

INTERVIEW

Building better leaders with *Leadership Collections*





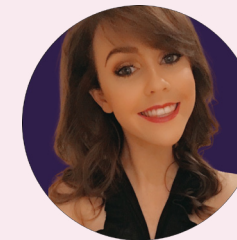
Introduction

By Ash Millar

Effective leadership is the foundation of success in any business, and the hospitality sector is no different.

However, many businesses struggle with providing proper training for their managers. This gap is where Leadership Collections come in - a tool designed to provide managers with the right training and development to thrive in their roles.

I caught up with Emma Robinson, Head of Onboarding UK at Mapal, to discuss how this feature was created and how it's reshaping leadership development.



Emma Robinson is the Head of Onboarding UK at Mapal Group. With five years of experience leading onboarding efforts, Emma combines her passion for smooth, supportive customer experiences with a strong background in hospitality. Having worked in the industry for several years, she knows the value of clear communication and creating a welcoming environment. Emma's focus is on making sure every new customer feels at home from day one.



Ash Millar is the Content & Events Coordinator for the UK and Nordics at Mapal. After six years in the entertainment industry, Ash found her way back to hospitality, where it all began (she was a bartender and bar supervisor for many years). With a mix of industry savvy and a creative flair, Ash brings an authentic, hands-on perspective to every event and story she crafts.

Introducing *Emma Robinson*

Ash Millar

Let's start with a little introduction. Emma, tell us about yourself - your role, your experience, and why you're the perfect person to talk to us about the Leadership Collection.

Emma Robinson

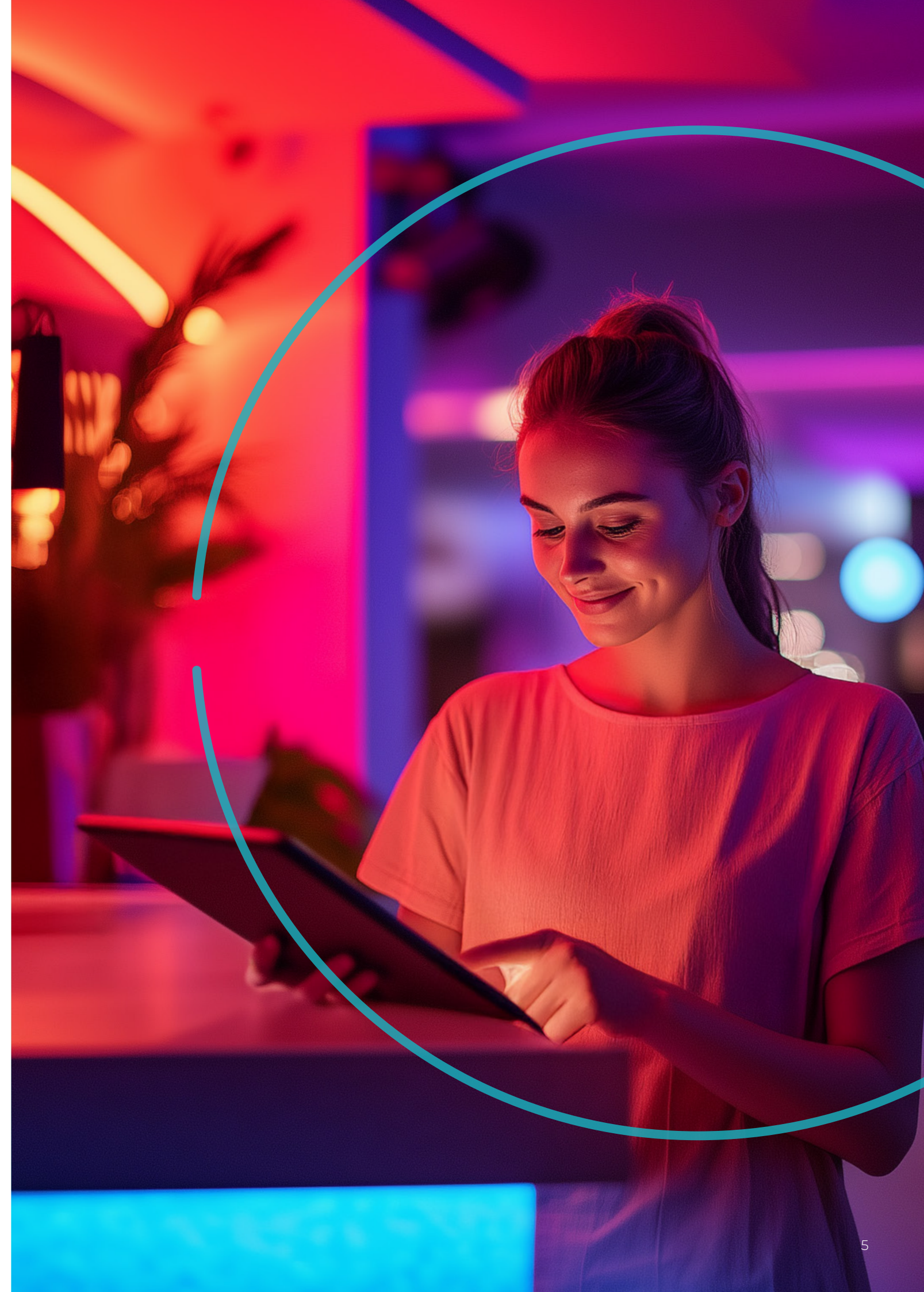
Sure! I'm Emma Robinson, and I've been with Mapal for five and a half years. I currently head up the Onboarding team here in the UK where I work closely with customers to ensure they're getting the most out of our products.

