



DISCOVERING YOUR TOURISM OPPORTUNITY

Kindle the flame! Step One offers 5 workshops that explore your tourism idea in detail, including your vision and your deep-down motivations for wanting to start your business in the first place. Explore the real opportunity for your business idea in the marketplace – and what you will have to consider to be truly competitive and successful.

STEP ONE

STEP ONE

YOUR VISION AND THE OPPORTUNITY

Workshop 1: Your Vision and Your Why

Aligning your tourism idea with what matters to you and the market.

Worksheet: Your Vision and Your Why Table

Workshop 2: What's Going on in the Market

Aligning your tourism idea with what's happening in the market.

Worksheet: Market Research Table

Workshop 3: The Competition

Understanding why competition is good and who your competitors are.

Worksheet: Your Competitive Set Table

Workshop 4: Your Strengths and Challenges

Understanding your own strengths and challenges and those of the location your business will be in.

Worksheet: S.W.O.T. Analysis Table

Workshop 5: Nailing Your Best Opportunity

Using your Big Why, your research, your competition and your S.W.O.T. to fine tune your tourism idea.

Worksheet: Elements of Your Opportunity Table

At the end of Session 1 and these first 5 workshops, you will have an exciting, clear understanding of exactly what your tourism business idea should be.

OPTIONAL COMPLETION CERTIFICATE FOR:

Business Plan Part 1: Introduction and Market Research



DEVELOPING YOUR TOURISM BRAND STORY

Ignite your tourism brand story to differentiate and compete! Step Two of the Firecircle 5x5 Method offers 5 animated video workshops and useful templates to take you through what it means to build your unique tourism brand - what makes your idea the ONLY one out there like it.

STEP TWO

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BRAND STORY

Workshop 1: Your Uniqueness

Understanding the unique qualities of your business idea and what that will mean to your market.

Worksheet: Uniqueness

Workshop 2: Values-Based Market Connection

Your values and the authenticity of your idea need to align with your customers' values.

Worksheet: Connecting With Your Market's Values and Motivations

Workshop 3: The Place You Hold in the Market

The deep themes and values that are embedded in your business idea establish how your clients think of your brand.

Worksheet: Identifying the Brand Story Themes in Your Tourism Business Idea

Workshop 4: The Five Senses of Brand Storytelling

Exploring how the five senses are foundational to your brand story and how your clients experience your idea.

Worksheet: Identifying the Five Senses in Your Brand Story

Workshop 5: Tell Your Story

Bringing together your Big Why, your Uniqueness, your Values, your Brand Promise, Brand Personality and Visual Identity to tell your story.

Worksheet: Playing with Words, Your Brand Promise and Your Brand Essence

At the end of Session 2 you will have a much deeper understanding of how to tell your story and what you will mean to your clients.

OPTIONAL COMPLETION CERTIFICATE FOR:

Business Plan Part 2: Brand Story and Marketing



DESIGNING YOUR TOURISM OPERATIONS

Fire up your tourism operations to burn the brightest! Step Three of the Firecircle 5x5 Method offers 5 animated video workshops and detailed templates to walk you through designing your business operations - all those systems and processes, both in front of your guests and behind the scenes, that make sure you are delivering exactly what you mean to. We coach you on organizing your operations according to your vision and your brand story – and even how to achieve cultural, environmental and financial sustainability while you're at it!

STEP THREE

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OPERATIONAL DESIGN

Workshop 1: A Day in the Life of Your Tourism Business Idea

A great workshop that helps you imagine the what kind of daily activities your business will require and then design the operations accordingly.

Worksheet: Planning My Operation: Morning, Daytime & Evening

Workshop 2: Your Brand Story in Operations

Embedding your brand story in your operations: your brand lives in everything you do.

Worksheet: Brand Story in All Parts of Operations

Workshop 3: Client-Facing Operations

The operational systems and processes that will be experienced by the guest/client.

Worksheet: Charting Your Guest Platform

Workshop 4: Behind the Scenes Operations

Designing your back-of-house, behind the scenes operations for successful experience delivery.

