

Hotelier 50

Top Programme for fresh talents in Hospitality Industry

► **EXTENSIVE PROGRAMME FOR AMBITIOUS HOTEL MANAGEMENT FRESHERS**
Limited seats available

► **BUILD YOUR OWN BRAND WITH TYI**
Comprehensive soft skill training & on the job training

► **GIVE A HEADSTART TO YOUR CAREER**
And steer towards your goal

► **EARN A CERTIFICATE OF RECOGNITION**
TYI Skill Matrix



Executing partners:



Build Your Own Brand with Us!

The most comprehensive programme designed for fresh hospitality graduates in collaboration with the knowledge development arm of the Ecole Hotelier de Lausanne (EHL) Education Group - EHL Advisory Services and India's leading 5 star luxury Hotel Brand Roseate Hotels & Resorts in order to make candidates industry ready and future proof!



① Phase 1:

TYI x EHL Brand You École hôtelière de Lausanne

- Establish a heightened sense of self awareness
- Improve interpersonal relationships, communicate effectively, connect with peers
- Personal and Professional developmental plan
- Personality profiling based on Carl Jung's work in psychology

② Phase 2

TYI Academy

- Make your TYI e-profile
- TYI soft skill module
- Be a part of the high calibre talent pool of hospitality industry

③ Phase 3

Roseate Hotels & Resorts

- On the job training
- Industry standards, best practices, protocols and etiquette

Mission & Vision

This program will be a game changer for Hospitality Management graduates and hospitality Industry by designing unique educational opportunities that meet the future demand of the Industry, shaping the promising talents and connecting them with meaningful careers in the Industry. We are the bridge between the ever-changing hospitality industry and a talented pool of highly motivated individuals for them to recruit from.

Recruiters get direct access to this pool of 'experienced freshers' who are:

- Soft Skill Trained & certified
- Technically sound at hard skills, assessed and trained by Industry Professionals
- Emotionally Intelligent and Rational
- Self aware laying the foundation for inspirational young leadership
- Aware about Industry trends and standards
- Well aligned with company expectations, goals and vision

Steps to Success

Discover your authentic self

In order to build your personal brand, it is important to identify your personality traits. To support your journey of self-awareness and personal development EHL Advisory Services has designed a bespoke program, backed by Insights Explore (a personality profiling tool based on Carl Jung's work in psychology). This program focuses on laying the foundation for a heightened sense of self-awareness for improved relationships, personal growth, effective communication, enhanced productivity, and inspirational young leadership and will add tremendous value to the cohort of hospitality management students.



Determine what you want to be known for!

FOR Your personal brand is more than a reflection of who you are today; it's a roadmap of where you want to go. In addition to understanding your existing skills and competencies, EHL Advisory Services licensed expert facilitates a deep dive into your personality preferences based on the categorization into different colour energies. They allow access to host of videos post the workshop, to understand the colour energies better. You will also be required to carry out an activity in line with understanding yourselves better, recognizing others and displaying the ability to adapt



Define Your Audience & Express Your Talent

Before you start crafting your personal brand, you need to determine your end goal based on your strengths and weakness and most importantly up-skill your talent within the progressive environment of experienced leaders and evidence your professional skills in an innovative way to express your confidence, high level of commitment toward your work-ethics and define your wide range of talents through TYI E-profile.

With the access to your personalised website, we help you connect with the industry experts to introduce you to Industry Basic Success Mantra & the access to The Yummy Idea Soft Skill Training module designed based on the method of 'Learning By Doing' and helping you to scale up table of interaction in your favour.

Market Yourself:

"I don't chase, I Attract, whatever belongs to me Finds Me!"



Get prepared for Industry Specific Interviews

Your first 2 minutes interaction with the potential employer defines your future with their company. Recruiters have limited time to understand your potential, we have to be smart to understand and read the interviewers mind. TYI makes you well prepared with mock-interviews, case studies, role plays and class room discussions and helps you with the real game of:

- Dealing with Logical reasoning
- Enhancing the critical and rational thinking
- Aligning the skill summary with job description
- And most importantly, making you self-aware toward the perception of recruiter, awareness about the important skills they are looking in an interview and allowing you to self-introspect for why you can be hired.