Over the years, I've become a product specialist, especially with Flow, and I've also got a solid background in hospitality. Before working at Mapal, I spent years in the hospitality industry, both on the floor and in management.

I know firsthand what it's like to manage a hospitality team, so I bring that real-world experience to everything I do here at Mapal. That's why I'm excited about the Leadership Collection - it's something I truly believe can make a difference for managers in hospitality.

Ash Millar

It's great to have someone with both industry and product experience! Now that we know a little more about you, let's dive into the Leadership Collection.



The birth of *Leadership Collections*

Ash Millar

So, Emma, let's dive in. What inspired the creation of the Leadership Collection and what challenges were you aiming to solve?

Emma Robinson

When we introduced the collections tool, we wanted to give customers a way to organise their learning resources in one easy-to-use system.

We started with onboarding Collections that focused on compliance, but as we spoke to customers, it became clear that leadership training was a big gap.

Many businesses had a wealth of resources for front-line staff but weren't putting enough focus on training their managers.

That's when we saw an opportunity to create the Leadership Collection.

Ash Millar

So, the Leadership Collection was designed to complement what businesses were already doing, right?

Emma Robinson

Exactly! It's about enhancing the training managers already receive, and offering a more structured, accessible way to help them develop and grow in their roles.

We wanted to create a resource that helps managers excel today and prepare for future opportunities.

Supporting both new and current managers

Ash Millar

How does the Leadership Collection cater to both new and existing managers?

Emma Robinson

The Leadership Collection works for both groups, but in slightly different ways.

For new managers, it provides a clear introduction to the company's expectations and what's needed for success. It helps them understand their role from the outset.

For current managers, it ensures they're up-to-date and equipped with the tools they need to keep improving.

It's a continuous learning process, not just for newcomers but for those who have been in the role for a while, too.

Ash Millar

So, it's not just about getting new managers up to speed - it's about giving everyone the resources they need to succeed and evolve.

Emma Robinson

Exactly. It's all about continuous development. Every manager, no matter how experienced, can benefit from having these tools at their fingertips.

Bespoke content and bite-sized learning

Ash Millar

Let's talk about bespoke content and bite-sized learning. How do these components support leadership development?

Emma Robinson

One of the best things about the Leadership Collection is its flexibility. We provide pre-built content, but managers can also create bespoke materials tailored to their company's needs.

This means the training is always relevant to their specific goals. And with bite-sized learning, managers can complete short modules that fit seamlessly into their busy day-to-day routine.

These modules are designed to be quick, but still effective.

Ash Millar

That sounds like it really fits into the rhythm of a manager's daily life.

It's so difficult to find time for long training sessions, but it's easier to find a few minutes to spare for something quick and impactful.

Emma Robinson

Absolutely! The bite-sized learning is perfect for managers on the go, and the bespoke content means they're always learning things that are specific to their role and company culture.



The importance of *external training*

Ash Millar

How does external training fit into the Leadership Collection and why is it important alongside online learning?

Emma Robinson

External training is still incredibly valuable.

While online learning is flexible and convenient, there's something special about face-to-face interaction.

The Leadership Collection allows customers to integrate their in-house learning into the system, so it's tracked and accessible alongside online content.

It's about giving managers a well-rounded learning experience.

Ash Millar

It's the best of both worlds - online convenience combined with the personal touch of in-person learning.

I suppose it really gives them the opportunity to apply what they've learned in the real world, too.

Emma Robinson

100%. Managers get to learn the theory online and then apply it on-site.

It creates a more engaged learning experience, where they can interact with their teams, learn hands-on and also have their progress tracked digitally.

Creating opportunities for *career growth*

Ash Millar

How does the Leadership Collection help managers prepare for future promotions?

Emma Robinson

That's one of the most exciting aspects. The Leadership Collection isn't just about training for today - it's about preparing managers for the rest of their career in the industry.

With the ability to set personal goals and track progress, managers can see exactly what they need to work on to get to the next step in their careers.

It helps them feel more confident and motivated to take on new challenges and positions.

Ash Millar

From the manager's perspective as well, feeling like their company is investing in their progression is going to make them more loyal and dedicated to improving their skills – that's how I'd feel anyway.

Emma Robinson

Yeah, me too. The collection helps managers prepare for promotions, whether they're stepping up within their current role or moving into a new position.

By investing in their growth, you're giving them the opportunity to develop their skills and move forward in their careers.

A game-changer for *leadership development*

The Leadership Collection is empowering managers to develop the skills they need to succeed in their current roles and prepare for future growth.

With its flexible, personalised content and the ability to track progress and set goals, it's a tool that's as dynamic as the hospitality industry itself.

Whether you're developing new managers or supporting seasoned leaders, the Leadership Collection gives them the resources they need to thrive.

Ready to start building your Leadership Collection? Get in touch with your Mapal team today and start empowering your managers to be their best!



You can find out more about the products mentioned in this interview by visiting www.mapal-os.com.

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