



Innovation and Operational Excellence Marriott International Experience Presentation Recap

Innovation is a Shared Charge

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THE IMPORTANCE OF INNOVATING

By 2025, millennials will make up 75% of our workforce. Here are some statistics on this generation:

- 78% value innovation
- 71% believe innovation improves society
- 66% feel innovation is a critical requirement in choosing a potential employer
- 62% describe themselves as innovators

Innovation is the creation of new, viable business offerings.



TIPS FOR OPERATIONAL EXCELLENCE

Manage consumer expectations

Be mindful of the experience life cycle

Use benchmarking data (surveys and profiles)

Tactics we use:

- 15 minutes of daily training
- Employee engagement
- Incentives and Recognition
- Wildly Important Goals
- Customer Focus Groups

MACROTRENDS TO WATCH

1. Sharing economy like Uber
2. Experience over things like Tiny Houses
3. Automated experiences like Alexa, Mobile Check-In, Botlr at Aloft
4. Mobile Culture that impacts wearable technologies (Duoskin) and iBeacon Technology

Reference:

<https://atap.google.com/jacquard/>

<https://www.franklincovey.com/>

Our customers are experiencing change faster than ever

