



Optimus
Achieving Business Excellence

NATIONAL AWARDS CEREMONY

6th December 2006
Fitzpatrick Castle Dublin



Fáilte Ireland
National Tourism Development Authority



THE OPTIMUS PROGRAMMES

WHAT IS OPTIMUS?

Optimus is an innovative, multi-tiered programme to support tourism businesses in becoming more profitable, more efficient and more competitive. Rooted in international research, which shows companies that adopt performance excellence principles can significantly improve their income and sales, Optimus offers a practical approach to achieving excellence in boosting bottom line results. Comprising three distinct yet inter-related elements, Optimus focuses on every aspect of the business from customer service to operational management to organizational excellence.

The Optimus Programme structure comprises three levels, enabling businesses to progress through the different levels, building their capabilities and each stage and gaining recognition as they make progress. Recognition under the Optimus Programmes is awarded based on assessment and evaluation of the management practices and approaches.

○ Ireland's Best Award

The Service Excellence Programme is an established concept which underpins the Optimus Best Practice and Business Excellence programmes. It focuses on the creation and development of a service excellence culture that is specific to the hospitality sector and that can be adopted by individual enterprises within the sector. It also provides a solid foundation on which real progress can be made on the organisation's journey to excellence.

○○ Mark of Best Practice

Optimus Best Practice is a business process improvement programme that enables tourism businesses to benchmark their businesses against the best in the industry, discover what makes them successful and apply that to their own business. It focuses on key business processes under the headings of planning, people and operations. The company must provide evidence that key performance measures have been identified, targets have been set, benchmarks have been selected for tracking and comparison against targets the following year and subsequent years.

○○○ Award of Excellence

Excellence is an evolving concept that changes and develops in response to changes in the competitive environment. To achieve it, businesses need not only a deep commitment to continual improvement and superior performance but also a proactive attitude to the changing social, economic and market conditions in which they operate.

Companies that achieve sustainable excellence display a strong results orientation, a passionate customer focus, a commitment to management by processes and sound performance measures, and an abiding enthusiasm for continual learning and innovation based on rigorous benchmarking. Once the required level of excellence has been achieved, businesses will be presented with the prestigious Award of Excellence, a tangible recognition of their status as both an outstanding performer within the hospitality sector and an exceptional achiever across all sectors.

THE APPROVALS AND AWARDS PROCESS

Companies who have successfully implemented the Optimus Programme are encouraged to seek independent accreditation in recognition of their achievements. The process involves a comprehensive assessment of their organisation by accredited assessors. Their findings are then endorsed by the Optimus Approvals Committee who recommend the final and appropriate award for the company.

ASSESSMENT AND AWARDS PROCESS

The company registers for Optimus and applies the standards and criteria.

When the standards and criteria have been met in accordance with the guidelines the company prepares a submission document and sends it to the EIQA.

The EIQA allocates an assessor and a desk review of the submission document is carried out.

The EIQA then carries out an on-site assessment and identifies strengths, weaknesses and areas for improvement.

The EIQA compiles a detailed report with findings and recommendations.

This report is sent to members of the Optimus Approvals Board for review and decision.

The Optimus Approvals Committee discusses the submission and recommends the appropriate award.

This award is presented to the company at the National Optimus Awards ceremony.

Partners in the approvals process are EIQA (Excellence Ireland Quality Association) Managing Director: Paul O'Grady and the Optimus Approvals Committee; Chairman: Klaus Kobjoll, Owner of Schindlerhof Hotel.

RECIPIENTS - DECEMBER 2006

 Ireland's Best Award

Castletroy Park Hotel

Dublin Road, Limerick
General Manager - Brian Harrington
Optimus Co-ordinator - Eoin Flanagan

Hilton Dublin City Hotel

Charlemont Place, Dublin 2
General Manager - Trisha Harrison
Optimus Co-ordinator - Joanne Mulvey

Inchydoney Island Lodge & Spa, Clonakilty, West Cork.

General Manager - Robert Delahunty
Optimus Co-ordinator - Caitriona O'Keefe

Kilkenny River Court Hotel

The Bridge, John St, Kilkenny
General Manager - Colin Ahern
Optimus Co-ordinator - Kevin Brennan

Pery's Best Western Hotel

Glentworth Street, Limerick
Manager - Eleanor Mullane
Optimus Co-ordinator - Marie Tynan

Quality Hotel & Leisure Centre

Clogheen, Clonakilty, Co Cork
General Manager - David Henry
Optimus Co-ordinator - Tina Swanton

The D Hotel

Scotch Hall, Drogheda, Co Louth
General Manager - Rory Scott
Optimus Co-ordinator - Kevin Wall

Wyatt Hotel

The Octagon, Westport, Co Mayo
General Manager - Chris McGauley
Optimus Co-ordinator - Eoin McDonnell

EUREST GE Money

Bay 77, Shannon Free Zone, Co Clare
Unit Manager & Optimus Co-ordinator - Ailish Dullaghan

EUREST Genworth Financial

Shannon Industrial Estate, Shannon, Co Clare
Unit Manager - Anne Marie Sunderland
Optimus Co-ordinator - Ailish Dullaghan

EUREST Molex Shannon

Shannon Industrial Estate, Shannon, Co Clare
Unit Manager - Sile Corish
Optimus Co-ordinator - Ailish Dullaghan

EUREST Stryker Howmedica

Raheen Industrial Estate, Shannon, Co Clare
Unit Manager - Maria Harper
Optimus Co-ordinator - Ailish Dullaghan

 Mark of Best Practice

Castlecourt Hotel Conference & Leisure Centre

Castlebar Street, Westport, Co Mayo
General Managers - Anne and Joseph Corcoran
Optimus Co-ordinator - Cynthia Weston

Clarion Hotel Cork

Lapps Quay, Cork City
General Manager - Charlie Sheil
Optimus Co-ordinator - Gail Whyte

Clarion Hotel Dublin Liffey Valley

Liffey Valley, Dublin 22
General Manager - Eamon Daly
Optimus Co-ordinator - Mairead Carney

Clarion Hotel Limerick

Steamboat Quay, Limerick
General Manager - Sean Lally
Optimus Co-ordinator - Jennifer Ryan

Connemara Coast Hotel

Furbo, Co Galway
General Manager - Karl Reinhardt
Optimus Co-ordinator - Caroline Fahey
Conneely

Landmark Hotel

Carrick on Shannon, Co Leitrim
General Manager - John Dolan
Optimus Co-ordinator - Siobhan O'Reilly

Tower Hotel Derry

Off the Diamond, Derry City
General Manager - Collette Ferguson
Optimus Co-ordinators - Michelle Simpson
Siobhán Devine

 Award of Excellence

Maryborough House Hotel

Maryborough Hill, Douglas, Cork
General Manager - Justin McCarthy
Optimus Co-ordinator - Kate McGrath

The range of business solutions available under Optimus:

- Technology support
- International benchmarking
- Specialist workshops
- Management development
- Mentoring
- Best Practice site visits
- Support materials
- Consultancy

Want to know more? To find out how Optimus can help you achieve better business performance, contact the Optimus team at:

Fáilte Ireland
88-95 Amiens Street
Dublin 1
Tel 051-350095
Tel 01-8847700
Email info@optimus.ie