

hit
hospitality
academy

**ORDINARY
SERVICE IS OVER:
RAISING
HOSPITALITY
STANDARDS NOW**



Introduction

In today's rapidly evolving hospitality landscape, excellence can't wait for tomorrow – it must happen now. Customer expectations are higher than ever, competition is fierce, and service standards are under constant scrutiny. To stay ahead, hospitality professionals must be equipped with the practical skills, confidence, and resilience to deliver unforgettable experiences at every interaction.

The Hospitality Academy isn't about waiting for the future; it's about transforming hospitality today. Our innovative programmes, developed in collaboration with world-class industry experts, address the immediate challenges facing businesses right now – from service consistency to guest engagement, emotional intelligence, and team performance.

We'll be running the new Hospitality Academy in the same way we've successfully delivered our HIT Chef Academy – using a flexible, nationwide model designed around the needs of learners and employers.

We don't tie the academy to a single location. Instead, we partner with a network of professional hospitality training centres across the country to host our on-site

practical workshops. This means learners get hands-on experience in real-world hospitality environments, close to where they live or work.

Alongside our in-person delivery, we offer engaging online workshops that hospitality professionals can access on their own. This hybrid approach gives learners the freedom to train in a way that suits their schedule and learning style.

We also offer closed cohorts for employers looking for a tailored experience – which, where possible, can be delivered on-site at the employer's premises.

Whether learning online or in-person, all participants are supported by our expert Academy trainers and gain access to a rich video library of additional resources to deepen their knowledge and skills throughout their apprenticeship.

The new Hospitality Academy is wherever your team needs it to be – local, accessible, and built around real hospitality.

Through a dynamic blend of hands-on workshops, immersive training, and expert-led sessions, learners will develop the confidence, expertise, and mindset needed to thrive in the fast-paced world of hospitality. Our tailored programmes provide businesses with the tools to stand out, enhance customer interactions, and turn outstanding service into a powerful business asset.

Excellence isn't optional – it's the key to growth. Whether you're an aspiring professional or a seasoned entrepreneur, the Hospitality Academy will help you gain the edge, build customer loyalty, and drive long-term success.

**Let's raise the standard
of hospitality ... together.**



Paul Mannering
National Hospitality and
Culinary Lead

Why Choose the Hospitality Academy?

Elevate Your Hospitality Game

Exceptional front-of-house service is the foundation of success. Our training equips you with the tools, insights, and strategies to deliver world-class service and create unforgettable guest experiences.

Hands-On, Real-World Learning

Immerse yourself in practical workshops that bring hospitality to life, helping you refine your approach and stand out in a competitive industry.

Designed by Industry Experts

Developed in collaboration with top hospitality leaders, our programmes are built to help you gain the edge, build customer loyalty, and turn service excellence into a powerful business asset.

Flexible & Tailored to You

Whether you're in a boutique café, a fine dining restaurant, or a large hotel chain, our training is designed to fit your needs and drive success.



Industry Partnerships

Michael Heppell

We are proud to have worked in partnership with Michael Heppell and Paul Martin to develop cutting-edge content that drives excellence in hospitality training. Their expertise has been instrumental in developing the framework and methodologies that underpin our curriculum.

A globally renowned speaker, bestselling author, and customer service expert. Michael has helped transform service cultures at The Ritz, Virgin Atlantic, and Disney, creating outstanding guest experiences. His expertise has shaped the way we teach customer service excellence at the Hospitality Academy.

"I'm thrilled to be partnering with HIT Training to help shape the next generation of customer service experts. Exceptional service isn't just about ticking boxes, it's about mindset, energy and a relentless commitment to being brilliant. I've spent my career coaching individuals and organisations on how to stand out, exceed expectations and create unforgettable experiences. Now, I get to share that passion with future customer service stars, helping them develop the skills, confidence and mindset to truly make a difference."

All apprentices will receive Michael Heppell's See, Smile, Say Hello — a practical guide to mastering front-of-house excellence, building confidence, and delivering outstanding customer experiences.



Industry Partnerships

Paul Martin

One of the UK's most sought-after performance and leadership coaches, Paul specialises in enhancing team performance and customer engagement. His insights have helped shape our training content, ensuring it is innovative, impactful, and designed to create real change in the industry.

