



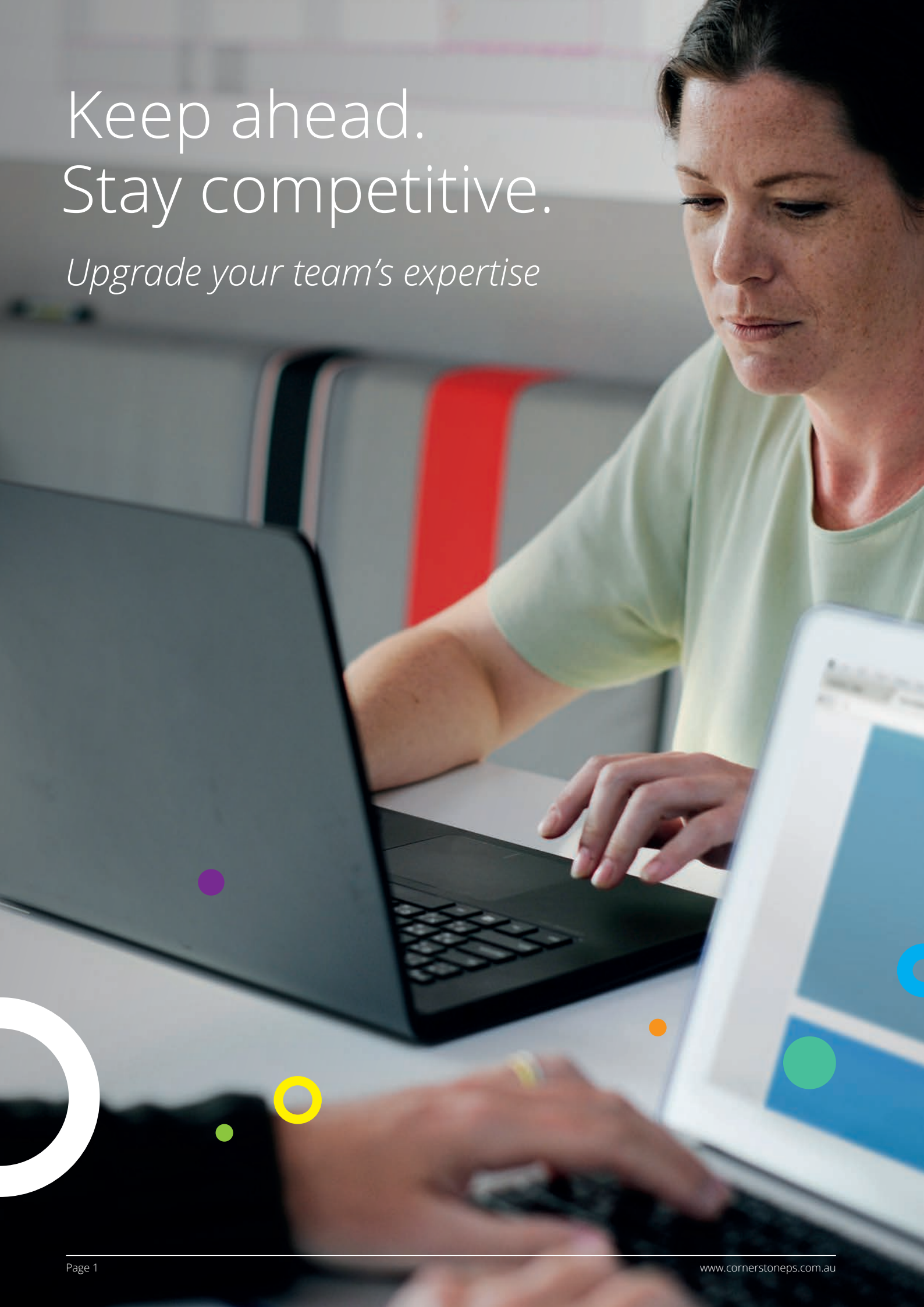
First class training and
development for the travel
and tourism industry


Strengthen your travel business

 **Cornerstone**
People Solutions

Keep ahead.
Stay competitive.

Upgrade your team's expertise





Our range of tailored, practical learning and development solutions is building a more productive industry workforce.

We started Cornerstone People Solutions in 2005 and are proud that today it is Australia's largest private training centre for people working in the travel and tourism industry.

We work alongside industry partners to build expertise through our strong commitment to relevant and inspiring education.