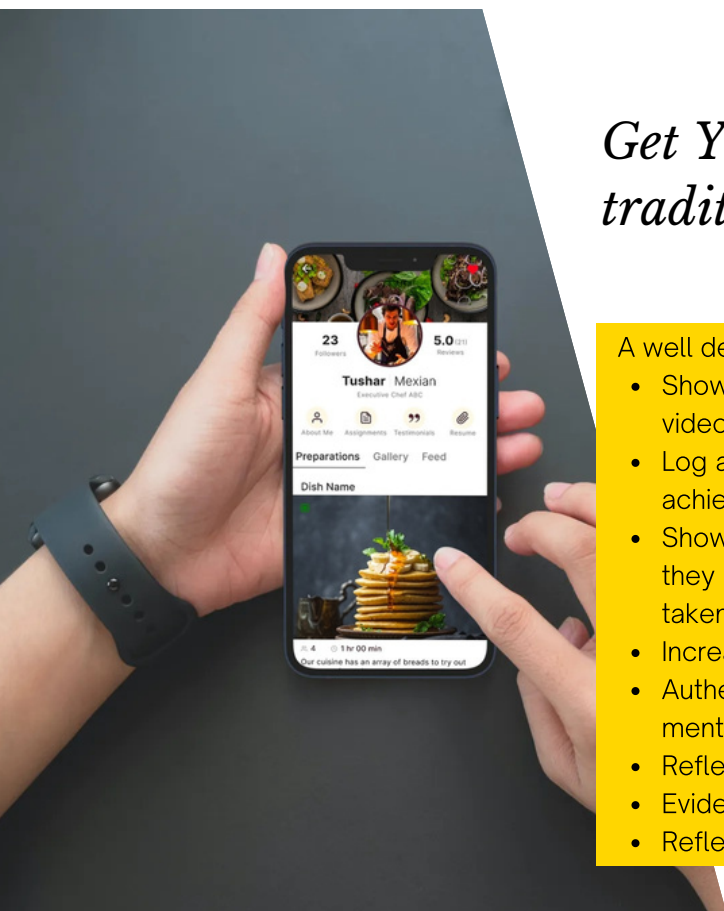
Prepare an Elevator Pitch

An elevator pitch (max 2 mins) is the most effective way to represent your personal brand with vision, passion and future prospects you will bring on table for them. It's a summary of all your academic learnings, experiences and skill set till date described in most easy and effective way of what you do and where you are going in your carrier and how you can create a value to their organisation.

All the above designed course helps you identify your strengths, your skill set, nurture effective communication during presentations and brainstorming with Industry leaders – helps you define a small story of your experiences and TYI team helps you define the right framework, with the right pitch based on your attributes.



Get Your Profile Proof read (replacing traditional CV with e-profile)



A well designed TYI E-portfolio allows students to:

- Showcase small snippets of hard work in the form of pictures and videos
- Log achievements at one place by logging digital certificates & other achievements
- Showcase the innovate side which they cannot speak in words as they can log any other co-curricular activities or projects they have taken up
- Increase their credibility (Testimonials by mentors)
- Authenticate learning as taking reviews of their modules learnt from mentors
- Reflect their dedication and commitment
- Evidence their passion to learn and understand every module
- Reflect their learning graph to recruiters

Grow your professional Circle, Networking and Your Credibility

As you are evolving your personal brand, it's also important to build your strong social network and grow your professional circle. TYI programme allows you to connect through Hospitality Industry leaders and connect with peers to share, communicate and innovate on a single platform.

Regular events, competitions and industry meets keep you focussed on your professional development and provides an opportunity to interact and forge your strong relations with Industry leaders. Showcasing your brand and getting feedbacks and testimonials from known leaders allows unknown recruiters to make informed decisions about your potential and judge your leadership ability. The more connections you make, the more experience you gather and more likely your personal brand will be recognised.



Get On The Job Training

We need to offer students knowledge beyond theory and empower them with resourceful tools for practical application. We have partnered with Roseate Hotels & Resorts, a leading five star luxury brand with presence across India and UK. Being our training and guidance partner, the brand allows applicants to not only innovate and excel in their professional careers but also contribute to society at large. Hospitality being a dynamic industry, needs to be seen without any stereotype and biases which the brand endorses with live interactions, original case studies and on ground training thus making the subject an excellent hospitality professional who can align business needs with the changing environment.

