

# QMH gets some headSPACE™

by Simon Teasdale, UK Divisional Director, QMH UK Ltd.

As a popular and ambitious hotel company operating in the mid-market space, we pride ourselves on the promise of a comfortable night's rest. So whether you're a deadline-pressed business traveller or weekend wanderer – it's our job to help you relax and unwind: in a way you'll appreciate, remember and want to repeat.

**That's because great customer experience is the bedrock of our business.**

The challenge lies in communicating our offer effectively, ensuring that new customers know what to expect. This is why I went looking for the right opportunity to bring the core management team together – to look at how we can reinvigorate our product and service offering.

## **A fresh look at what we stand for**

I wanted the team to think about a number of key questions:

**What's unique about our proposition?**

**What's at the heart of our business?**

**How do we perceive ourselves?**

**How do we want to be perceived?**

In particular, I wanted to focus on how our brand comes to life through our food and beverage experience. So it was time to get away from it all and put our heads together.

## **Out of office. Room to focus**

Of course, time away from the office is precious. I needed to be confident that it would be time well spent; we would get a strong company-focused output. Something that would drive business change.

I wanted to work with an agency that took a realistic approach. I didn't just want theory and the Marketing Speak. I wanted a session that my whole team would take part in because they could believe in it; see its worth. Something everyone could own after the event.

When I sat down with Cuckoo I quickly realised that their no-nonsense, straightforward approach would fit my requirements perfectly. So off we went with a HeadSpace branding workshop.

## **Cuckoo's approach was brilliantly simple**

While they were doing the groundwork, getting everything ready for the day, I got a sense that nothing was too much trouble. They understood my work pressures, took away the worry and did whatever it took to deliver an event based on my requirements.

## **And it all went exceptionally well**

Armed with clear objectives, we split into teams and tackled business specific exercises – each one building on the last, and each one fuelling great debate, energy and passion throughout my team.

## **Saying it like it is**

To their credit, Cuckoo approached the work with real-life examples. Not predictable 'Business BS'. They understood that we are experts in our own field, listening to our needs without pushing their views on us.

We could see they were genuinely interested in understanding our business. In fact, it felt like they were our partner in the session; helping my team to reach a new brand position in just a few focused and challenging hours... which seemed to go by in the blink of an eye.

## **The bottom line – we got a result**

We came away from HeadSpace with a victory: a new brand positioning statement for the company. A clear and concise articulation of our proposition, giving the senior management team a shared sense of purpose – and a rallying cry to take back to the business as we push on over the coming months.

## **That's HeadSpace.**

**A little time out – to put a lot more back in.**



**THINKING ROOM for brands**