



Master the Gap Fast Track GM



SOMMET
EDUCATION

Master the Gap in 60 seconds

WHAT IS IT?

A fast-track program to enhance your skills and knowledge on your journey to become a General Manager.

WHO IS IT FOR?

Middle managers; departmental heads; ambitious hospitality professionals.

DO I NEED TO TAKE A STUDY BREAK?

No, Master the Gap is purpose-designed to be undertaken in parallel with full time employment.

HOW LONG DOES IT TAKE TO COMPLETE?

Seven to nine months, with three stimulating blocks of face-to-face learning supported by bespoke online modules.

HOW MUCH DOES IT COST?

CHF 11 500

The program fee included course materials, lunches and coffee breaks during the program. It excludes participants cost of travel, lodging and miscellaneous charges.

HOW DO I APPLY AND WHEN CAN I START?

Apply online (see page 20), with the first face-to-face module scheduled to take place in March 2020 in Glion Switzerland.





Put yourself at the heart of the hotel

The hotel General Manager (GM) is the cornerstone of a successful hospitality operation. It is an exciting and rewarding role, and one that is in high demand as the world's leading brands accelerate the roll out of new hotels and concepts.

To be a GM requires a unique toolkit of skills and attributes: leader, relationship-builder, project manager, marketer, business strategist, asset manager. If you are missing some of these essential skills today, how will you bridge the gap to earn the keys to the GM's office?

Our flagship Global Talent Development program is designed to help you Master the Gap and transition successfully to General Manager. Through a combination of high impact face-to-face teaching and tailor-made online modules, you will discover the secrets of great leadership, operational excellence and optimal business performance.

Module 1: Leading the Way

MARCH 9 TO 13, 2020

Glion Institute of Higher Education, Glion-Montreux, Switzerland

PERSONAL AWARENESS

Focusing on relationship-building, communication and your personal brand development, this engaging, blended course features a number of industry-latest assessment methodologies.

TOPICS

- Psychometric assessment
- DiSC behavior assessment tool
- Emotional Quotient

ONLINE

AGILE LEADERSHIP

Explore the skills and knowledge that enable agile leaders to empower and develop their teams, inspiring greater trust and generating a more positive team culture as a result.

TOPICS

- Dynamic presentation skills
- Empowerment
- Mentoring for success
- Conflict resolution

3 DAYS FACE-TO-FACE

IMPACTFUL HUMAN RESOURCES TOOLS

Better manage the 'people cycle', from resource planning to interview skills to performance management.

TOPICS

- Interview techniques
- Agile workforce planning
- Managing performance

2 DAYS FACE-TO-FACE





Module 2: Operational Excellence

JUNE 1 TO 3, 2020
Glion Institute of Higher Education, Glion-London, United Kingdom

CORPORATE GOVERNANCE	PROJECT MANAGEMENT	CHANGE MANAGEMENT	OWNER MANAGEMENT
<p>Learn how to align corporate culture with established theories and frameworks for corporate governance and business conduct, while also leveraging the growing power and influence of corporate responsibility</p> <p>TOPICS</p> <ul style="list-style-type: none">• Theories and frameworks• Corporate alignment• Business conduct	<p>Discover the latest thinking and best practice applications in project management; develop skills in managing all aspects of the project lifecycle, from initiation to planning, execution, monitoring, controlling and closure.</p> <p>TOPICS</p> <ul style="list-style-type: none">• Initiate, plan and execute strategies• Tools & cycles	<p>Better evaluate when change is required, study strategies for change implementation and understand the role of a leader in ensuring change is accepted and integrated into team behavior.</p> <p>TOPICS</p> <ul style="list-style-type: none">• Change strategies• Barriers to change• A leader's role in change	<p>Learn the skills that a GM needs in order to build productive relationships with owners and key stakeholders.</p> <p>TOPICS</p> <ul style="list-style-type: none">• Managing upwards• The power of influencing• Negotiating successfully
ONLINE	ONLINE	2 DAYS FACE-TO-FACE	1 DAY FACE-TO-FACE

Module 3: Financial Performance

SEPTEMBER 21 TO 25, 2020

Les Roches Global Hospitality Education, Crans-Montana, Switzerland

HOTEL ASSET MANAGEMENT

Establish the key components of a successful asset management strategy; understand how analysis can support decision-making and ways that new hospitality concepts can drive value.