Steps to Build Your Brand

1 Discover your authentic self

2 Determine what you want to be known for

3 Define your audience

*TYI x EHL
Brand You*

4 Research your desired company

5 Prepare an elevator pitch

*TYI Academy Soft
Skills
Module*

6 Practice interviews and case studies

7 Ask for recommendations

8 Evidence your training

*Roseate
Apprenticeship
Programme*

9 Grow your online presence

10 Always conduct yourself as a Brand

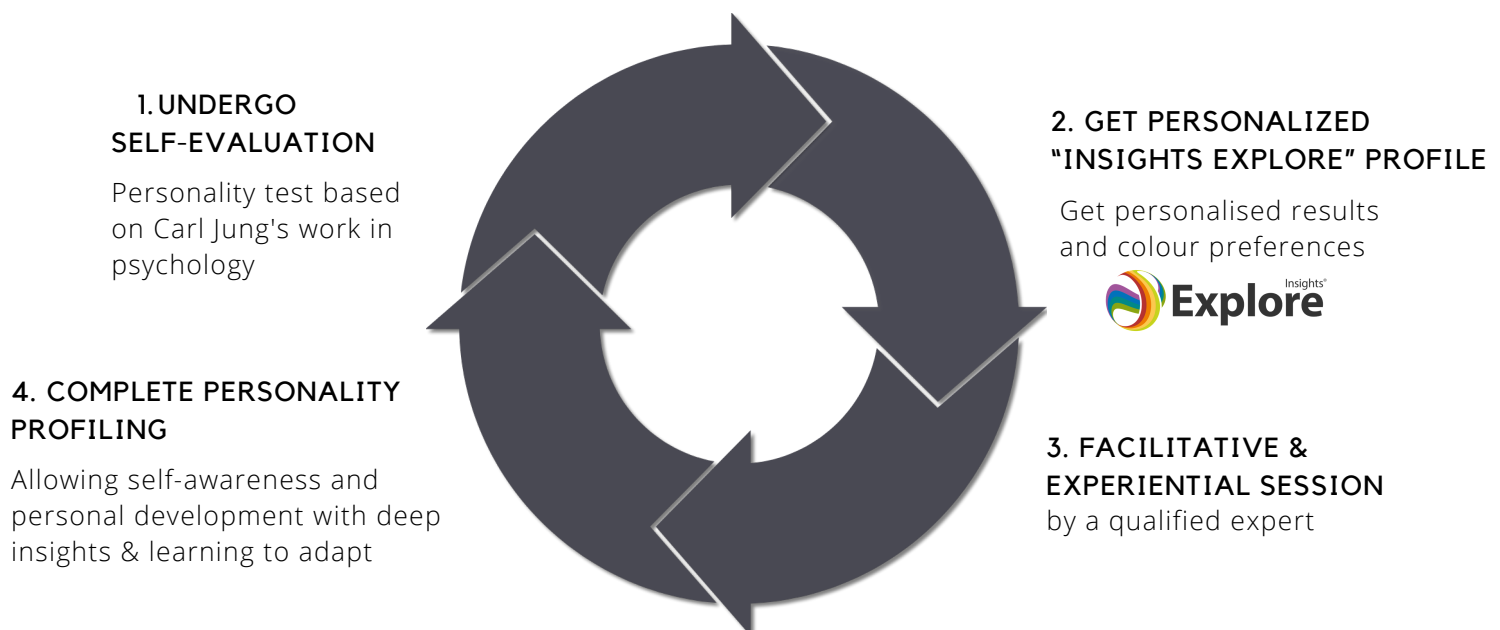
TYI x EHL Brand You



The EHL Education group has been serving up excellence in hospitality and education since 1893. Over the past 127 years, the hotel school (EHL Ecole hôtelière de Lausanne) grew into a thriving international university with a consulting branch and academic partnerships, under the ownership of the EHL foundation. EHL Advisory Services, the management advisory & knowledge development branch of the EHL Education Group, has been supporting innovation and excellence in industries and education since 1976. With a team of leading subject experts they develop applicable, innovative solutions that help businesses and institutions around the world to prepare for future excellence with a commitment to academic rigor, service culture and quality assurance.

ABOUT THE PROGRAMME

EHL with its deep-rooted expertise, knowledge and credibility, backed by Insights Explore (a personality profiling tool based on Carl Jung's work in psychology) has designed a bespoke program to support the students journey of self-awareness and personal development. This programs focuses on laying the foundation for a heightened sense of self awareness for improved relationships, personal growth, effective communication, enhanced productivity, and inspirational young leadership.



Access to host of videos post the workshop to understand the colour energies better and will also perform an activity in line with understanding themselves better, displaying the ability to adapt.

TYI Academy



5 weeks
45 hr



20 hr



ABOUT THE PROGRAMME

TYI Academy's soft skill training module is designed specifically to address the challenges faced by the fresh graduates and help them groom for the life after college. A wholesome amalgamation of coursework, case studies, role plays, situation handling and live talks by industry experts will help them test the waters before taking the final plunge.

At the end of the programme students get the TYI Skill matrix that helps them identify their skills

5 WEEKS COMPREHENSIVE PROGRAMME

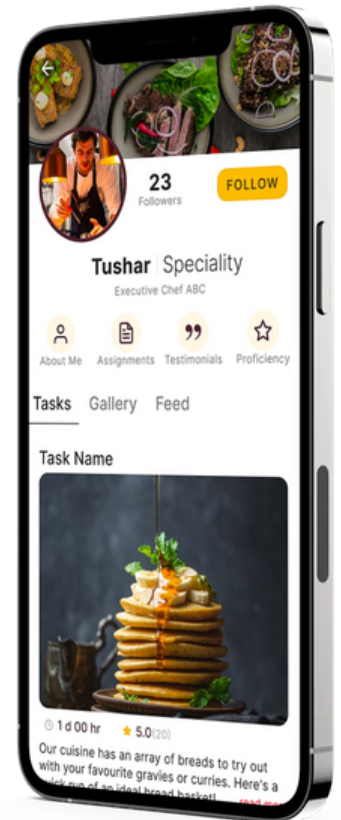
- Get to know yourself better
- Prepare elevator pitch
- Resume building & vetting
- Mock Interviews & how to handling them
- Simulation exercise & Case Studies
- Industry awareness
- Business Entrepreneurship & leadership

A total 45 hours of rigorous training, assessment and introspection to help you focus on improvement in order to build your own employee brand.