Change is constant

The travel and tourism industry is changing constantly, and quickly – and our aim is to empower the people working in it to tackle this successfully.

Competition is getting increasingly fierce, and we need to challenge our assumptions and old habits. Travel businesses need to innovate and develop new ways of thinking.

Impactful learning that inspires

Our team has proven industry experience, and the knowledge and passion to make a positive, lasting impact on your travel business.

Our programs give you and your teams a rare chance to step away from your daily responsibilities – to reflect and recharge – and then to return to your role with renewed enthusiasm, more clarity and stronger purpose.

We know you're busy, so we have designed an accelerated learning experience. Limited face-to-face training is supplemented by an amazing online resource library.

You'll be learning with like-minded people, will gain new industry insights, and get involved with real-world business scenarios. All content is highly practical and relevant, and you'll have a chance to practice what you've learned between classes.

Share our passion

If you think you know everything about travel and tourism, if you're lacking confidence, or if you simply love learning, we invite you to come and learn something new.

We're passionate about seeing and experiencing the wonders of the world through a successful career in travel and tourism.

*Rachael Seymour & Cassi Tormey
– Directors*

Use change to your advantage

*Emerging developments
in distribution channels*

***"Digital technologies
have completely
revolutionised traditional
travel distribution.
The industry can either
resist the challenges this
brings, or embrace them.
Embracing them is much
more exciting!"***

*Nadine Mathieson
- Operations Manager, CPS*

The internet has literally opened up the world to those who buy and sell travel. Its huge impact on both consumers and travel and tourism providers has transformed distribution channels.

The internet has changed the game

Inbound operators, wholesalers and travel agents who can adapt and embrace this change will find that traditional distribution remains strong. Those who can't adapt won't survive, or will battle to.

Opportunities abound!

What is very exciting is that more people are travelling than ever before. While technology disrupts and challenges the industry and raises our customers' expectations, developments are also providing us with new, surprising ways to delight our clients.

We have opportunities to connect with our customers in new ways, provide them with better value, and offer them increasingly personalised service.

Industry-wide innovative thinking

At Cornerstone, our role is to research and analyse this constantly evolving landscape. We apply our experience and innovative thinking to identify opportunities and best practices on behalf of the travel businesses we partner with.

The result is our comprehensive portfolio of travel and tourism programs, which are specifically tailored to meet the diverse needs of various industry roles, including:

- Airlines
- Cruise companies
- Online travel agents
- Wholesale travel businesses
- International tour operators
- Domestic tour operators
- Inbound tour operators
- Attractions
- Accommodation
- Insurance and finance
- Tourism government bodies
- Visitor information centres

"The two most dangerous attitudes for any tourism business are resisting the status quo and believing that they are becoming irrelevant. Those who understand today's customer and are willing to adapt will have a prosperous future."

Rachael Seymour
– Director, CPS

We know the industry inside out

Strong ties to all sectors

DID YOU KNOW?

The travel and tourism industry directly employs over 100 million people around the world.

This is expected to rise to over 126 million in 2024!

Source: World Travel & Tourism Council, 2013

The travel and tourism industry is huge, extremely diverse and continuously changing and growing. Operators within it need regular industry information and projections so that they can understand context and plan for the future.

Industry-wide knowledge sources

Cornerstone creates and delivers innovative, up-to-the-minute accurate education programmes that will truly make a difference to your company.

We do this by:

- Collaborating daily with travel and tourism businesses
- Engaging regularly with industry bodies
- Keeping on top of government initiatives
- Staying abreast of industry developments and technologies, nationally and worldwide.

All industry sectors, all career stages

It is important to us to work with all sectors of the travel and tourism industry. Diverse as it is, it is all interlinked, and developments in one area often impact on others. By understanding all areas, we can provide a richer learning experience.

Cornerstone's education programmes can bring positive change to your company, whether you need to upskill new trainees, or reward long-standing employees with career-enhancing education.

Our commitment is to provide quality content that balances the current status of the industry with what your business needs to be strong and sustainable going forward.

"Rachel, Cassi and the Cornerstone team have their finger on the pulse of travel and tourism more than anyone I know. They not only help us keep our staff's skills current, but also show us how to future-proof our business. That's invaluable."

Jacqui Nelson
– Owner/Manager: Albury Travel


Untapping individuals' potential

Beyond travel and tourism

"Our people are absolutely amongst our most important assets. Cornerstone is our preferred training partner because we value their willingness to tailor programs, and their consistent delivery of relevant industry expertise. Their facilitators have an amazing ability to engage everyone, regardless of our teams' roles or levels of experience."

