

News monitored for: Lemon Tree Hotels

COVER STORY



BEST IN BUILDING CAREERS

LEMON TREE HOTELS LIMITED

Established in 2002, Lemon Tree Hotels Limited set new standards for the hospitality industry through their distinct policies, one of which is employing people with disabilities. With challenges like attrition associated with any company in hospitality/service sector, the management realized that the growth of the business was only possible when employees were growing. And that's why building a career for the employees became the core responsibility.

BUSINESS CHALLENGE
Many factors impact attrition and all hotel companies whether big or small face this problem. Attrition happens at all levels from entry-level associates to leadership positions. It is also the management's responsibility to think not only about the company's progression but also that of its employees as business growth has to be aligned with people's strength and progression. And there is a negative impact if a company runs without a proper focus on building careers for their own employees. To recover and re-establish, a lot had to be done with regard to time, energy, money & external support.

SOLUTION
It was realized by the management that enhancing technical and soft skills of the employees, including differently-abled employees was the number one priority. High potential employees were chosen by the management to undergo trainings through a mechanism that was designed keeping in mind the core competencies that were needed for a particular position. Past performances and recommendations from the Unit Heads in consultation with Functional Heads were also included in this mechanism.

Some of the programs run by the company in order to build careers for employees were:

- HGM in the Making: Advanced Preparatory Leadership Program (HGM=Hotel General Manager)
- Skill-up Program or LEAP Program: Learn Engage Apply Perform Program

Poised to double its inventory to over 8000 owned and managed rooms by 2019, the company focused on its talent base, especially talent management.

IMPACT
By providing career building and progression opportunities, attrition has been curtailed significantly in the organization. The overall employee engagement score has gone up to 93%. Under the new initiatives, as of October 2016, career progression for 25 of employees with disabilities has been assured and they are currently working as shadow managers/executives/supervisors, and will soon move to that position with better perks and benefits with more responsibilities and accountabilities. Additionally, incentive plans for High Potential and Super High Achievers have been introduced. Today, Lemon Tree Hotels is uniquely identified in the hospitality industry for two things — for employing people with disabilities at workplace and for the career growth opportunities that they provide for their employees. 🌟



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