

Nomination: 7302

Invest in the future by Creating Talent from Within

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company Seda Hotels
Additional Contacts I would also like to have others receive emails about the disposition of our entries.
Page: Entry Information
Entry Title Invest in the future by Creating Talent from Within
Category B01 - B59 Achievement > B27 - Achievement in Succession and Career Management
Achievement Submission Format Written Answers
a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required Seda Hotels is wholly-owned and managed by Ayala Land Hotels and Resorts Corporation and began in 2012 with its first property in Bonifacio Global City, Taguig. Over the past decade, they have expanded to 11 more hotels in key destinations nationwide. Seda Hotels manpower of 540 with only a total of 23 HR professionals, led the pre-opening of eleven (11) hotels by sharing talents of Human Resources task force. The brand has grown not only in numbers but also in the size of properties, offering large-format hotels, serviced residences, and resorts. Our management-employee relations are strong, boasting an 87.3% retention rate and a remarkable 95% employee engagement rating. Seda Hotels focuses on talent development with local talents constituting 95% of their workforce and a robust training program. Swiftly bouncing back after the pandemic Seda added 550 rooms to its portfolio in mid-2023. Seda looks to its growing number of loyal guests as an indicator of the brand's relevance and success. Proof to this is its loyalty program which now has close to 100,000 repeat guests as members who registered ratings at 86%, a substantially higher grade than the industry average.
b. Outline the team's or organization's achievements since the beginning of 2021 that you wish to bring to the judges' attention (up to 250 words). Required Seda Hotels, we believe that our people are our greatest asset. We aim to cultivate a culture that inspires and empowers them to become effective leaders who embody our core values. Thus, we focus our efforts in developing our people from within. •The Individual Development Plan (IDP) plots all training and development programs needed by our employees for them to be ready to take on advanced roles. IDP shows the employment history, individual contributions, key strengths, key development needs and finally planned development activities of the employees. Seda employees go through these training activities depending on the knowledge and skills they need. •Complementing IDP are Cross Exposure and Task Force Assignments set up for employees to gain valuable experience as they will be assigned to other Seda Hotels around the Philippines. They learn the best practices in delivering Filipino Hospitality in the different Seda Hotels in the Philippines. •Retention rate averaging more than 80% every year, our staff are highly tenured, regular employees who stay with the company for an average of 5 years. Part of the culture we are ingrained with is the virtue of malasakit or deep care to roughly translate. This is one of the reasons why we stay. Seda hotels has produced highly skilled hoteliers who have made it a habit to care for guests. Five out of 10 of our General and Hotel Managers are developed locally into leaders of their respective Seda property in the Philippines. We will highlight their successes in this entry.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's or organization's past performance (up to 250 words). Required

Seda Hotels is proud of its successful talent who after years of training and development, have risen through the ranks to occupy the highest positions of their careers. Our succession plan and career management are significant because we heavily invest in our own people. We value our own employees and we empower them to make decisions at the customer contact points.

We start by hiring the right people. We hire for attitude; we train for skill. We ensure that the people we hire have the proper mindset, positive attitude and are open for learning. Then we train for skills through internal and external trainings. Next step will be their Individual Development Plan to make them ready for the next stages of their careers. Our home-grown General Managers and Hotels Managers are examples of the success of our company when it comes to succession planning and career management.

GM Armand started his career in Seda Hotels in 2012 as a Night Manager for Seda BGC. After a year, because of his performance, he was promoted to a Front Office Manager. With constant training and developing he was given assignments in different Seda Hotels and after gaining years of experience and training, he was promoted as Hotel Manager in 2016. Today, he is General Manager of Seda Nuvali with more than 10 years of service in Seda Hotels. Other home-grown talents that will be showcased through entry attachments.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

•Video Attachment – Seda Hotels History AVP. Highlights of the succession planning and culture of the hotel. It shows that we care for the well-being of our employees by fostering growth in their respective careers.

•Seda Hotels' executives merit prestigious int'l certification for hotel administrators. Achievement of our homegrown General and Hotel Managers by taking and passing the Certified Hotel Administrator with high marks, receiving some of the highest scores in Asia. Link1

•Seda Careers Training and Development – How we value our employees by giving them a lot of training to hone their skills and serve the guests better. Link 2

•Attachments: Individual Development Plans of the following employees:

oArmand Angeles: Started in Seda as Night Manager in 2012, now a General Manager of Seda Nuvali

oKennedy Kapulong: Started in Seda as Hotel Manager in 2013, now a Senior General Manager of Seda Vertis North

oJoseph Del Rosario: Started in Seda as Assistant Director of Rooms in 2013, now the Area General Manager of Seda Western Visayas

oAaron Manalang: Started in Seda as Assistant Director of Rooms in 2014, now the General Manager of Seda Central Bloc Cebu

oMelissa Carlos: Started as Director of Sales and Marketing in 2012, now the Senior Group Director of Sales and Marketing of Seda Hotels

oJose Luis Abellar: Started as Sales Executive in 2012, now the Director of Sales and Marketing of Seda Manila Bay

oNiel Inocentes: Started as Night Supervisor in 2014, now the Director of Rooms of Seda Manila Bay

Webpage Link

<https://www.panaynews.net/seda-hotels-executives-merit-prestigious-intl-certification-for-hotel-administrators/> (<https://www.panaynews.net/seda-hotels-executives-merit-prestigious-intl-certification-for-hotel-administrators/>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://www.careersedahotels.com/?page=trainingdev> (<https://www.careersedahotels.com/?page=trainingdev>)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

<https://www.facebook.com/sedaabreezahotel/videos/767591998110760> (<https://www.facebook.com/sedaabreezahotel/videos/767591998110760>)

Would you like to add an additional webpage link?

Yes

Web Page Link 4

<https://www.facebook.com/sedaabreezahotel/videos/1583411979070014> (<https://www.facebook.com/sedaabreezahotel/videos/1583411979070014>)

Would you like to add an additional webpage link?

No

Supporting Document

Download File (<https://stevies-sage.secure-platform.com/file/17899/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNzg5OSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSImlnbnm9Q0Dd6Jb7iv1aPvtQIhdDziZf8G-A?Luis%20Abellar%20-%20Individual%20Development%20Plan%202019%20%281%29.doc>)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (https://stevies-sage.secure-platform.com/file/17900/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjoxNzkwMCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIImInbm95st8jBoFlxAYjN6EIEvAbB5fBP-1IIvzNUg4w?2017.07.06%20Signed-Recommendation%20for%20Promotion%20adn%20IDP_Ron%20Manalang_from%20EAM%20to%20EAM-Rooms%20for%20Seda%20Hotels%20wef.%2001August2017%20%281%29.pdf)

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Supporting Document 3

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Supporting Document 4

Download File (<https://stevies-sage.secure-platform.com/file/17902/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjoxNzkwMiwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIImInbm9YIndividual%20Development%20Program%20-%20Armand%20Angeles.doc>)

Would you like to add an additional supporting document?

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Supporting Document 5

Download File (https://stevies-sage.secure-platform.com/file/17903/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjoxNzkwMywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIImInbm9w?2017.07.06%20Signed-Recommendation%20for%20Promotion%20adn%20IDP_Ron%20Manalang_from%20EAM%20to%20EAM-Rooms%20for%20Seda%20Hotels%20wef.%2001August2017.pdf)

Would you like to add an additional supporting document?

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Supporting Document 6

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Supporting Document 8

Download File (<https://stevies-sage.secure-platform.com/file/17910/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjoxNzkwMCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIImInbm9QzjjQSR8m8T4?Seda%20Hotels-%20History%20AVP.mp4>)

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