



ILM  
LEVEL  
5

# MASTER INNHOLDERS ASPIRING LEADERS DIPLOMA 2024 / 2025

COHORT 12




PRINCESS ROYAL  
TRAINING AWARD  
2021



Congratulations!  
You are reading this  
because you are  
thinking seriously about  
further developing  
your management and  
leadership skills and  
building your career within  
the Hospitality  
Industry

As a manager in the industry, you may already have achieved a formal qualification as a student - but life was very different then. Now may be a perfect time for you to learn more about yourself, your business and the industry to develop yourself even further.



The Master Innholders Aspiring Leaders Diploma is ideal for you if you are currently in a position that involves managing other people and a part of your business. Typically you will be a head of department, senior supervisor or first line manager reporting to a General Manager or Senior Manager in your hotel.

If this sounds like you, then you are one of our **Aspiring Leaders** and should consider applying for your place on this award-winning extended development programme. It will support you in improving your management skills, developing your leadership talent and building your career prospects.

At the same time you will gain an internationally and industry recognised Level 5 Award from the Institute of Leadership & Management (ILM). The programme is also endorsed by The Institute of Hospitality.

## ► FAST FACTS

### ► Where will it be?

One of the most exciting elements of this programme is that, for each of the 8 modules, you will enjoy a truly memorable guest experience in different properties managed by Master Innholders throughout the UK - so you must be prepared to travel!

### ► What topics will I cover?

There are 8 key business areas in the programme. Every 6-8 weeks or so, you will enjoy an action and information packed two-day workshop in:

► Professional Development

► Professional Management

► Marketing for Managers

► Finance for Managers

► People Management

► Service Operations Management

► Managing and Motivating Teams

► Leadership Development

### ► How will I learn?

As well as expanding your knowledge of different hotel operations, you will experience a variety of learning methods, including facilitated group workshops, learning sets with your colleagues, back to work activities, private study, project work, networking and guest speakers who are experienced professionals in their field.

In order to achieve your qualification, you will be required to complete 2 written assignments.

### ► What benefits will I gain from the ILM?

As part of the programme, you will become a studying member of the Institute of Leadership & Management. This means that you will be able to access all the online resources that support your studies including e-books, e-journals, and over 400 digital learning resources.

### ► What support will I have?

The programme manager and tutors will be available to help you learn, support you and answer any questions between modules. They will also help you to prepare for each of your assignments. Your Sponsor or nominating manager supports your application and wants you to succeed too.

### ► Who will be running the programme?

The Master Innholders have partnered with Merlin Consultancy to be our programme managers and providers for the Master Innholders Aspiring Leaders Diploma. As an Approved Centre for the Institute of Leadership & Management, they have an extensive knowledge and experience of the hospitality industry in general - and an enthusiasm for hotels in particular.

### ► How much will it cost?

The programme is generously funded by the Master Innholders and the Master Innholders Charitable Trust. This includes all tuition, meals and accommodation on specified dates.

However, the employer of each successful applicant will be required to contribute £1,750 towards the overall cost of the programme. In addition, they should be prepared to cover the cost of travel and any additional accommodation.

### ► Programme dates

**Full attendance at all modules is a condition of a place on this programme.**

*The dates of the 8 modules are:*

1. Sun 28<sup>th</sup> to Tues 30<sup>th</sup> **APRIL** 2024
2. Mon 10<sup>th</sup> to Tues 11<sup>th</sup> **JUNE** 2024
3. Mon 8<sup>th</sup> to Tues 9<sup>th</sup> **JULY** 2024
4. Mon 9<sup>th</sup> to Tues 10<sup>th</sup> **SEPT** 2024
5. Mon 21<sup>st</sup> to Tues 22<sup>nd</sup> **OCT** 2024
6. Mon 25<sup>th</sup> to Tues 26<sup>th</sup> **NOV** 2024
7. Mon 3<sup>rd</sup> to Tues 4<sup>th</sup> **FEB** 2025
8. Sun 16<sup>th</sup> to Tues 18<sup>th</sup> **MARCH** 2025

### ► What is the application process?

You will need to be nominated and successfully complete an application form supported by your General Manager or sponsor. Please discuss with your manager before downloading and completing the application form which can be found at [www.masterinnholders.co.uk/aspiring-leaders-diploma/](http://www.masterinnholders.co.uk/aspiring-leaders-diploma/)

Once completed, return it **with your CV** to:

**Dr. Hilary Cooke, FIH**  
Merlin Consultancy,  
37, Kenilworth Road,  
London. W5 5PA

Or by e-mail to:  
[hilary@merlin-consultancy.com](mailto:hilary@merlin-consultancy.com)

Please ensure that your application is received by **Fri 9<sup>th</sup> February 2024** and if selected for interview, you must be available on **Tues 26<sup>th</sup> March 2024**.

