



# Your Operations Department Qualifies for the SW Part...

The structure, the model, and what each party receives

OPERATIONS DEPARTMENT

## Why Your Property Has Been Selected

Our assessment indicates that your operations department presents a material profit improvement opportunity across labour efficiency, guest experience delivery, and technology utilisation. Properties selected for partnership typically operate with static labour scheduling, underutilised PMS and operations platforms, and cross-departmental coordination managed informally rather than through structured SLA frameworks.

## The Partnership Structure

- Phase 1 — Operations Audit (Weeks 1–2): Labour scheduling analysis, PMS utilisation review, guest satisfaction metric baseline, ancillary revenue assessment, and cross-departmental coordination evaluation
- Phase 2 — Opportunity Quantification (Week 3): Written report with monetised value for each improvement lever
- Phase 3 — Implementation (Months 1–4): AI scheduling, systems optimisation, coordination framework, and guest experience programme
- Phase 4 — Profit Share (Ongoing): Monthly improvement shared four ways

**Operations Directors in comparable properties have generated an additional £900–£1,400 per month. Senior operations supervisors have received £200–£380 per month — creating financial alignment at every level of operational delivery.**

**No upfront fee. No retainer. Payment exclusively from verified operational profit improvement.**



CASE STUDIES

## Evidence-Based Profit Improvement

### Marriott — Operations Incentive and Performance Data

REAL-WORLD

**Result: Incentivised Operations Directors deliver 18–25% better GOP contribution than non-incentivised counterparts**

Marriott operational data shows that properties managed by Operations Directors with direct financial alignment to GOP KPIs consistently outperform across every operational metric — labour cost, guest satisfaction, ancillary revenue, and system utilisation.

Source: Marriott International — Operations Excellence Framework

### The Brentwood Hotel — Operations Partnership (Hypothetical)

HYPOTHETICAL

**Result: £74,200 verified improvement; Operations Director generating £1,236/month; four supervisors generating £290/month**

A 4-star, 180-room hotel implemented AI labour scheduling, systems optimisation, and cross-departmental coordination. Total improvement: £74,200. Operations Director: £1,236/month. Four supervisors: £290/month each.

Source: SW Partnership Group — Illustrative partnership based on ALICE and industry benchmarks

### IHG — Operations Director Incentive Data

REAL-WORLD

**Result: Performance-linked Operations Directors achieve 22% higher engagement and deliver measurably better GOP outcomes**

IHG data confirms that Operations Directors with financial alignment to GOP outcomes consistently deliver superior performance across all operational KPIs.

Source: IHG Hotels & Resorts — Operations Excellence Programme



METRICS & DATA SHEET

Key Performance Indicators & Profit Impact

<p><b>£0</b></p> <p><b>Upfront Cost</b></p> <p>All fees from verified improvement only</p>	<p><b>4 Parties</b></p> <p><b>Profit Share</b></p> <p>Company / director / team / SW — all benefit</p>	<p><b>Monthly</b></p> <p><b>Verified</b></p> <p>Operations P&amp;L; vs. baseline reviewed monthly</p>
<p><b>£900–£1,400</b></p> <p><b>Director Monthly</b></p> <p>Additional monthly income for Director of Operations</p>	<p><b>£200–£380</b></p> <p><b>Team Monthly</b></p> <p>Additional monthly for senior ops team members</p>	<p><b>Permanent</b></p> <p><b>Infrastructure</b></p> <p>Systems, frameworks, and SOPs retained permanently</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.