

Professional discussion – feedback form

Highfield Level 4 ST0229 Hospitality Manager apprenticeship standard end-point

Apprentice Name	
Learner ID	HABC
Pathway	Revenue 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"> • A superior - 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. • A peer - someone of the same level in the organisation, or in a similar organisation where a working relationship can be demonstrated. • A direct report - a member of the apprentice’s team for whom they have line management responsibility. <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 not marked but will be used by the apprentice to reflect on their competency.</p> <p>Once the apprentice has collected the feedback, a copy must be sent to Highfield (electronically or by post) a minimum of 5 working days before the professional discussion take place.</p>	

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

<p>Leadership, including:</p> <ul style="list-style-type: none"> ○ Management and leadership skills ○ Change management ○ Diversity and inclusion 	
<p>Revenue management, including:</p> <ul style="list-style-type: none"> ○ Using information for revenue generation ○ Competitor performance ○ Yield management ○ Collaborating with others to forecast revenue performance ○ Identifying commercial opportunity to maximise revenue across the business 	

Name of person giving feedback	
Role of person giving feedback	
Signature	
Date	