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Transformational Leadership by Tickety Boo 2025 Application Form



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Background and purpose of the programme

This Transformational Leadership by Tickety Boo programme has been created to provide a unique opportunity for leaders who have chosen the hospitality, tourism, and visitor attraction sectors to further develop their careers.

This programme is open to both existing and aspiring business leaders & owners of all sizes and types of Hospitality & Tourism Business. Applications are open and encouraged from all including those who work in the wider tourism sector. This is a fully inclusive and accessible programme, and we are keen to attract a wide range of applications to ensure a diverse range of attendees as this will add a richness of experience and knowledge to this programme.

This “*money cannot buy*” experience has been created specifically to develop a transformational leadership mindset, so that leaders understand their responsibilities, connect with their specific strengths, and know how to get the best out of their people to collectively achieve great things in this new dynamic world.

The hospitality, tourism and visitor attraction sectors are phenomenally important because they contribute greatly to the whole of the United Kingdom's economy and this impact can be further increased when leaders create developmental opportunities for themselves and their people.

To be the best they can be, to explore their strengths, to make the decision to grow out with their comfort zones and embrace a growth mindset will allow them to soar and achieve all their goals.

During this programme the successful candidates will complete an Institute of Leadership & Management (ILM) Level 5 Award in Leadership and Management.

Candidates will be provided with the opportunity to increase their networking, and they will receive group mentoring when engaging with at least five highly successful industry leaders. In addition to this, candidates will learn from their peers, positively challenge, and support each other, attend various conferences and leadership events and can proudly join the inaugural members from the 2024 cohort and further develop a leadership hub where lifelong personal and professional bonds will be cemented.

To allow you to have an opportunity to succeed in the selection process, you will be required to place a diary hold on the following dates as full attendance is required:

-  Launch – Wednesday 12th February 2025- 10-12 noon – Teams
-  Session 1- Monday 17th February 2025
-  Session 2- Monday 17th March 2025
-  Session 3- Monday 14th April 2025
-  Session 4- Monday 19th May 2025
-  Session 5- Monday 16th June 2025
-  Review – 7th July 2025 - 10am to 1pm – Teams

The Transformational Leadership by Tickety Boo will be delivered at:

Tickety Boo Training, Keir Estate, Craigarnhall, Bridge of Allan, FK9 4NG.

Successful candidates will also be invited to attend various conferences and leadership events which will provide an additional opportunity to network, listen to exceptional speakers, each delivering important insights, advice, and inspiration and this will help candidates to navigate their way through and flourish in this new world and to embrace the new opportunities and responsibilities it presents.

-  STA Conference Edinburgh, 10th March 2025
-  Innholder Scholars Spring meeting, 31st March 2025, Grand Hotel, Birmingham
-  ASVA Conference in association with ACE- 2025 date to be confirmed
-  HITS Emerging Talent Conference- 6th February 2025
-  Visit Scotland Connect - 9 – 10 April 2025.

Our Established Leaders

Stuart Cassells

Head of Experience at Macallan Estate & Founder of the Red-Hot Chilli Pipers

Nick Peel -Director of Estate Management and Operational Readiness, Saudi, NEOM

Paul Nixon- General Manager, Real Mary Kings Close and Chair ASVA

Kat Brogan- Managing Director, Mercat Tours

Rachael Ross- Director at ElavatorUK and owner Loch Melfort Hotel.

Chris Wayne- Wills- CEO Crerar Hotels, Chairman UK Hospitality Scotland, Vice Chairman HIT Scotland

Additional Information

<https://alltickyboo.com/transformational-leadership/>

The Application Process

Complete this application form and answer the questions below.

Forward your **application form**, together with an up-to-date **CV** and head & shoulders **image** as **separate attachments** (i.e., not embedded into any other document) to:

Annie Lindsay @ annie@ticketybootraining.com

The deadline for applications is **Monday 6th January 2025 at 12 noon**. Applicants will be invited to a TEAMS panel interview during **w/c 20th January 2025**

Successful candidates will be informed by **Friday 31st January 2025**




FULL NAME	
HOME ADDRESS	
MOBILE PHONE NUMBER	
EMAIL ADDRESS	
JOB TITLE	
ORGANISATION/ COMPANY	
WORK ADDRESS	
WORK PHONE NUMBER	
AGE	

Please state what you expect to gain from this scholarship experience and why you believe attending will help you further your career.

How will you utilise the knowledge and experience gained through this programme to transform yourself, your organisation, and your industry?

500 words

Endorsement

-  If you are applying as an employee of an organisation, an endorsement is required from your General Manager or Managing Director.
-  If you are applying as an owner of a business, we require an industry peer, local DMO or trade body lead to endorse your application.
-  If personally applying the agreement to cover costs /travel will also need to be countersigned by the applicant.

Employer Endorsement

By completing this endorsement, you agree to the candidate, if successful with this application, being made available to attend the programme, to cover the costs of travel and any accommodation that may be required.

Name			
Job title and organisation			
Signature		Date of signature	
Partner organisation			

Business Owner/ Personal Endorsement

By completing this endorsement, you agree, if successful with this application, that you will make yourself available to attend the programme, to cover the costs of travel and any accommodation that may be required.

Name			
Job title and organisation			
Signature		Date of signature	
Partner organisation			

**FULL NAME OF
CANDIDATE**

EMAIL ADDRESS

JOB TITLE

ORGANISATION

**STATEMENT FROM
ENDORSER**

Tick which Partnership organisation you are applying to:

STA	Hit Scotland	ASVA	MI	AHS/HANE	Thistle Awards

Please only Tick one organisation.