

Top Honors

For the sixth consecutive year, La Quinta was honored to be named among Training Magazine's Top 125 list for employers who provide the most effective training programs. This year, La Quinta jumped forward 20 places to #84 on the list, and two employees had the pleasure of receiving the distinctive award on February 12th at a reception in Atlanta, Georgia.

"I was very excited about the performance of the overall team, and I'm very proud to be part of the training we deliver to the field," said Jennifer Miller, Senior Director for Sales Operations and Training, who attended the awards ceremony, along with Patricia Turner, Creative Learning Graphics Specialist.

Submissions are judged on several criteria, including the scope and content of the training program, the technology infrastructure used to support it, and measurable effectiveness.

Turner said La Quinta employees should feel good knowing that their company places so much emphasis on cultivating useful learning tools, such as the Leads Online training video. "It really is an honor," she said, "and I think everyone should feel proud knowing that they work for a company that invests in resources that really go above and beyond."

A core objective of La Quinta's training program is empowering every associate to contribute to sales and revenue. That spirit seems to have impressed the judges at Training Magazine, who had this to say about La Quinta:

"Everyone Sells and Here for You teach all La Quinta Holdings Inc. team members, regardless of position, that they can drive sales and impact the guest experience through simple interactions with guests. By doing so, they also can help uncover new revenue every day. [Learning and Development] created multiple resources to help leaders operationalize Everyone Sells and Here for You. Developing and fostering this guest-centered mindset quickly produced an ROI of 238% in just a few short weeks through the program's "Leads Online" component. Not only does it help the bottom line, team members have shared feedback that they are excited to develop their professional skills further."

FOR MORE INFORMATION, PLEASE GO TO:

<https://trainingmag.com/learn-more-about-training-top-125>

Center Photo: Jennifer Miller, left, and Patricia Turner

