

## InterContinental Hotels Group: Leadership Development



### Background

IHG is a global hotel company whose goal is to create 'Great Hotels Guests Love'. IHG has more guest rooms than any other hotel company in the world; more than 676,000 rooms in over 4,600 hotels across 100 countries and territories around the world.

### Need

IHG Global Finance meets every 18 months to provide insight into the organisation's vision, brands, people and responsible business practice. The meeting needed to include effective leadership and team development and opportunities to gain a greater understanding of the hotel brands and day-to-day business. It was also crucial to align staff to IHG Global Finance's current strategic priorities: leadership, teamship and partnership.

### Our role

we created a schedule that set aside mornings for traditional plenary sessions and afternoons for participation in a bespoke game designed to stimulate interpersonal relationships and increase knowledge of the IHG brands. The game challenged teams to devise a presentation to communicate how to build brand presence in a specific market. We facilitated a variety of sessions to provide insight, develop leadership skills and enhance the presentations. A unique iPad app was designed to accompany and deliver knowledge transfer at the conference.

### Outcome

To close the conference each team delivered a ten minute presentation and competed to prove the merits of their designated brand. The game enabled participants to work together towards a common goal. The level of engagement indicated a genuine sense of individual satisfaction and an enhanced capacity to work together in a fun, interactive manner. 99% of delegates rated event as "excellent" or "very good".



'I just wanted to thank you all for your help and enthusiasm at our Berlin conference. We asked a lot of the teams and took them all away from their comfort zones, but the output was incredible and a lot of the credit for this goes to you for helping them understand what was possible'

Ralph Wheeler  
SVP Group Financial Controller