Five ways to embrace disruption and drive success

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A true disruptor in the hospitality industry

The Capital Hotels & Apartments

The Capital Hotels & Apartments (The Capital Hotels) is the fastest growing hotel group in South Africa, disrupting the market in the apart-hotel sector. Offering guests and residents luxury and flexibility at affordable prices, the group has grown exponentially since their inception in 2008.

With a network of hotels and apartments across South Africa and an expanding workforce, The Capital Hotels team take a disruptive approach to their processes, helping restore the hospitality industry back to it's original purpose – putting people first and providing incredible service.

In this guide, The Capital Hotels Chief People Officer, John Skelton, shares his insights into disrupting the hospitality industry and how technology has enabled an agile approach.

Why disruption, agile thinking, and technology go hand-in-hand

John Skelton knows a thing or two about disrupting the hospitality industry. As the Chief People Officer at The Capital Hotels, John is an expert in managing and scaling agile teams to help drive success.

Since John joined the business in 2016, The Capital Hotels workforce has grown to more than 650 employees in 9+ locations.

Technology has been intrinsic to their ability to take an agile and disruptive approach. It means they can respond quickly to changing staffing demands, and helps empower their employees with the information they need to perform.

"It's impossible to adjust to the demands of tomorrow, when you're using yesterday's technology."

John Skelton, Chief People Officer, The Capital Hotels & Apartments

Embrace positive disruption in your day-to-day

1. Empower your team

Allowing employees to take responsibility and think for themselves will not only help them feel empowered and engaged, but also respected.

According to John, making your staff accountable for specific tasks and responsibilities can lead to fluidity throughout your entire workforce, as everyone knows what's required of them at any given time.

2. Incentivise entrepreneurial thinking

John explains that promoting an entrepreneurial mindset throughout your business can encourage the more "traditional" thinkers to move outside the box – helping you gain competitive edge.

Leaders should create structures to support new ideas and autonomous thinking from all employees and inspire them to challenge the norm.

3. Leave your ego at the door

In an ego-driven world, it's all too easy for employees – and leaders – to lose themselves in the pursuit of personal ambitions.

Learn to say "no" to opportunities that don't align with overarching business goals, as appealing as they might seem at the time.

As John says, it's all too easy to chase headlines and to emphasise vanity metrics over strategies that will truly drive growth and success.

It's important to carefully consider whether certain strategies, actions and processes will benefit business as a whole in the long-term.

4. Share each other's success

Even the biggest achievements can seem underwhelming when they are not acknowledged. John is adamant about making recognition a priority and rewarding those who make disruption possible.

Sharing your success as a team cultivates a culture of high performance and provides clarity around vision. When your team understands exactly how they're contributing towards the bigger picture, they feel a sense of purpose – and that's when engagement and motivation truly soars.
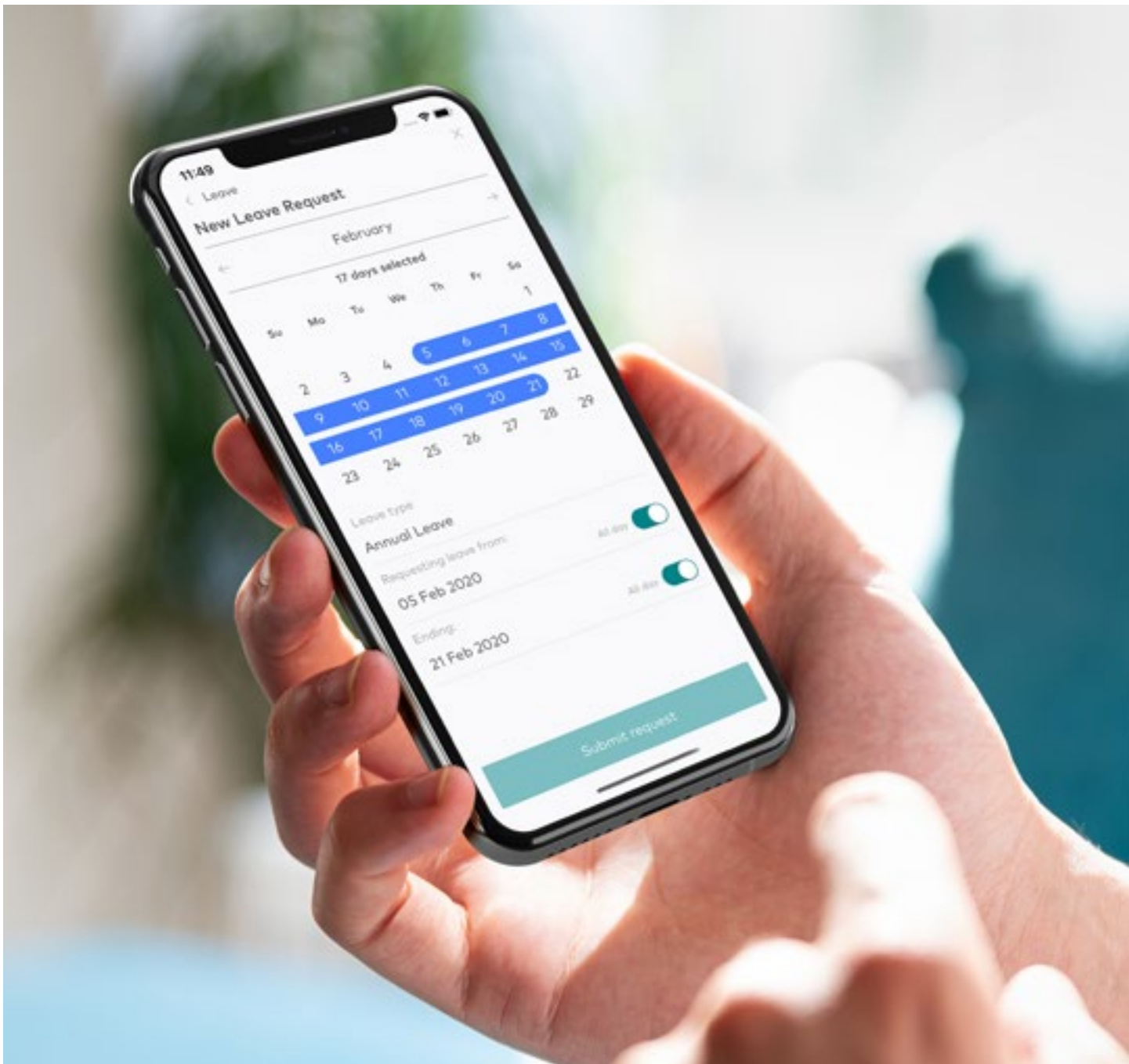
5. Invest in an agile workforce solution

John points out how difficult it is to ensure your business adapts to ever-changing demands, if you're still relying on yesterday's technology.

With so much unpredictability in the industry, businesses need to be able galvanise their workforce with exceptional speed. Technology plays a key role, enabling businesses to rosters at the click of a button and notify staff of upcoming shifts automatically.

Investing in a solution provider that lives and breathes agile performance is essential, as is their ability to embrace the fluidity and fluctuating demands of the hospitality industry.

The Capital Hotels team chooses Roubler's workforce management software to help them scale the business and remain agile in a constantly-changing world.

Find out more

Want to learn more about choosing an agile workforce management solution?

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