Worksheet: Systems and Processes

Workshop 5: Sustainability in Your Operations

What does it mean to be competitively sustainable and how does that affect your environmental, socio-cultural and financial sustainability?

Worksheet: Design Your Own Sustainability Model

At the end of Session 3 you will have a blueprint for your business operations.

OPTIONAL COMPLETION CERTIFICATE FOR:

Business Plan Part 3: Operations



DESIGNING YOUR TOURISM PRODUCT AND SERVICES

Spark your tourism design to outshine the competition! Step Four of the Firecircle 5x5 Method offers 5 innovative workshops and super useful templates to help you get creative with your physical design: how to create, buy or build equipment, spaces and experiences that carry your unique brand story, deliver a sense of place and give your client that 'wow' feeling. Step Four guides you through the planning and presentation of your physical environment and services to work with your business operations – and spark ultimate guest engagement.

STEP FOUR

STEP FOUR

PHYSICAL DESIGN

Workshop 1: Your Brand Story in Design

How brand story guides the design of your product and/or facilities.

Worksheet: Your Brand Story in Your Design

Workshop 2: Using the 5 Senses in Design

How your product or facilities can carry the look, feel, sound, taste and smell your brand stands for.

Worksheet: Assigning the 5-Senses to Your Design

Workshop 3: Designing for Ultimate Guest Experiences

Creating an environment that delivers on your brand story and is transformational for your guests.

Worksheet: Imagining the Ultimate Design of Your Product

Workshop 4: Physical Design for Operational Success

How the physical design of your product and/or facilities can help or hurt your operational success.

Worksheet: Behind-the-Scenes Design

Workshop 5: Designing for Sustainability

How to design your product and/or facilities for the four levels of sustainability.

Worksheet: Assigning Sustainable Design to Product and Facilities

At the end of Session 4 you will understand how you will need to design your product and/or facilities and have some idea of preliminary costing research.

OPTIONAL COMPLETION CERTIFICATE FOR:

Business Plan Part 4: Product Design



TOURISM MARKETING AND FINANCIAL MANAGEMENT

Blaze your way to smart pricing, partnerships, packaging, marketing and cash flow management! Step Five offers 5 robust workshops totaling approximately 4 hours of animated video content, useful templates AND fillable Excel spreadsheets. Step 5 is all about the money – making it and organizing it! The financial side of any business is often the most challenging part for new - and even experienced - entrepreneurs. The Firecircle 5x5 Method coaches you on 5 key concepts: how to arrive at the right Pricing, how to create Partnerships and how to build Packages with suppliers and the travel trade. We also tie together many of the concepts from the Firecircle 5x5 to complete your Sales, Marketing and Distribution Strategy. Most importantly, we show you how to pull together your business costing and revenue forecasting to understand the king of all business tools, your Cashflow.

STEP FIVE

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FINANCIAL PERFORMANCE

Workshop 1: Value & Price

What does value mean and what is the right price?

Worksheet: Your Pricing Bandwidth

Workshop 2: Capital and Operational Budgeting

Building your capital budget and estimating the key revenue and expenses for your business.

Worksheets: (1) Capital Budget Planning, (2) Expense Budgeting

Workshop 3: Partnerships, Packaging & Pricing Strategy

The benefits of partnerships, packaging your goods & services and net pricing.

Worksheets: (1) Partnership Opportunities, (2) Packaging, and (3) Net Pricing

Workshop 4: Marketing, Sales & Distribution

Your marketing plan comes together: brand story-driven marketing strategy, tactics, sales and distribution plan.

Worksheets: (1) Marketing Tactics, (2) Sales Channels and Distribution

Workshop 5: Forecasting Revenues, Expenses and Cash Flow

How to estimate your sales, your net income and the importance of cash flow.

Worksheets: (1) Estimating Revenue & Expenses, (2) Cash Flow Planning

At the end of Firecircle Session 5 you will understand how the market drives price, how to plan your pricing, how to cost out your tourism product idea and budget your operations, how to create partnerships and packaging, understand net pricing, select your sales channels and complete the financial planning for your business idea.

OPTIONAL COMPLETION CERTIFICATE FOR:

Business Plan Part 5: The 4 P-s of Marketing and Financial Management