Evidence your soft skills & get a personalised TYI Skill Matrix

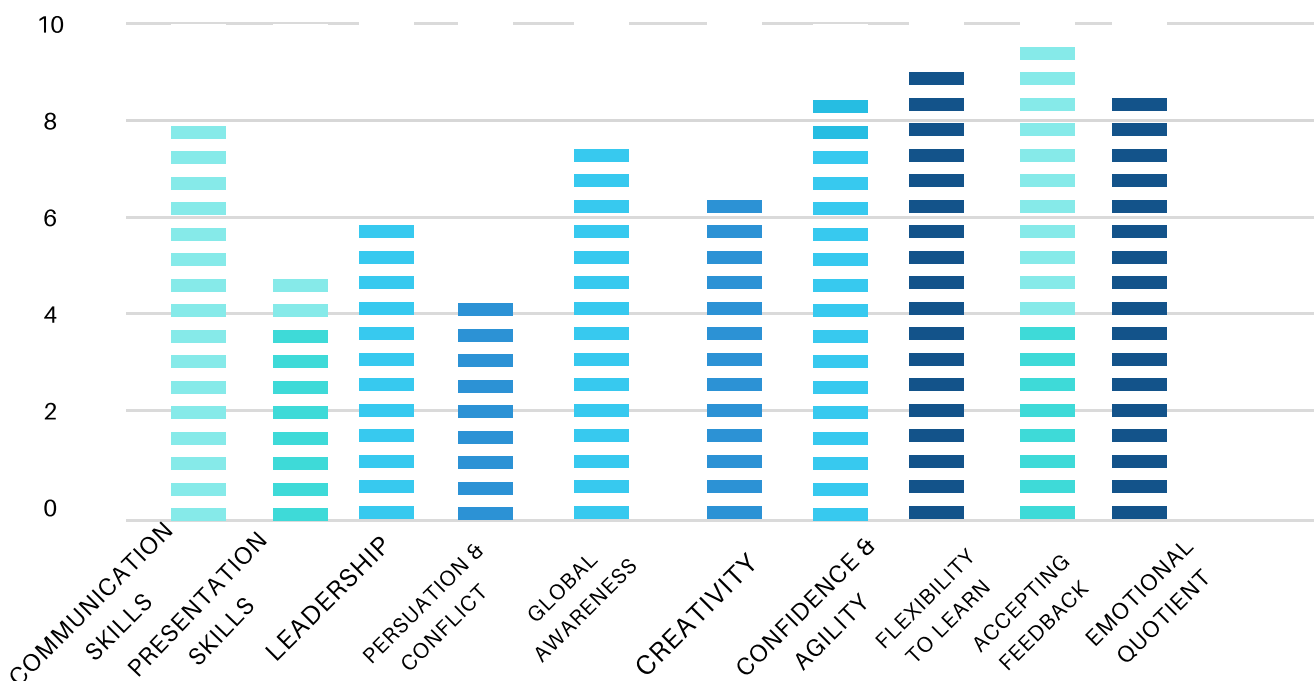
Skill Metrics will comprise various parameters on the basis of candidate's performance throughout the learning sessions. It is a tool that helps recruiters to assess the ability of a candidate to perform its duties.

The advantage of using and developing skill matrix is to make sure every student has a definite learning graph and TYI team will make sure, that based on actual capability of students' interaction during the sessions, based on their leadership ability to take up the challenges, and communication skills to represent themselves we will define the outcome of each candidate into definite results. This will not only help candidate to understand their level of improvement but also becomes a necessary tool for Recruiters to pick the best talent based on TYI-Skill matrix, which reflect the soft-skill development of an individual certified by the team of professionals, hence reducing the task of recruiter to search for perfect fit for their company.