Karen Sheperd
– Industry Sales Manager,
Intrepid Group





Beyond a travel professional's sales, service and leadership skills is a real person. Someone who needs to feel valued and respected in their role.

Whole-person approach

Cornerstone's teams work with the whole person. We take individuals' experience and skills into consideration to unlock their untapped potential. The result is a relevant, meaningful experience that surpasses typical education.

Cornerstone is passionate about helping people perform better in all aspects of their roles. Industry skills are important, but so are less tangible abilities, like teamwork, communication and initiative.

"But I know this stuff!"

Not all your team members will volunteer for training or seek out learning opportunities. We've found that some are offended simply by the suggestion of it! Often these are the people who need it most.

People with fixed mindsets, who are afraid to implement new strategies, will jeopardise the long-term sustainability of your business and the industry.

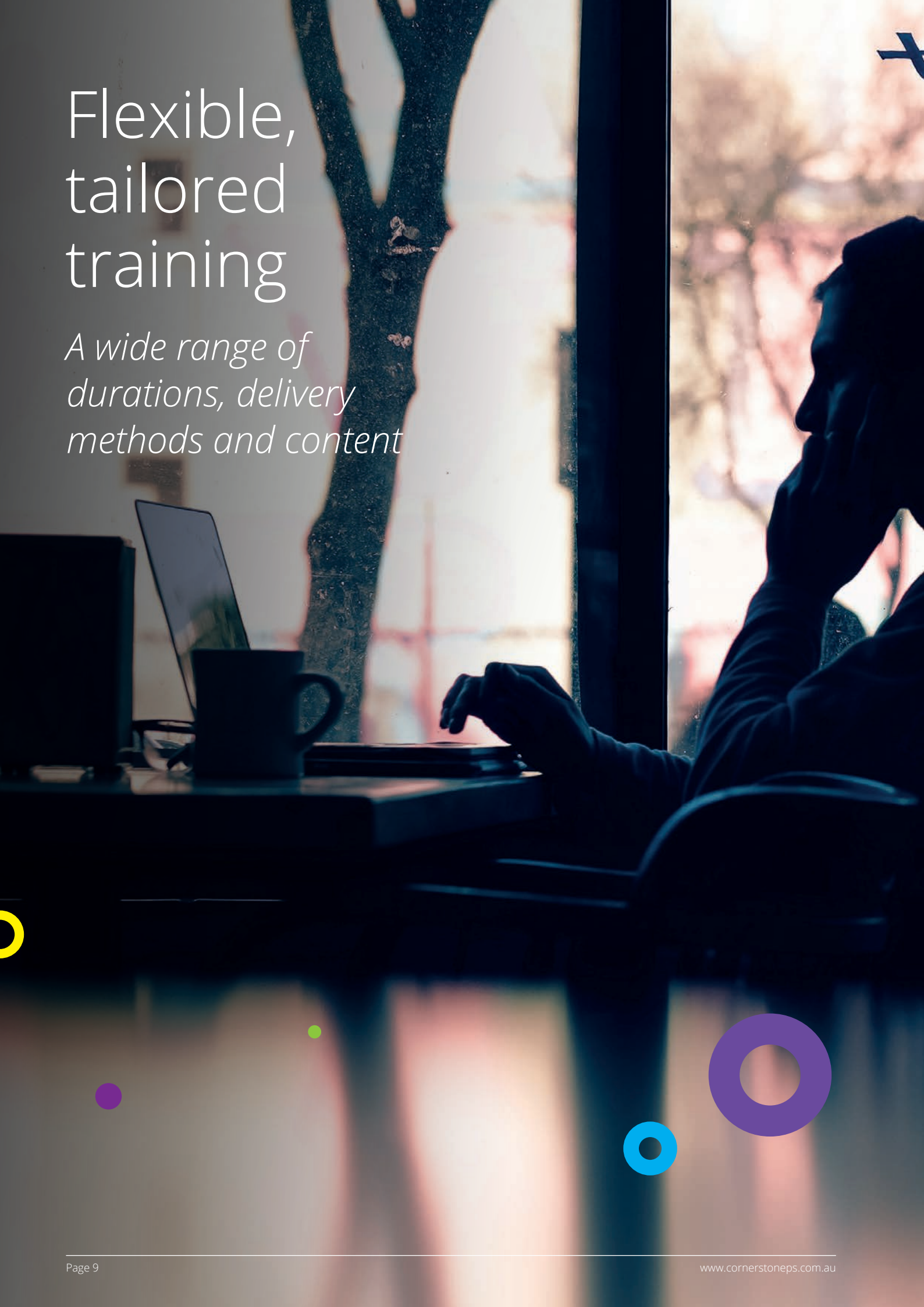
Leaders who prioritise the personal and professional growth and development of their teams are the ones who will see results. Benefits include staff satisfaction, retention and a positive impact on the bottom line.

