

# Game Changer Programme for Tourism Businesses

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VisitAberdeenshire



OPPORTUNITY NORTH EAST



Scottish Enterprise



# Growing your business

The Game Changer for Tourism Businesses programme has been designed to help tourism businesses in North-east Scotland to grow. Developed and offered in partnership by VisitAberdeenshire, Opportunity North East and Scottish Enterprise, the programme can help you to grow by supporting you to identify your target markets, define consumer and customer demands and refine your offering to provide the services and experiences that visitors seek.

You will be introduced to modern business management techniques and a range of tools to manage and grow your business. On completion you will have developed a business growth plan to support future growth, expanded your knowledge of the local and national tourism support network, and developed a clearly defined proposition that addresses your target markets.

## Who we're looking for

This programme is aimed at business owners and senior managers (with authority to implement change) in tourism SMEs and larger businesses who want to take control of their future growth. The number of participating businesses is limited to 12 (maximum of 2 people per business). The programme is intense, challenging and fun and requires a commitment from you.



# Testimonial

*I took part in the Game Changer Programme and can honestly say that it lives up to the name. The course taught me a great deal about fundamental aspects of running and growing a business. It also provided me with an invaluable opportunity to network with other like-minded businesses, who I have already started making plans to work with moving forward. The tuition and support offered on the Game Changer course has really opened my eyes to the opportunities available and encouraged me to think and plan on a larger scale.*

**Daniel Barry - Owner, Wildflower Eco Lodges**



**2022 Game Changer Group**



## How it works

The Game Changer programme has been developed specifically for businesses in the tourism sector and draws on global best practice.

### It includes:

- A series of seven full-day interlocking business growth workshops over 4 months (mid January – mid April, Wednesdays).
- Three one-to-one support and coaching sessions arranged at a time to suit you.
- A best practice learning journey day.

It provides a complete grounding in tourism business management, a framework for future learning and enables you to rapidly implement the learning.

## Teaching method

Each workshop includes a mix of pre-reading, case studies, interactive projects and collaborative work by the participants. You will also be provided with exercises, take-away business tools, reference for further reading and access to an online business diagnostic tool that will provide a baseline of current business performance.

## Cost

This bespoke programme, funded by Opportunity North East and delivered by VisitAberdeenshire, was previously offered at a cost of £500 per business. In response to current challenging trading conditions, this cost has been waived and the programme is offered free of charge. It does, however, require investment of your time for the duration of the programme.

**[CLICK HERE TO APPLY](#)**

Applications close 1700 hours,  
Monday 28 November 2022

For any queries, please contact:  
**Yvonne Cook,**  
VisitAberdeenshire  
**[yvonne.cook@visitabdn.com](mailto:yvonne.cook@visitabdn.com)**



## What other businesses say about the programme

*A fantastic resource and framework to enable you to gain clarity and vision for future growth.*

*The Game changer programme offers strategic insight into new product development, as well as a critical overview of your existing business, allowing you to implement changes on a micro and macro level.*

*An opportunity to focus purely on the business and planning. When so many owners and managers are generally busy in day to day operations, that time can be difficult to identify. Extremely useful to hear from other businesses, industry bodies and professionals on best next steps and how to get the most from your business and where best to place future investments.*

*An excellent opportunity to add value to your organisation with some superb tools to take you and your business forward.*



# Programme outline

Programme Module	Module Content
<b>Workshops 1 &amp; 2</b> (Mid-January, workshops 1 & 2 are residential)	<ul style="list-style-type: none"> <li>Understanding the context in which your business is operating and external pressures.</li> <li>The importance of values in business.</li> <li>Start with your why / purpose.</li> <li>Developing a value proposition for your business.</li> <li>Connecting with your customer.</li> <li>Developing a business model for your business.</li> <li>Innovation, product, and service development to improve your business model.</li> </ul>
<b>Workshop 3</b> (early February)	<ul style="list-style-type: none"> <li>Customer discovery.</li> <li>Market research.</li> <li>Establishing and running successful partnerships.</li> </ul>
<b>One-to-one advice and coaching</b>	<ul style="list-style-type: none"> <li>One hour session arranged at a time to suit you.</li> </ul>
<b>Workshop 4</b> (end February)	<ul style="list-style-type: none"> <li>The importance of storytelling to your business.</li> <li>Using social media to grow your business.</li> <li>Developing your marketing strategy.</li> <li>Developing online sales.</li> </ul>
<b>Workshop 5</b> (mid March)	<ul style="list-style-type: none"> <li>Lifetime value of a customer.</li> <li>Pricing strategy.</li> <li>Understanding your finances and your business - developing a 3-year funding plan.</li> <li>The importance and setting up of operating systems and processes.</li> </ul>
<b>One-to-one advice and coaching</b>	<ul style="list-style-type: none"> <li>One hour session arranged at a time to suit you.</li> </ul>
<b>Best practice learning journey</b>	<ul style="list-style-type: none"> <li>Full day, focussed on the customer experience, visiting local businesses renowned for customer and business excellence.</li> </ul>
<b>Workshop 6</b> (end March)	<ul style="list-style-type: none"> <li>Identifying your personality type and developing your business leadership skills.</li> <li>The importance of nurturing the culture of the business.</li> <li>Managing change in your business.</li> <li>Customer service management and strategy.</li> <li>Negotiating skills.</li> </ul>
<b>One-to-one advice and coaching</b>	<ul style="list-style-type: none"> <li>One hour session arranged at a time to suit you.</li> </ul>
<b>Workshop 7</b> (mid April)	<ul style="list-style-type: none"> <li>Game Changer Game.</li> <li>Presentation on your growth plan.</li> <li>Next steps.</li> <li>Celebration</li> </ul>

