

WIMMERA MALLEE TOURISM TOOLKIT

HOW TO SUCCEED AS A SMALL BUSINESS
IN THE TOURISM INDUSTRY

Bonus Module

7.

HOW TO SUCCEED AS A SMALL BUSINESS IN THE TOURISM INDUSTRY

WITH JESSE DESJARDINS

"Learning to ask the right questions is like cracking the code on change." *Hal Gregerson*

EXPLAIN THE PROBLEM - 2 MIN

BRAINSTORM THE QUESTIONS - 4 MIN

PICK QUESTIONS WORTH PURSUING - 4 MIN

7.

HOW TO SUCCEED AS A SMALL BUSINESS IN THE TOURISM INDUSTRY

WITH JESSE DESJARDINS

HOW CAN WE BE THE BEST IN THE WORLD?

WHAT PART OF OUR EXPERIENCE CAN WE ELEVATE?

7. HOW TO SUCCEED AS A SMALL BUSINESS IN THE TOURISM INDUSTRY

WITH JESSE DESJARDINS

WHAT PART OF OUR EXPERIENCE CAN WE ELEVATE? (PITS, PEAKS, PEAK END)

WHAT ASSET CAN WE BUILD A NEW BUSINESS WITH?

7. HOW TO SUCCEED AS A SMALL BUSINESS IN THE TOURISM INDUSTRY

WITH JESSE DESJARDINS

HOW CAN WE EXPERIMENT QUICKLY AND CHEAPLY?

HOW CAN WE MAKE GUESTS LOOK AND FEEL GOOD?