"Investing in our people undoubtedly gives us an edge in recruiting and retaining top talent. While most businesses are cutting back, we continue to prioritise growth and development, and encourage ongoing professional development."

Michael Gazal
– Travel Managers

Flexible, tailored training

*A wide range of
durations, delivery
methods and content*



Cornerstone's learning programs can take place on the job, off-site, as self-paced study, online – or as a combination of all of these.

Cornerstone Course Formats

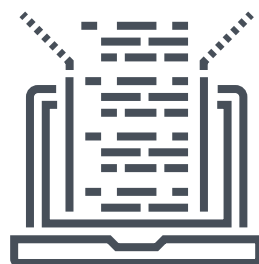
We partner with your business to figure out a tailored learning plan that will best meet your needs.



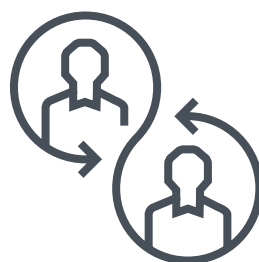
Blended learning programs



Skillset courses



Online training



Traineeships

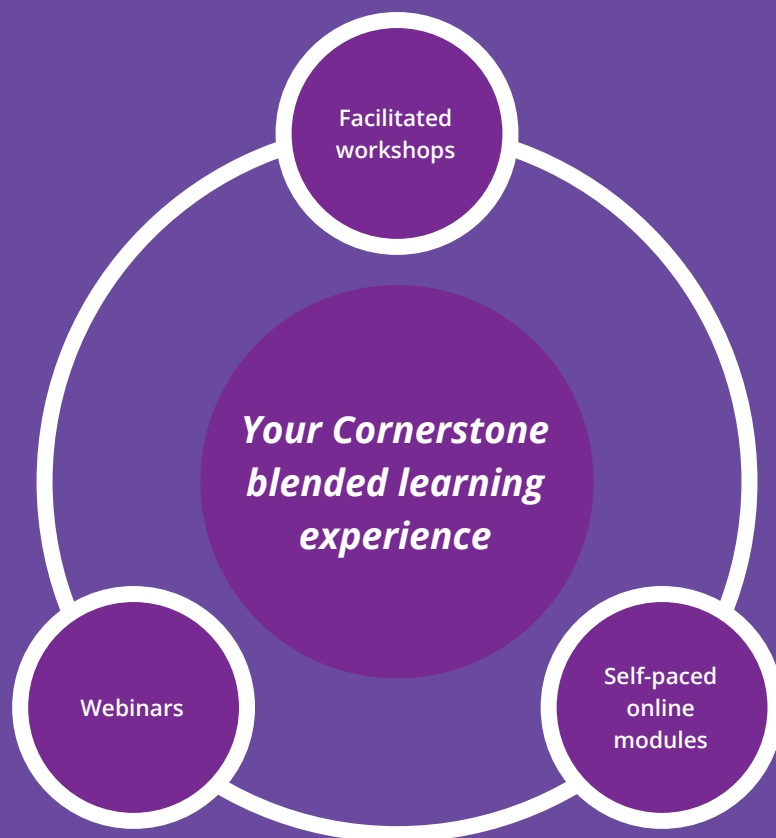
Blended learning programs

Classroom, self-study and online learning combined

Cornerstone's continuous professional development learning programs empower participants with thorough; practical and effective industry knowledge.

Course content is delivered via facilitated, classroom-based workshops, self-paced online learning modules; and webinars.

This is a very holistic, learner-centred approach. We combine different learning techniques to make sure that content is understood, absorbed and applied easily.



Benefits of blended learning:

- Classroom-based coaching and mentoring is supplemented by other methods, to reinforce learning.
- Participants can interact with and learn from like-minded people.
- Learners can listen to current best practices and experience.
- Motivated individuals can take responsibility for their own further development beyond the classroom, by accessing webinars and online modules.

