

## Professional discussion – feedback form

### Highfield Level 4 ST0229 Hospitality Manager apprenticeship standard end-point

<b>Apprentice Name</b>	
<b>Learner ID</b>	HABC
<b>Pathway</b>	Front Office Management
Purpose of the template	
<p>This template should be used to gather feedback regarding the apprentice’s competence across the areas listed below. Feedback should be gathered from any of the below:</p> <ul style="list-style-type: none"> <li>• <b>A superior</b> - a higher manager, area manager, human resource manager, company owner or director. If the apprentice does not have a superior, a main stakeholder, for example, prime customer, supplier or business associate, may be used instead.</li> <li>• <b>A peer</b> - someone of the same level in the organisation, or in a similar organisation where a working relationship can be demonstrated.</li> <li>• <b>A direct report</b> - a member of the apprentice’s team for whom they have line management responsibility.</li> </ul> <p>If the apprentice does not have a superior, a main stakeholder (such as a prime customer, supplier or business associate) may be used instead. This feedback is <b>not</b> marked but will be used by the apprentice to reflect on their competency.</p> <p>Once the apprentice has collected the feedback, a copy <b>must</b> be sent to Highfield (electronically or by post) a <b>minimum of 5 working days</b> before the professional discussion take place.</p>	

Area of the standard (including behaviours)	Feedback comments
Business, including: <ul style="list-style-type: none"> <li>○ Business vision and objectives</li> <li>○ Business finance</li> <li>○ Business strategy</li> <li>○ Management information</li> <li>○ Operational processes</li> <li>○ Business levels</li> <li>○ Contingency plans</li> <li>○ Use of technology</li> <li>○ Legislation</li> </ul>	
People, including: <ul style="list-style-type: none"> <li>○ Risk management</li> <li>○ People strategy</li> <li>○ Communication</li> <li>○ Team development</li> </ul>	
Customers, including: <ul style="list-style-type: none"> <li>○ Customer service</li> <li>○ Service recovery</li> <li>○ Customer feedback</li> <li>○ Marketing</li> <li>○ Brand promotion</li> </ul>	

<p>Leadership, including:</p> <ul style="list-style-type: none"> <li>○ Management and leadership skills</li> <li>○ Change management</li> <li>○ Diversity and inclusion</li> </ul>	
<p>Front office management, including:</p> <ul style="list-style-type: none"> <li>○ Managing rooms and facilities to maximise revenue and meet customers' needs</li> <li>○ Monitoring the effectiveness of reception and reservation systems, identifying and implementing improvements</li> <li>○ Demonstrating high standards of personal presentation and conduct and instilling the same values in the team</li> </ul>	

<b>Name of person giving feedback</b>	
<b>Role of person giving feedback</b>	
<b>Signature</b>	
<b>Date</b>	