, such as joy, enthusiasm, and gratitude, can help employees to be more engaged, creative, and productive. Positive and appreciative relationships and communication in teams lead to a more harmonious and collaborative work environment. Awareness of personal strengths and their application in daily life enhance employee engagement, motivation and loyalty.

Overall, Positive Psychology can support hotels in the mission to create a more positive environment for their employees and guests causing an increase in happiness, engagement and satisfaction resulting in customer loyalty and increased revenue.



6x ROI
for organisational
wellbeing training*

Higher Wellbeing at Work
results in**



Better Customer
Service & Higher
Attentiveness



More Resilience
& Better Coping
with Stress



Higher Employee
Satisfaction, Morale
& Loyalty



Improved
Engagement
& Motivation



Better Social
Behaviour & Conflict
Management



Less Accidents,
Absence
& Substance abuse

*Deloitte, March, 2022.

**Diener, King & Lyubomirsky, 2005.



Saskia Fehr

Positive Psychologist & Accredited Coach

With Flourished You, I strive to improve wellbeing and optimal functioning by applying Positive Psychology to life.



ABOUT

My passion is the good life from a holistic perspective that unites body, mind and the external world. As a trainer and consultant, I facilitate workshops and seminars on the application of Positive Psychology at work and in everyday life to increase wellbeing, retain and attract employees and thus increase the performance of people and organizations.

Credentials at a glance

- M.Sc. Applied Positive Psychology and Coaching Psychology
- B.Sc. Organisational Psychology & Neuropsychology
- EMCC Individual Accreditation Senior Practitioner
- TRE® - Provider
- Yoga Alliance certified Yoga Teacher
- Certified Happiness Manager (TÜV)



With over **eight years of experience in the hospitality sector**, I know from experience what it's like to work long shifts, navigate conflict in a team, and handle demanding clients while keeping a positive attitude. From waiting tables to hosting executive board members and heading teams of up to 35 people, I understand what it means to be in the industry.

Additionally, I have a high degree of understanding of the guests' side of view. Since May 2022, I have been living as a digital nomad in hotels around the globe, from Europe to Asia. From a metropolis to a private island, I witness the hospitality and especially the atmosphere in **hotels that I call home as a so-called "new traveller"** on a daily basis.

In conclusion, the combination of unique professional qualifications and education with my extensive hands-on experience makes me the ideal wellbeing trainer in the hospitality sector and it would be a great honour to assist in creating a place to *flourish*.



The Promise to You

Work Ethics

2 Professional Approach

I approach all my work based on the psychological training that I received from three Universities over 7 years, which I have pursued with tremendous passion and love for optimal human wellbeing. I always work with a solution-oriented work ethic based on humanistic values and absolute discretion.

1 Great Communication

From my experience as a Coach, I know that proper communication is crucial for numerous matters. Since the satisfaction of the people I work with is my top priority, I always seek interaction and am open and honest in communication and feedback.

3 Excellent Work Quality

In all the work I do, I set the highest standards of professionalism and quality of output out of my own intrinsic drive for excellence and perfection. Client satisfaction is always my top priority, which is why I conduct regular analyses in order to adjust the approach if necessary.

A Place to *Flourish*

The Programme

A Place to *Flourish* is a multifaceted programme specifically designed to meet the needs of hospitality employees.

The psychological-based training, integrated with interactive exercises and other wellbeing techniques, addresses the needs identified in the previous assessment.

Programme Outcomes



High engagement & motivation



Appreciative workplace culture



Positive communication



Improved conflict management



Greater wellbeing



Stronger optimism



Regular flow experience



Capacity to cope with stress

The Timeline

Delivery options are 3 full days, 6 half days or digital.

Preparation

At the outset of the programme, keyperson interviews are conducted to identify specific wellbeing needs and indicators.

Training

The training days are consecutive and accompanied by workbooks.

The workbooks support and encourage employees after the training.

3 Months Follow-up

After a short post-training evaluation, a follow-up takes place after three months in which the measurements are repeated in order to determine the training outcome. In addition, key persons are interviewed again to monitor the training effect and to identify further needs.

Workbooks

A Place to *Flourish*

The Approach

The Training

In interactive workshops, topics from Positive Psychology are explored and related to the individual so that strategies for the application of insights can be developed. In addition, practices from body psychotherapy (tension-releasing exercise; TRE®) are incorporated.

Interventions

For sustainable effects, specific interventions from Positive Psychology are implemented. These include various activities developed and tested in scientific studies to promote positive emotions, cognitions and behaviours. The Interventions are carefully selected for each element addressed.

Assessments

Measurements of wellbeing parameters are taken to monitor progress and identify individual needs. In addition, a wide range of questionnaires and guided inquiries are undertaken to promote self-exploration and development.



The Workbooks

The workbooks serve to deepen understanding between and after sessions and facilitate independent exploration and development. The workbook consists of background knowledge from cutting-edge research, specifically designed exercises and tools from psychology for self-exploration.