Tailored to travel and tourism

Cornerstone's blended learning programs

Our blended learning programs combine classroom-based training with online modules and webinars, which you can complete at your own pace. It's easy to go back over sections which are tricky to grasp, and you'll have fun working and networking with other like-minded people.

- Travel Consultant Success Programs
- Administration, Sales and Support Programs
- Leadership Programs
- Tour Guide Essentials Program
- Meetings, Incentives, Conferences and Events (MICE) Program

Travel Consultant Success Programs

Travel Consultant Success Programs for:

- *Retail Travel Consultants*
- *Corporate Travel Consultants*
- *Wholesale Travel Consultants*
- *Groups and Events Travel Consultants*

Are you a travel consultant working in Leisure, Wholesale, Corporate or Groups? This program is for you!

The programs consist of a common set of core subjects, which is supplemented with specialist material depending on what type of consultants are attending.

Participants will improve their current skills, gain new ones, and learn to implement their knowledge more consistently.

“Don’t underestimate how important continuing professional development is. It’s a career-long obligation for everyone who wants a successful career in our industry. Lifelong learning benefits individuals, clients and businesses – strengthening, protecting and evolving this very special industry of ours!”

Cassandra Tormey
- Director CPS

This program focuses on these skills, behaviours and attitudes:

- Cultivating long term customer relationships
- Improving customer service
- Growing your business/database
- Increasing competitive advantage
- Implementing robust sales practices
- Improving control over the booking process.

Who is this program suitable for?

- People already working as travel consultants. These programs are not for people trying to break into the industry.
- Travel consultants who want to learn about the latest industry insights, and apply them powerfully to their business.
- People who want to develop the skills, abilities and commitment required to achieve long-term success as travel consultants.
- All levels of experience are welcome – from consultants in their first year, to those who have been selling for 30+ years! The course content offers value to everyone in the industry.

Program content:

- What it takes to succeed as a travel consultant
- Cornerstone success models
- DiSC behavioural profiling
- Working with and the importance of an industry-specific sales process
- Presenting product in the technology age
- Close the sale confidently
- Motivation and mindset
- Time management
- Effective communication.



Administration, Sales and Support Programs

Administration, Sales and Support Programs for:

- *Sales Reps and Business Development Managers*
- *Product Co-ordinators*
- *Customer Relationship Managers*

If you're working in product, contracting, business support, business development or as a customer relationship manager, this program is for you. Most participants work in head office or support roles.

It's not for people on the front line selling travel, but rather for anyone who negotiates with suppliers, co-ordinates activity, sells business services or maintains existing relationships.

You will learn to improve your current skills, gain new ones, and implement your knowledge more consistently.

This program focuses on these skills, behaviours and attitudes:

- Cultivating long term customer relationships
- Improving communication skills and processes
- Growing your business/database
- Increasing competitive advantage
- Working more effectively within teams
- Improving influencing skills.

Who is this program suitable for?

- Travel industry people already working in commercial roles who want to improve their results.
- In larger companies, this program is ideal for staff in head office roles.
- These programs are not for people trying to break into the industry.
- People who want to develop the skills, abilities and commitment required to achieve long-term success in the travel industry.

Program content:

- What it takes to succeed in administration, sales and support roles
- Goal setting
- DiSC behavioural profiling
- Working with and the importance of an industry-specific sales process
- Motivation and mindset
- Time management
- Effective communication
- Powerful presentations
- Business acumen.

Leadership Programs

- *Emerging Leaders*
- *Four Corners of Leadership*
- *Executive/Senior Leaders Customised Training*

Emerging Leaders

If you've already identified the future leaders and managers of your company, this is the ideal training and development program for them. It will help your succession planning and lead your business into the next decade.

If you want to give your high potential team members the best chance of success, this program will open their minds to their future possibilities. They will be introduced to all aspects of leadership, including the challenges, responsibilities and rewards of leading a team.

This program focuses on these skills, behaviours and attitudes:

- Set future leaders up for success
- Begin the process of building your pre-leader capability
- Understand what it takes to lead a team to success
- Increased self-awareness and understanding of how behaviours impact others
- Improvement in confidence, attitude and initiative
- Higher staff retention as team members can see their future path clearly
- Improved morale as participants feel valued.

Who is this program suitable for?

