

Case Study

The next phase for an EcoTourism Business

THE CHALLENGE

The business had been going for 18 years, but needed a fresh look at the way forward. The business needed to remain relevant and grow in profit, in space and in what it offered. A key challenge was securing more land. The founder and owner also wanted to gradually exit the business over the next 3-5 years by moving the business into the advanced "sustainable phase" of business growth.

This was the briefing...

"We need to progress, change and do things differently, bigger and better with fresh ideas... and we need to see the plan and how all elements of our vision connect in order to deliver the outcomes we plan for.

We also want visitors to learn and feel that their thinking was challenged once they have visited our facility."



THE INDUSTRY

Eco Tourism and Edutainment



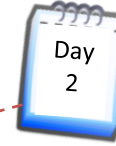
INVESTMENT

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WE USED

The Business Destination Map™ (BDM)



The client said...

We are enthused! It is clear what we need to do. What needs to be done, is very do-able. It is wonderful to see it all in one view!

The Result



The Result

TRANSFORMATION ACHIEVED

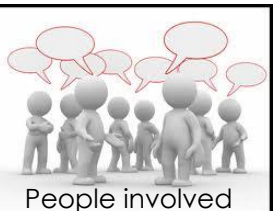
The management team moved from a scattered vision and a "stayed" disposition, to an invigorated, energised space where a crystal clear focus drives new ideas with matching, achievable plans. For them, business growth has become a tangible, and in their hands.

THE OUTCOME

An **enthusiastic** and **inspired management team** with a clear understanding of the organisation's vision and desired outcomes, as well as *their* roles in achieving the business goals. The team felt **empowered** because they now had a clear, image-rich, visible strategy in hand (and pasted on the wall) to guide them on exactly how to achieve the outcomes, all the way down to detailed tasks to be concluded in the first 90 days.

What we did...

Using the BDM™ storyboarding format, we worked with the team to capture their Vision, Goals, Values, Strategy and Business Environment. With them, we develop a 90-day roll out plan, their 3 year horizon, defined "who does what" in the next 90 days and the related actions. We did the SCOT analysis, reviewed successes achieved and identified their Entrepreneurial Flight® positioning. We finally worked out a Stakeholder plan with them.



People involved

Founder/Owner Management Team



People involved

Strategy Specialist Process Architect