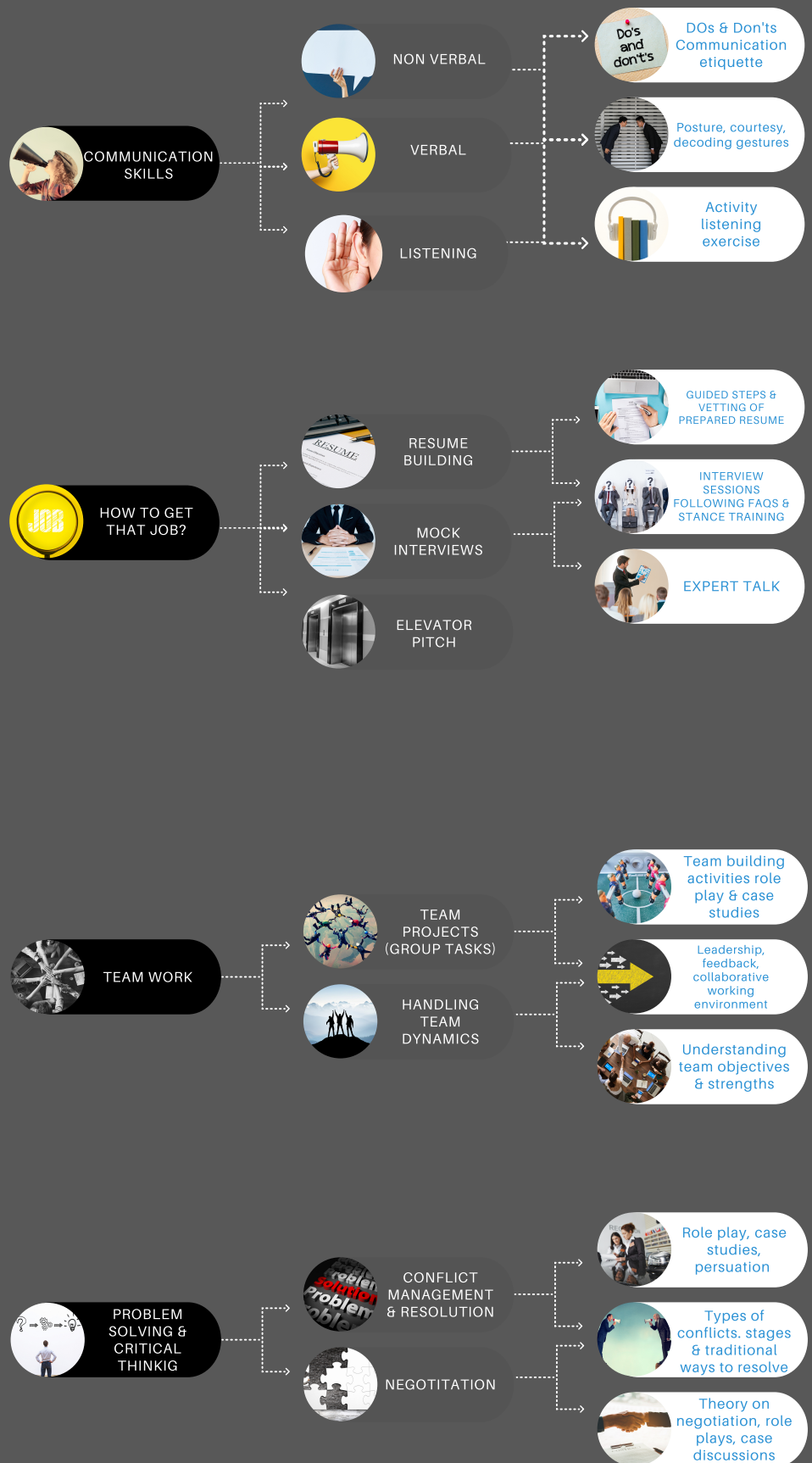
TYI SKILL MATRIX

MATRIX IS MARKED BY TRAINERS POST ASSESSMENT



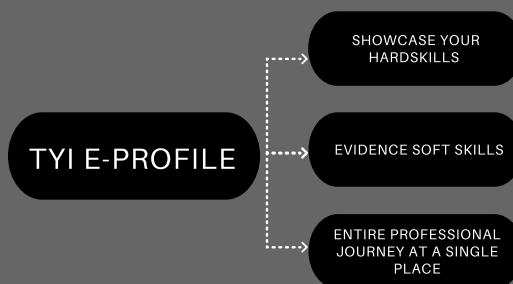
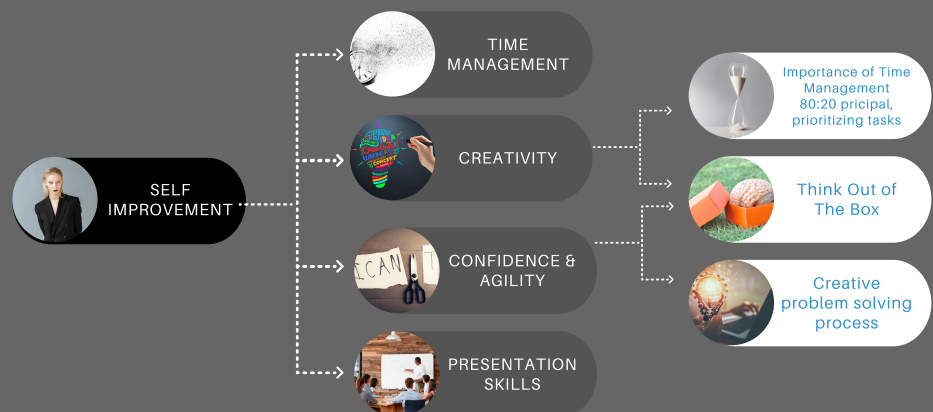
SOFT SKILLS

