



What This Partnership Means for Your Operations ...

Financial alignment, leadership development, and a contractual monthly profit share

OPERATIONS DEPARTMENT

Recognising the Operational Leader

The Operations Manager or Director of Operations is the commercial orchestrator of the entire hotel — the professional whose daily decisions across labour, guest experience, systems, and interdepartmental coordination directly determine GOP performance. Our model reflects this: they receive a contractual monthly share of the verified improvement their operational leadership generates.

Operations Directors in comparable properties have generated an additional £900–£1,400 per month through their profit share — representing £10,800–£16,800 in additional annual income, typically a 20–35% increase in total effective compensation. Senior supervisors have received £200–£380 per month.

Certification Pathway

- Certified Hotel Administrator (CHA, AHLEI) — the primary global credential for hotel operations leaders
- ILM Level 5 or 7 in Strategic Leadership
- Lean Six Sigma Green Belt (Service Operations)
- AI in Hotel Operations (Cornell / EHL short course)
- Certified Rooms Division Executive (CRDE, AHLEI)

The Operations Manager who drives their property's GOP by £100,000 deserves a financial return commensurate with the commercial value they have created.



CASE STUDIES

Evidence-Based Profit Improvement

AHLEI — CHA Certification Career Impact

REAL-WORLD

Result: CHA-certified hotel leaders earn 20–30% more and progress to Director-level roles significantly faster

AHLEI data shows that hotel professionals holding the Certified Hotel Administrator designation consistently command higher compensation and faster career progression — with operational financial management competence the primary differentiator.

Source: AHLEI — CHA Programme Outcomes and Career Impact Data

The Kingsway Hotel — Operations Manager Programme (Hypothetical)

HYPOTHETICAL

Result: Operations Director generated £1,350/month; promoted to Hotel Manager within 14 months

A 4-star hotel enrolled its Operations Director in the SW partnership. Verified improvement of £64,800 annually. Operations Director: £1,350/month. Promoted to Hotel Manager within 14 months citing commercially documented performance record.

Source: SW Partnership Group — Illustrative case based on verified profit-share model

Hilton — Operations Leadership Incentive Data

REAL-WORLD

Result: Performance-linked Operations Directors deliver 22% higher engagement and superior GOP outcomes

Hilton data confirms that Operations Directors with direct financial alignment to GOP KPIs outperform non-incentivised counterparts across all operational metrics.

Source: Hilton Worldwide — Operations Excellence Programme



METRICS & DATA SHEET

Key Performance Indicators & Profit Impact

<p>CHA</p> <p>AHLEI Certification</p> <p>Certified Hotel Administrator — primary global credential</p>	<p>ILM L7</p> <p>Leadership</p> <p>Strategic Leadership certification</p>	<p>25–35%</p> <p>Pay Trajectory</p> <p>Salary growth: Ops Mgr to Hotel Director</p>
<p>£900–£1,400</p> <p>Director Monthly</p> <p>Additional monthly income via profit share</p>	<p>£200–£380</p> <p>Team Monthly</p> <p>Additional monthly for senior ops team</p>	<p>LSS GB</p> <p>Lean Six Sigma</p> <p>Green Belt: service operations efficiency</p>

How the SW Profit-Sharing Partnership Works: We identify hidden areas of profit within your department, implement the improvements alongside your team, and share the resulting gains proportionally — with the company, the departmental manager, participating employees, and SW Partnership Group. No upfront cost. No saving, no fee.