

Client Spotlight

A Leading Luxury Resort Operator

Challenge

A leading luxury resort operator wanted to develop its people consistently across a dispersed, service-critical operation, without being tied to a single, one-off training programme. In luxury hospitality, where service standards depend on people at every level, it needed a flexible way to build leadership and personal-effectiveness capability that could reach its teams when and where it suited them.

The organisation wanted broad, ongoing access to high-quality development content, in formats that fit the realities of shift-based, always-on operations, rather than a fixed classroom intervention.

Our Approach

FranklinCovey Middle East partnered with the organisation through an All Access Pass, giving it broad, ongoing access to the full FranklinCovey content library and the flexibility to develop its people across many topics and formats over time.

The partnership included digital learning resources built around The 7 Habits of Highly Effective People, so teams could build core personal-effectiveness habits in a self-directed, on-demand way suited to a busy, service-focused environment. The model let the organisation choose the right content for the right people at the right time, rather than committing to a single fixed course.

KEY ELEMENTS OF THE INITIATIVE

- An All Access Pass giving broad, ongoing access to FranklinCovey content.
- Self-directed, on-demand learning suited to shift-based operations.
- Digital learning kits built around The 7 Habits of Highly Effective People.
- The flexibility to develop different people on different topics over time.
- A scalable model for a dispersed, service-critical workforce.

Business Outcomes

The All Access Pass gave the organisation a flexible, scalable way to develop its people, letting it build leadership and effectiveness capability on its own terms and around the demands of a luxury operation. Rather than a one-off event, development became something available on demand, in the formats its teams could actually use.

With ongoing access to FranklinCovey content, the organisation is equipped to keep raising capability across its workforce over time, supporting the consistently high service standards that define a luxury resort brand.

Industry

Luxury hospitality / resorts

Region

UAE

Delivery

All Access Pass (on-demand content) with digital learning kits

Engagement

Enterprise content-subscription partnership

Frameworks

FranklinCovey All Access Pass library, including The 7 Habits