



Case Study: TUI & UK and Ireland



Communication Skills

TUI is the world's largest holiday company working in 180 countries around the world and operates under 200 brands, most commonly First Choice, Thomson and Late Rooms .Com in the UK. The company which employs over 49,000 employees globally with 1,500 in the UK. TUI move over 30 million UK tourists and is the market leader in 27 key markets.

The company approached us to redevelop its internal communication training to make it more relevant and engaging to the current and future needs of its people. By working closely with the HR department, we were able to redevelop their course structure developing measurable improvements in performance so that TUI can develop measurable improvement in communication performance Return on Investment (ROI). By designing new courses focused around genuine needs of this complex and diverse FTSE organisation.

The new communication course focused around key issues people face in communication today. From understanding different point of views through to cultural differences in communication, this course delivered an engaging, enlightening and educated people to make practical changes in how and when they communicate, improving the results they achieve.

“Richard was passionate and refreshing. I have over the years done many ‘in-house’ training sessions and this has to be the best without doubt. Lots of fresh new ideas, brilliant” Claire Peck Airport Service Delivery Manager

“I came in doubting my ability to communicate well, I came away realising that I can do it and can now be better” Hannah Lewis TUI trade relations Executive

“Great day, a lot of information really well delivered, I’ve learnt a lot and a very refreshing course” Lucy Whithorn team Leader

Like to know how we could help you, then contact us at iinfo@cowdenconsulting.com or call us on 07786068477.