TOPICS

- Creating hospitality concepts
- Strategic business planning in hotel development

ONLINE

REVENUE MANAGEMENT

Learn the strategies and tools for optimizing financial performance while enhancing skills in areas such as capacity management, demand and revenue forecasting, and pricing execution.

TOPICS

- Business strategy
- Strategic pricing optimization
- Financial performance

ONLINE

ENTREPRENEURSHIP

Learn how to develop new, innovative strategies that balance entrepreneurial flair with a deep understanding of start-up risks, and how they can be monitored and managed.

TOPICS

- Concepts and innovative strategies
- Managing SMEs
- Start-up risks

3 DAYS
FACE-TO-FACE

MARKETING

Gain a stronger understanding of the role and processes of marketing within the hospitality industry; get up-to-date with the latest thinking around social media marketing and search engine optimisation.

TOPICS

- International branding
- Public relations & communications
- Social media marketing
- Business relationship development

2 DAYS
FACE-TO-FACE



Learn from the best

Master the Gap brings together experienced and highly respected faculty members from both Glion and Les Roches.hospitality business schools.

With two face-to-face modules taught at Glion and one at Les Roches, you will experience the best of these two globally-renowned hospitality business schools.



DR. DIMITRIOS DIAMANTIS

Dimitrios has amassed more than two decades of lecturing experience, having taught at institutions in the UK, France and Malaysia. He has also worked extensively within the hospitality sector and has published several books on the globalization of tourism & hospitality.



DR. ANNETTE KAPPERT

Annette is Programme Manager/Associate Professor for the Master's in International Hospitality Business pathway at Glion London. She has held a number of management roles and for the past 10 years has been a Lecturer/ Senior in Hospitality, Tourism and Management.



DR. SANJAY CHIB

In his role as Associate Professor, Sanjay brings a wealth of entrepreneurship know-how and a focus on experiential learning. His industry experience includes turnaround business management, market analysis, business valuation, due diligence and negotiation.



DR. ELENA WONG

As Assistant Professor at Les Roches Switzerland, Elena teaches across the Bachelor's, Master's and MBA programs. She holds a Master's degree from Harvard University and a PhD in Psychology from the University of Neuchatel, Switzerland.



JOE DI DONNA

Before entering the world of academia, Joe amassed 30 years' experience in marketing management for multinationals, associations, resorts and international business schools. He has worked in Italy, Spain, China and America as both consultant and professor.



RUTH PUHR

Ruth specializes in communication and leadership, with expertise in both event management and arts organization. She is a member of the Swiss Faculty Development Network and serves as a Board Member of the Sion Festival.



WOLF GERSTKAMP

A specialist in human resources and leadership, Wolf has been lecturing at Les Roches since 2010, having previously achieved both his Bachelor's degree and MBA at the school. His professional experience includes working for Hyatt and as an educational consultant.

Global Talent Development

PREMIUM, BESPOKE, FOCUSED

For more than half a century, Glion and Les Roches have been world leaders in premium hospitality education, producing generation after generation of polished professionals, entrepreneurs, innovative thinkers and inspirational leaders.

Sommet Education has now distilled this wealth of hospitality and business savoir-faire into a portfolio of bespoke professional training and talent development programs. If you work in hospitality, the experience economy or any other customer-centric business sector, you will find a Global Talent Development program that will enable you to develop your skillset and achieve your career ambitions.

Find out more details on the complete range of Global Talent Development programs here:

sommet-education.com/global-talent-development/



About Sommet Education

With a portfolio that incorporates three internationally-renowned institutions – Glion, Les Roches and École Ducasse – Sommet Education is a global leader in culinary and hospitality business education.

Sommet Education is the only education group with two institutions ranked among the world's top four for hospitality & leisure management education and the world's top three for employer reputation (QS World University Rankings by subject, 2019).

3
world class institutions

142 years of accumulated history

850 faculty staff

27,500
alumni





How to apply

PLEASE CONTACT THE GTD TEAM AT

gtd@sommet-education.com

Sommet Education

Rue Saint Martin 7, 1003 Lausanne, Switzerland

sommet-education.com

+41 (0) 21 989 26 17

All data collected from your application is confidential and secure.

PROGRAM

CHF 11 500

The program fee included course materials, lunches and coffee breaks during the program. It excludes participants cost of travel, lodging and miscellaneous charges.

REGISTRATION DEADLINE

To enroll in the program, you must register by the

FEBRUARY 1, 2020