- People who have been identified as future leaders.
- People in assistant manager roles.

Program content:

- What is leadership?
- Trust building
- Credibility versus capabilities
- Attitude in the workplace: taking responsibility for your attitude
- Motivation and mindset
- Goal setting
- Time management and prioritising in leadership
- Dealing with difficult situations.



Four Corners of Leadership

If you are in a leadership role, responsible for the success of your business, this program will help you refine and improve your leadership skills.

You will also learn new methodologies and techniques to lead your staff more effectively and consistently. Course content is highly specific to the travel industry.

This program focuses on these skills, behaviours and attitudes:

- Growing the business
- Keeping staff turnover low
- Pro-active and robust leadership
- Concise and consistent systems and processes
- Expanding focus to encompass the big picture
- Setting expectations and holding people accountable
- Self-motivation and motivating others
- Using strategies, pragmatic tools and frameworks to build confidence and capabilities.

Who is this program suitable for?

- People in industry leadership roles who want to refresh their leadership skills.
- Leaders who want to achieve higher performance with their teams will also benefit.
- Leaders who want to master the delicate balance of strategy, operations and staff development.
- People already working in the industry – it is not for people trying to break into the industry.
- This program has been developed through an extensive understanding of the skills, abilities and commitment required to achieve long-term success as a leader within the travel and tourism industry.

Program content:

- What it takes to succeed as a leader in the travel industry
- Goal setting
- DiSC behavioural profiling
- Management vs leadership
- Motivation and mindset
- Effective communication
- Setting expectations
- Holding people accountable
- Reward and recognition: incentive ideas and management.





Executive / Senior Leaders Customised Training

Our work with travel and tourism's senior business leaders is focused and purposeful.

We create customised training and development packages based on our clients' specific needs.

These may include one or a combination of the following:

1. Facilitating business and strategy discussions
2. Grow your own leaders: Examining and improving key leadership roles and expectations across the business
3. Strategic Senior Leader Program
4. Goddess in the Boardroom: A program specifically for women in leadership, in collaboration with Rachel O'Brien.

Tour Guide Essentials Program

Whether you're already working as a guide, or want to become one, you'll get a lot out of this course. Guides working in urban, regional or remote areas are all welcome.

You will learn how to understand guests, be able to guide them safely and confidently, and help them get the most from their trip.

This program focuses on these skills, behaviours and attitudes:

- Ensuring the tour runs smoothly. A tour leader's ultimate aim is for all guests to have a wonderful holiday and be well looked after.
- Making sure all logistics are in place.
- Adhering to health and safety regulations.
- Providing comprehensive briefings at the start of and during the tour.

Who is this program suitable for?

- This program is a basic introduction to tour guiding.
- Guides already working in this role will refresh and update their skills on this program.
- Aspiring tour guides who want to break in the industry will find this course to be a good starting point.

Program content:

- Narrative and commentary
- Duty of care
- Customer relations
- Leadership
- Cultural awareness
- Conflict resolution
- Problem solving.





Meetings, Incentives, Conferences and Events Program

Are you already working in the fast-paced, varied and exciting MICE sector of travel and tourism? Or are you interested in moving into it from elsewhere in the industry?

Cornerstone's MICE program can get you started, or help you brush up on the latest industry trends if you're already working in this sector. If you have an eagle eye for detail and are a consummate planner, you can go far!

This program focuses on these skills, behaviours and attitudes:

- Identifying the opportunities and challenges that MICE planning presents.
- Understanding the economic value of meetings, incentives, conferences and events.
- Developing a MICE business strategy: how to attract and retain new customers.
- Understanding the unique goals, resources and challenges of every MICE project.
- Managing supplier engagement and risk.

Who is this program suitable for?

- Travel and tourism professionals who want to expand their roles into MICE projects.
- Existing MICE consultants who want to brush up on the latest industry trends and developments.
- This program is not entry level – participants must have some tourism and travel work experience.

Program content:

- Planning and logistics
- Effective communication processes and procedures
- Managing and co-ordinating event groups
- Negotiating and communicating with key stakeholders
- Reporting processes
- Meeting individual requests and last minute changes
- Group travel.

