



Inspiring Leadership Excellence Across the UK's Favourite Holiday Parks



CASE STUDY

Summary

Haven wanted to develop their general managers into role-model leaders who can deliver **exceptional client outcomes**, **inspire high-performing teams**, and **drive commercial success**. We co-created with them a truly immersive and inspiring development experience delivered in inspirational settings that combines deep self-reflection, real-world learning, and peer collaboration to **embed lasting behavioural change and leadership growth**.

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| Goal | Empowering general managers with the confidence, emotional intelligence, and practical skills to lead in a dynamic hospitality environment. |
| Scope | All general managers plus some senior managers within the organization. |
| Delivery | Multi-modular, 3-day offsite workshops around specific strategic themes, delivered at inspirational venues. |
| Focus | Strategy-aligned behaviours, build resilience, confidence and agility, improve collaboration |

Scope

Bourne Leisure, owner and operator of Haven, set the ambitious goal of creating a **world-class leadership programme** for General Managers across its holiday parks.

The goal: to build a **confident, consistent** cohort of GMs who embody the Haven Leadership Model - Lead, Interact, Deliver, Think - while retaining their individuality and authenticity.

Bourne required a solution that would:

- Accelerate **leadership performance** and personal accountability
- Translate **strategy into behaviour** at park level
- Build **resilience, agility** and guest-focused **delivery**
- Sharpen leadership 'edge' through **challenge, coaching, and reflection**
- Promote a culture of **emotional intelligence, collaboration, and learning**

Solution

The General Manager Development Programme is a development journey that incorporates offsite leadership development, coaching (personal and digital), a 360 survey, and personal reflection. Each module aligns with a pillar of the Haven Leadership Model and was designed to stretch, support and challenge participants.

The offsite leadership development was conceptualised as 'Milestone Moments' – experiential and collaborative interventions led by our team of leadership experts over three days at inspirational venues. Based around the GM leadership competencies of LEAD, DELIVER, ENGAGE and THINK – each of the 'milestone modules' was designed to be genuinely memorable and meaningful, and deliberately not just run of the mill training workshops.



Milestone Moment 1 – LEAD at Royal Military Academy Sandhurst

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The journey began at the prestigious Royal Military Academy Sandhurst, a setting renowned for cultivating some of the world-class leadership. This immersive module focused on self-leadership, emotional intelligence, and high-performance followership.

Across three inspirational days, participants explored the behaviours, mindsets, and values required to lead with authenticity and impact. Leaders were challenged to think deeply about their personal impact, how they inspire others, and how they create inclusive, high-performing environments. From experiential team challenges to fireside chats with senior military officers, every element of the experience was designed to prompt self-discovery and stretch leadership capability.



The experience here at Sandhurst has been amazing. You can feel it when you come in... you are set up for a higher level of learning.

- GMDP Participant

Milestone Moment 2 – DELIVER at Mosimann's

The second milestone brought participants into the heart of world-class service. Hosted by legendary private dining club Mosimann's, GMs stepped behind the scenes of a Michelin-standard operation—prepping in the kitchen, collaborating with the brigade, and learning from a culture built on pride, precision, and performance. Participants were asked to 'go back to the floor', reflecting on their own operations and teams.

They explored the parallels between fine dining and hospitality at scale - understanding how attention to detail, communication, and empathy translate into flawless delivery.

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We were out of our comfort zone, but that was the point. [It] was very much about that attention to detail needed when trying to deliver world class experiences.

- GMDP Participant



Milestone Moment 3 – THINK – Entrepreneurism

The third milestone focused on developing commercial awareness, setting clear expectations, strategic clarity, and confident decision-making. Themed around TV's 'The Apprentice', teams were set the challenge of building a commercially viable business case for an innovative new commercial strategy for their organization. From concept to pitch, teams had to think big - scoping innovative ideas, planning delivery, developing marketing materials, and producing a short film to bring their vision to life. As a result, the participants not only got to test out their own business acumen, but also produced strategic ideas that may shape real investment decisions across the organization.

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I think embracing the new concepts and learning from each other is really important. What was really nice was seeing within our team lots of different abilities that all brought something to the table.”

- GMDP Participant

Success

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Across both modules, the impact was clear and lasting:

- **Sharper leadership behaviours:** GMs embraced reflection, active listening, and the role of emotional intelligence in daily leadership.
- **Stronger team awareness:** Many leaders spoke of the value in 'seeing what their teams see' and building empathy for front-line delivery.
- **Greater strategic thinking:** Participants stepped back to take a 'helicopter view'—connecting operations with wider goals and culture.
- **Enhanced collaboration:** Peer learning, shared experience, and open feedback created a strong support network across the GM cohort.

By challenging assumptions and connecting leaders with purpose, the GMDP didn't just build better managers - it created more self-aware, resilient, and inspiring leaders.

Kirkpatrick Scores

4.98

Facilitator
Effectiveness

4.69

Impact of
Learning

4.88

Your Reaction
to Learning

4.65

Learning
Environment

Feedback

“

The approach, content and delivery last week was exceptional; progressive, intuitive & no nonsense/straight to the point. Leadership as a shared, collective, collaborative and inclusive function was inciteful & incredibly refreshing. The professionalism and passion you all exuded at all times is your USP.

- Paul Keats, Participant

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This truly is a programme like no other. We are extremely excited and energised to work with Inspirational Group on this journey: the style, positioning, and delivery lands extremely well.

- Dean Giles, Client

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I just wanted to reach out and thank you all for the truly amazing few days I had at Sandhurst. It was exactly what I needed and I can't thank you enough. The three days flowed perfectly with the perfect mix of theory, do and reflect.

- Darren Hiscock, Participant

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Being someone who struggles with the learning when it comes to lots of detail and numbers the interactive kinetic way to run the session helped me to understand and put in to practice quickly.

- Participant

Let's talk

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