"I'm delighted to be partnering with HIT and contributing to this groundbreaking project. Working with an organisation such as HIT who share my passion for redefining the nature of hospitality excellence, enables us to develop a new generation of engaging, charismatic and highly skilled hospitality professionals who will set the standards for outstanding guest experiences for generations to come".

This collaboration is about more than just service – it's about crafting experiences, ensuring that every guest interaction leaves a lasting impression. From hands-on workshops like 'The Art of Service' and 'Service Experience' to our innovative 'Hearts and Minds' learning interventions, we promise that each and every day will be insightful, challenging, inspiring and of course fun!



Hearts and Minds

A standout feature of the Academy is the "Hearts & Minds" Learning Suite – a first-of-its-kind collection of immersive modules, embedded within the hospitality apprenticeship programmes. Designed to seamlessly blend practical service skills with leadership development and mindset coaching, creating a uniquely powerful learning experience.

Exceptional hospitality is built on two key elements: service skills and professional mindset. The Hearts and Minds™ Learning programme is designed to develop both, equipping individuals with the confidence, adaptability, and behaviours needed to thrive in a fast-paced, guest-focused environment.

Hearts Mastering Customer and Service Excellence

- **The Service Star™** – A structured approach to delivering outstanding service, every time.
- **Customer Journey Grid™** – Understanding every touchpoint in the guest experience and how to enhance it.
- **Mind Your Language™** – The power of communication and its impact on service excellence.
- **Positive First Response™** – Handling guest requests and challenges with confidence and professionalism.
- **Showtime!™** – The importance of presence, body language, and energy in delivering high-impact service.



Minds Developing a Professional and Resilient Mindset

- **Heads Up – Thinking Like a Meerkat™** – Adopting a proactive approach to service and anticipating guest needs.
- **Brilliance Benchmarking™** – Setting high personal and professional standards to consistently exceed expectations.
- **Emotional Bank Account™ & Wee Wows™** – Understanding emotional intelligence in service interactions and how small touches create big impacts.
- **Massive Action = Massive Results™** – Cultivating a mindset of continuous improvement and professional growth.

By developing both technical service skills and the right mindset, Hearts and Minds™ Learning helps individuals deliver exceptional guest experiences while ensuring businesses benefit from a team that is confident, motivated, and service-driven.



Two Immersive Masterclasses

Workshop 1: The Art of Service

Mastering Hospitality Excellence

Discover the essence of service excellence through The Art of Service – a dynamic, hands-on workshop designed to sharpen skills, boost confidence, and reignite passion for hospitality.

Focusing on the fundamentals that support hospitality at its core, participants will explore a series of craft skill sessions, including:

Wines and Spirits: Developing expertise in beverages, from tasting notes to perfect pairings.

Barista Skills: Learning the art and science of crafting the perfect coffee experience.

Service Techniques: Mastering the key principles behind seamless and memorable service delivery.

Food Psychology & Service: Understand the impact of presentation, interaction, and atmosphere on customer perception and experience.

This workshop goes beyond technical skills; it builds a deeper understanding of the hospitality industry, instilling professionalism, pride, and a stronger connection to the craft.



Workshop 2: Service Experience

Create Connections. Build Lasting Memories.

In today's competitive hospitality landscape, it is not just what is served – it is how it makes people feel. Service Experience is a transformative workshop designed to enhance the customer journey through intentional and memorable service interactions. Participants will explore:

Identifying Service Touchpoints: Mapping each stage of the guest experience to ensure excellence.

Memory-Making Moments: Understanding how small gestures create lasting emotional connections.

Storytelling and Host-Led Experiences: Crafting authentic narratives that enrich every guest encounter.

Consultative Sales Strategies: Elevating service through personalised recommendations and building value at every opportunity.

This workshop focuses on creating emotional connections, delivering service that leaves a lasting impression, and shaping unforgettable guest experiences.

Our tailored packages

As part of our Hospitality Academy offer, we also provide bespoke commercial workshops. If there's a specific skills gap in your team, our industry experts can deliver custom training designed around your needs – available on request as part of a tailored package.



READY TO RAISE THE STANDARD?

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