



Visit**Aberdeenshire**



OPPORTUNITY NORTH EAST



Scottish**Enterprise**

GAME CHANGER PROGRAMME FOR TOURISM BUSINESSES



BUILDING BACK TO GROWTH

The Game Changer for Tourism Businesses programme has been designed to help tourism businesses in North East Scotland return to growth. Developed and offered in partnership by VisitAberdeenshire, Opportunity North East and Scottish Enterprise, the programme can help you return to growth 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. The programme is intense, challenging and fun and requires commitment of your time for the whole programme.

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 senior managers (with authority to implement change) and owners 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).

You are asked to identify a business goal or a business challenge that you want to address as part of the programme. This could be diversification into new markets, investment, improved marketing, new product development etc.





SARAH STEPHEN

**Owner of Barra Castle and 2021 Tourism Game
Changer participant**

“This course took me by the hand and inspired me to be excited again about the possibilities within my business. During the pandemic I would wake up worried about what I needed to do – Game Changer was unbelievably helpful to me during this challenging time. I discovered the value of every experience – and the course gave me more clarity and confidence.

I have learned how I can adapt my approach and interactions to get the best out of me and other people, enabling me to become a more effective leader.

I found great value in the one-to-one coaching. It was good to have an objective person to hold you accountable, to make you do things that maybe you would not do and to look at things from a different perspective.

Even more importantly, I have seen a change in the way I think about our business. For any company seeking to grow and expand, the Game Changer programme gets my unconditional recommendation and in hindsight I should have done it sooner! I would like to extend my thanks to all those involved in Game Changer for their support and assistance.”

Sarah Stephen, Barra Castle Ltd

HOW IT WORKS

The Game Changer programme has been developed for businesses in the tourism sector and draws on global best practice. It introduces participants to a series of seven full-day interlocking business growth workshops over 4 months including one-to-one support and a best practice learning journey day. It provides a complete grounding in business management, a framework for future learning and enables participants to rapidly implement the learning.

TRAINING METHOD

Each workshop will include a mix of pre-reading, case studies, interactive projects and collaborative work. 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 programme is offered free of charge. Previously the programme was offered at a cost of £500, however, in response to challenging trading conditions, this cost has been waived. It does, however, require investment of your time.

[CLICK HERE TO APPLY](#)

Applications close 1700 hours Monday 13 December 2021

For any queries, please contact:

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WHAT OTHER BUSINESSES HAVE SAID ABOUT THE PROGRAMME

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

"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."

"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 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	
Workshops 1 & 2	<ul style="list-style-type: none"> • Understanding the context in which your business is operating and external pressures. • The Importance of values in business. • Start with your why / purpose. • Developing a value proposition for your business. 	<ul style="list-style-type: none"> • Connecting with your customer. • Developing a business model for your business. • Innovation, product and service development to improve your business model.
Workshop 3	<ul style="list-style-type: none"> • Customer discovery. • Market research. • Establishing and running successful partnerships. 	
One-to-Ones		
Workshop 4	<ul style="list-style-type: none"> • The importance of storytelling to your business. • Using social media to grow your business. • Developing your marketing strategy. • Developing online sales. 	
Workshop 5	<ul style="list-style-type: none"> • Lifetime value of a customer. • Pricing strategy. • Understanding your finances and your business and developing a 3-year funding plan. • The importance and setting up of operating systems and processes. 	
One-to-Ones		
Best Practice Journey		
Workshop 6	<ul style="list-style-type: none"> • Identifying your personality type and developing your business leadership skills. • The importance of nurturing the culture of the business. • Managing change in your business. • Customer service management and strategy. • Negotiating skills. 	
One-to-Ones		
	<ul style="list-style-type: none"> • Game Changer Game. • Presentation of growth plan. • Next steps. • Celebration. 	