Descriptive FLOWCHART



SOFT SKILLS

Descriptive FLOWCHART



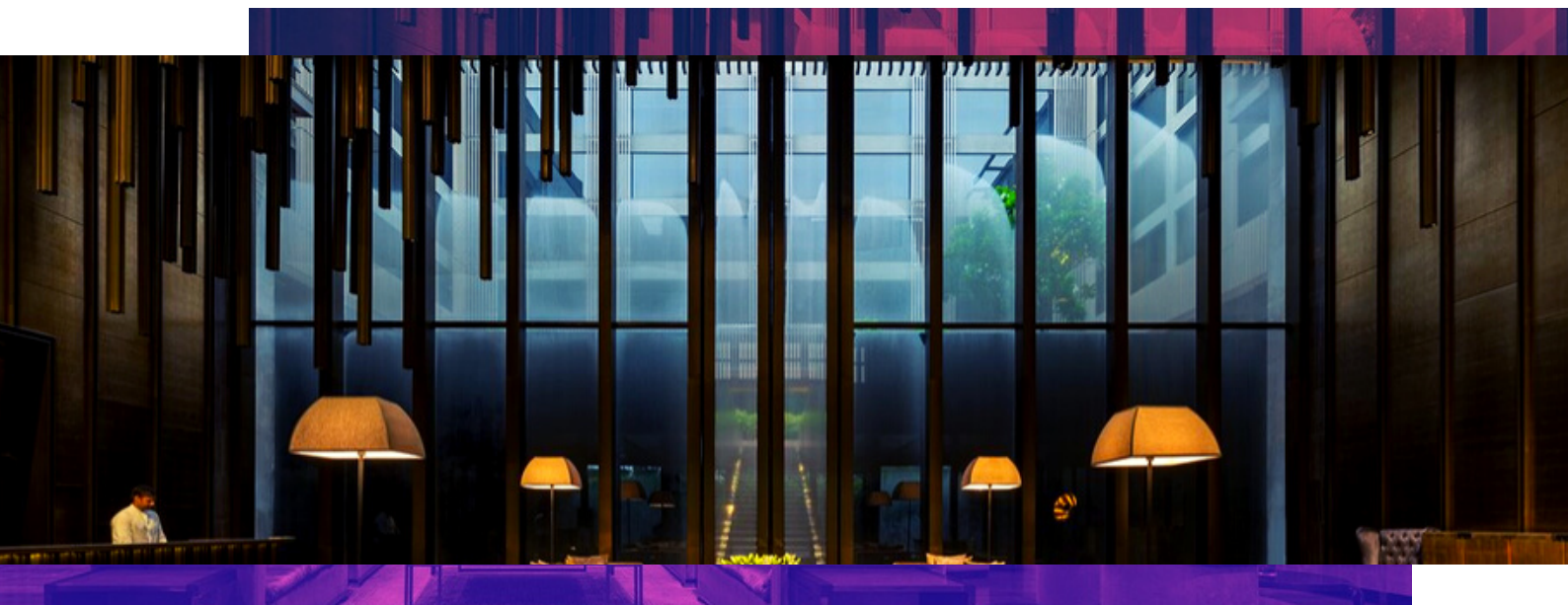
Roseate Hotels & Resorts



4 weeks
180 hr



On floor
training



4 WEEKS APPRENTICESHIP PROGRAMME

We need to offer students knowledge beyond theory and empower them with resourceful tools for practical application. We have partnered with the best in the industry to transform these candidates into excellent hospitality professionals that the organisations seek. Roseate Hotels & Resorts, a collection of uber luxury hotels across India and UK, being our training and guidance partner allows applicants to innovate not just in their professional careers but in the society at large. Hospitality being a dynamic industry, needs to be seen without any stereotype and biases which the brand endorses with live interactions, original case studies and on ground training thus making the subject more way of aligning business needs with the changing environment.

Each student will be given a choice to pick from any of the four departments:

