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Booking.com – Partnership approach to personal development provides optimum result

Booking.com, formerly Active Hotels Ltd, is one of Europe's leading online hotel reservation providers, and currently sells over 2 million hotel nights per year. Founded in 1999, the company has won "Growth Strategy of the Year" at the 2005 National Business Awards. After a period of rapid growth and change, the Directors at Active believed the time was right to support their entire management team in raising the game ready for the next phase of business expansion – **and as experienced users of 360-degree programmes, they trusted Engauge to give them sophisticated tools and unparalleled support service.**

As the organisation had grown, so too had demands on its managers, and the time had come for a comprehensive review for both individual and team performances. **The Directors had personal experience of 360s and therefore had specific demands and high expectations for the project.** They wanted online tools with a pedigree, and Engauge's track record of completing successful projects for world-class companies – from banks and construction companies to Formula One racing teams – fit the bill perfectly.

They also wanted quality coaching support and a personal touch, and Engauge partner, elconsulting Cambridge Ltd's experience in the field made them the ideal choice. The feedback in Active's reports was completely anonymous, even to the coaches who then carried out initial feedback sessions resulting in agreed objectives to move forward.

The results revealed straightforward knowledge gaps to fill, largely around practical techniques that had never been considered before, but in other cases, managers were not aware of the effect of their actions, or were aware but had no idea what to do about it. The programme revealed simple steps that smoothed out what had been real bugbears for team members or colleagues. The motivation to take the steps came from seeing the evidence data in black and white, and the process revealed that Active's business growth could be driven by creating clearer short-term goals and more streamlined training practice.

The results also revealed Active's strengths, with the 360-degree exercise producing high scores for integrity, vision, strategic decision-making, and managing people. No wonder the company does so well in the Sunday Times "Top 100 Companies to Work For" listings!

"All users experience a seamless technical service, and are impressed with the technology and quality of the final reports. Any user who has experienced the 360 process in another life always praises the sophistication and professionalism of the tool and service."

Judith Elliott, Managing Director – elconsulting Cambridge Ltd

**Engauge works with organisations who want to engage their people
360 degree feedback - Employee Surveys - Speakers – Engauge Evolution – Engauge HR
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