Skillset courses

*Is your business looking
for short programs
to meet a specific need
or fill a skills gap?*

We have over 60 travel and tourism courses
you can choose from, including:

- Airfares
- Business
- Communication
- Continuous Improvement
- Destination Advice
- Environmental Tourism
- Finance
- Marketing
- Sales and Service
- Leading Tour Groups
- Leadership
- Teamwork



"Cornerstone uses an online learner management system which has a simple, intuitive structure and is easy to navigate. I enjoy the self-paced approach where I can read the learning resources, follow web links and watch video content in my own time."

Jacqui Ingram
- Flying Colours Travel

Online training

Online learning resources

Cornerstone's e-learning platform

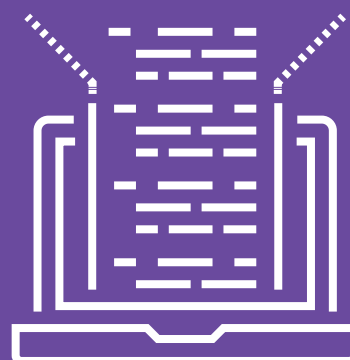
Our students can access an amazing range of learning resources and assessments online. Our private learning portal is accessible 24/7 from multiple devices.

For each online course, students have access to:

- Printable learner guides, which contain tons of information about the topics they are studying (similar to a textbook).
- An e-book on each course topic, which includes bookmarking, highlighting and notes functionality.
- Interactive learning tools, which include self-paced slide decks.

And there's more! Other rich, engaging and highly useful content available to our students includes:

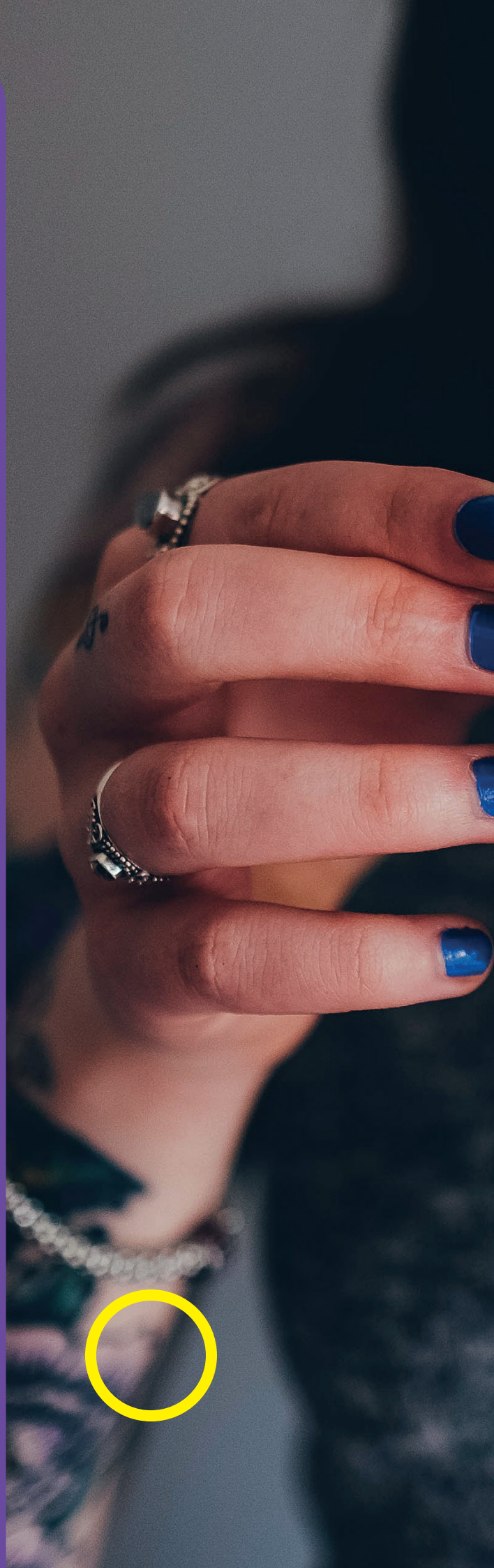
- Real world examples
 - A fictional case study about Windy Bay and its various travel and tourism operators
 - Educational and inspirational video links
 - Links to an enormous amount of industry- and topic-relevant websites and business tools.
- These supplement what you'll learn in our courses and can be used in real-world working situations.



Traineeships

In partnership with registered training organisations and Apprenticeships Matter, we deliver training programmes for new staff that will get their industry careers off to a strong start.

Cornerstone Traineeships consist of practical on-the-job training plus a structured learning pathway of face-to-face and self-paced online training. In each case, the program is customised for the individual trainee.







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