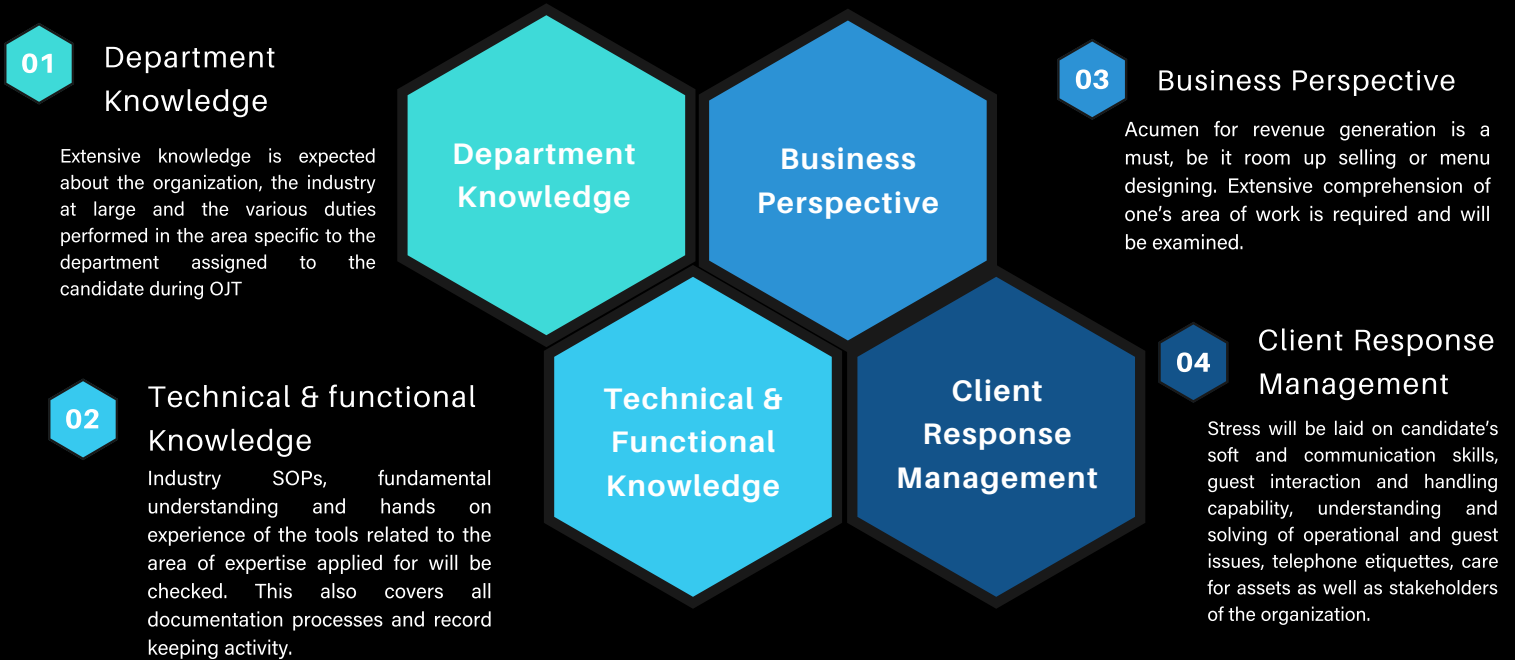
1. Food Production
2. Room Service
3. Front Desk
4. Food & Beverage

Based on their performance and acumen, candidates will be assigned various departments and given training modules covering 4 weeks that would include all the exercises & practices under the guidance of experienced trainers & mentors from Roseate Hotels & Resorts.

**GIVE YOUR FUTURE EMPLOYERS A GLIMPSE OF YOUR LEARNING OUTCOMES
IN A DECISIVE WAY**

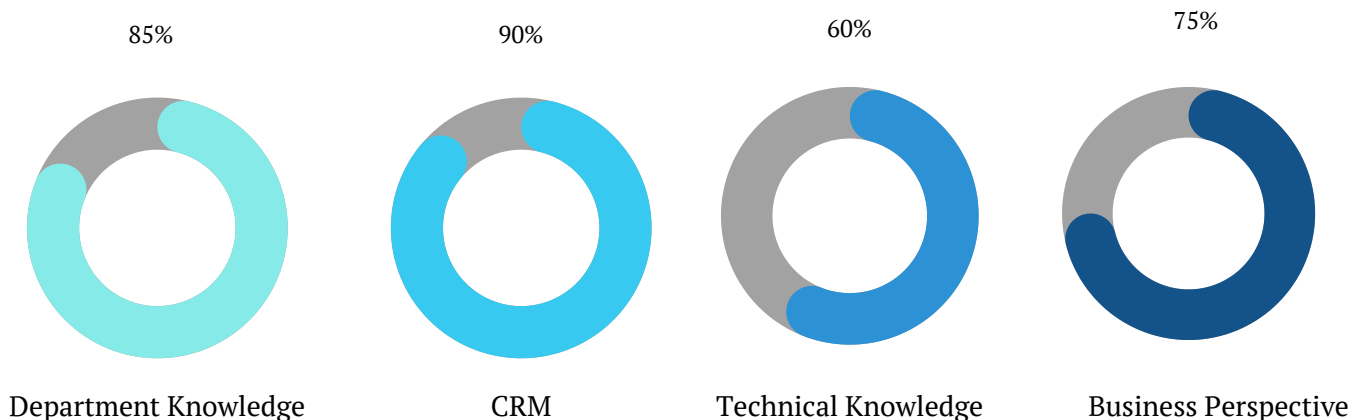
Evaluation Matrix

Candidates will be evaluated on the basis of these 4 categories by the HODs/Trainer In charge



