

## Case Study Greenclose Limited

### Background

Greenclose Limited, a family owned and operated hotel company owns three luxury 4 star hotels and a spa within the UK. Across the group they have won numerous awards for facilities, guest experience, commitment to excellence in environmental practices and as an employer who cares.

### Approach

Motivational Maps have been deployed at Greenclose Hotels Ltd (Careys Manor, Senspa and The Montagu Arms) for three years. They are considered a central element of the on-going business and executive coaching programme for James Hiley-Jones, Group Operations Director, and his senior team. The Maps are used strategically for leadership development and succession planning, and operationally for recruitment, staff development and annual one-to-one performance reviews.

### Business goal

To gain an understanding of the motivational needs of individuals in the workplace and how we can most effectively meet those needs to provide all-round benefits for the staff and the organisation

### Results

Combined with regular business coaching, Motivational Maps have proved their value in helping Greenclose Hotels to deliver year-on-year productivity and profits increases for the past three years. James Hiley-Jones commented that Motivational Maps, combined with regular business coaching, have proved their value in helping Greenclose Hotels to deliver year-on-year productivity and profits increases for the past three years. The Maps have been essential in gaining an understanding of the motivational needs of individuals in the workplace and the most effective way to meet those needs to provide all-round benefits for the staff and the organisation.

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