The Outline

1



Positive Emotions

- Building upward spirals of resources
- The function & cultivation of positive emotions
- Enhancing positive emotions at work
- The cultivation in three time-points
- Stress and its management
- Mindfulness for resilience
- TRE®

1. Assessment: PERMAV Profiler
2. Assessment: Flourishing Scale
3. Assessment: Subjective Well-being Scale

2



Engagement

- Leveraging Character Strengths: Identification and Application
- How to implement strengths at work
- Developing a strengths culture
- Work Engagement: Being there
- Flow: The state of peak performance
- How to enter Flow state at work

1. Assessment: VIA Character Strengths Inventor
2. Assessment: Flow state scale

3



Relationships & Communication

- High-quality connections at work
- Isolation & loneliness
- Fostering positive social interaction at work
- Communication key skills
- Positive communication
- Best practice coaching skills
- Appreciative communication
- Implementation: Culture of Appreciation

1. Assessment: The sense of community index (SCI-2)

A Place to *Flourish*

The Certification

There are two levels of certification for completion of the programme.

Individual Certification

Participating employees receive a certificate attesting that they have acquired skills and knowledge from Positive Psychology regarding stress- and wellbeing management, character strengths and engagement, and positive communication and interaction.

This training opportunity is very appealing, especially because of the emphasis on personal development.



Hotelbranch Certification

The hotel branch that has conducted the training receives an award as "A Place to *Flourish*" and the certificate as employee wellbeing & flourishing advocate.

This award demonstrates the organisation's commitment to employee wellbeing and thus appeals to investors and potential candidates. The certificate is valid for one year after programme completion.

A Place to *Flourish*

The Customization

Individual elements can easily be added, exchanged or removed according to individual needs and resources.

Additional Elements

1-on-1 Coaching

Group Coaching

Yoga, Mindfulness & Meditation

TRE® Sessions

Training Modules

Meaning & Purpose

Achievement

Vitality

The *A Place to Flourish* programme does not meet your needs or resources? No problem.

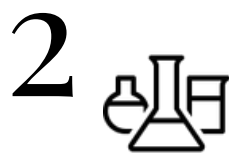
Specific needs can be addressed with the consultancy approach, which uses scientifically proven instruments and interviews to conduct a comprehensive needs assessment. A range of training and coaching elements are then developed and implemented to improve wellbeing and optimal functioning according to unique needs.

Consultancy Approach



Assessment

Use of psychological instruments and interviews for appropriate and comprehensive insight.



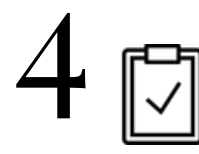
Development

The development of an adequate evidence-based programme customised to specific needs.



Implementation

The competent application of carefully selected and specifically designed coaching and training elements.



Evaluation

Assessment of the effectiveness of the interventions and clarification of future need for action.

Case Study

Previous Results

In a previous project, a company asked for training around Positive Psychology to improve wellbeing. The objectives discussed were stress reduction and relaxation, team building and self-improvement.

Key Points



4 Months Programme



By-monthly Sessions (2h)



Digital Training with Workbooks



Additional Group Coaching

Training Modules

Based on interviews and literature research, the training was developed for the client group and the key points were tailored to the needs and resources of the organisation.

- Positive Emotions
- Engagement
- Positive Relationships
- Meaning and Purpose
- Achievement
- Vitality

Results

In a final evaluation, the participants were invited to describe the training experience using individual terms.

A word cloud was then created that illustrates the frequency with which the terms were mentioned in the form of their size and thus provides insight into the effect of the training.



Case Study

Testimonials



Fabian Mohr

CEO AND CO-FOUNDER

Our company held a series of trainings on workplace wellbeing with psychologist Saskia Fehr.

The content, the structure of the seminars and the interactions in the breakout sessions were simply excellent.

The seminars left a positive mark on my personal work climate, but also on the atmosphere in the team. I would also like to explicitly emphasise Saskia Fehr as a person herself, as she conveyed her extensive expertise in such a charming and open-hearted way that you simply felt at ease. Such an important topic for daily interaction at work, from such a good psychologist, is to be strongly recommended.

Daliri Mark

SOCIAL MEDIA MANAGEMENT

If you want to improve team cohesion and self-confidence in your work environment, this training is for you.

I am new to (Company Name) and had to get to know all the people. The training helped me a lot to develop self-confidence to get to know the people better in my company. The different training elements have shown me how to reflect on my work and improve the company culture.

I would recommend this training to any company as Saskia reflects a very competent person and has been able to significantly improve the corporate climate at our company.



Andrés Pinillia

SENIOR PRODUCT DESIGNER

Training wellbeing with coach Saskia was a refreshing and inspiring experience. Saskia helped us to identify strengths and weaknesses in order to enhance wellbeing.

Every session was very well structured and always supported by psychological facts and studies along with didactic activities at the end of each session which allowed us to clarify even more the concepts and improve our relationship with our colleagues.

I am very grateful to Flourished You and Saskia and I can recommend it to everyone.



Contact

The Next Step



Thank you,

for the opportunity to begin a conversation with this proposal. With absolute delight, I will provide you with more information or arrange a free and no-obligation discovery call.

Saskia Fehr

Positive Psychologist, Coach
& Founder
Flourished You

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VIA Signature Strengths
Love, Curiosity, Creativity,
Appreciation of Beauty &
Excellence, Love of Learning

www.Flourished-You.com



Please find my
availability for a
discovery call here.