On Job Training with Roseate

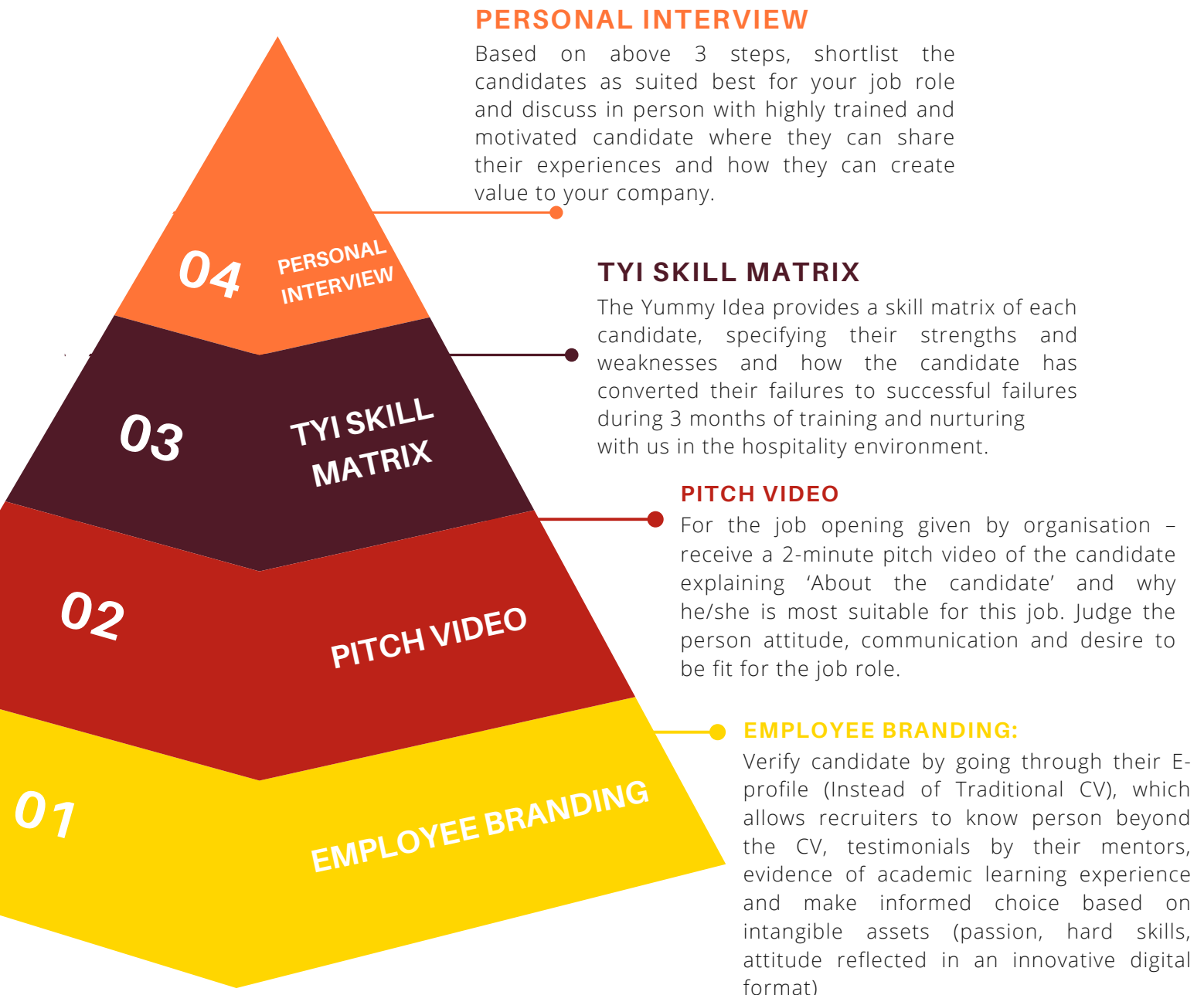
This is the sample of evaluation matrix. Candidate will be marked on these 4 categories by the HODs/Trainer In charge



The Future is Yours!

On completion of your 3 Month Module, we bridge the gap of preparing future ready candidates and providing access to the recruiters to best candidates trained as per their companies' culture, making sure about their awareness about local surroundings and most importantly providing candidates with High Emotional Intelligence.

STEPS TO YOUR SUCCESS








**Only limited seats for BEST
50 candidates who will be in
the pool of experienced
freshers. And TYI will bring
them hiring opportunities
from recruiters**

**Open doors to new
opportunities with
The Yummy Idea,
applications open on
www.theyummyidea.com
from April 1st week**

**YUMMY IDEA LLP
509, ARUNACHAL BUILDING,
BARAKHAMBA ROAD, CONNAUGHT PLACE,
DELHI**

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**THE YUMMY IDEA
STUDENTS BROCHURE**