

# Strategy and Business Planning Workshop

**The tools to help you future proof your business.**

Vision XS use a unique market leading methodology called the '5 Models' to help visitor attraction operators and management teams prepare development strategies for growth; estimate and understand their market, create memorable visitor experiences and deliver viable operational plans to future-proof their business.

This Workshop is borne out of the success of the 5 Models, which has been delivering results for businesses in the attractions sector for over 25 years.

The Workshop is **bespoke to your business**, using **your data** and **your objectives**, and will allow you to **test and shape new ideas or renew and refine existing strategies**.

By the end of the workshop you will have a robust business plan tailored to your business, and a calculated sense of optimism and enthusiasm about the future.

**The workshop will help you to develop a 5-year strategy which includes:**

- Exploring different business models and building more resilience into your income models
- A review of the current visitor experience and identifying what is needed to improve it, plus test out potential new additions over the next 5 years to make sure they deliver a positive difference
- Developing an immediate working cash flow to help your business through the next 18 months and then beyond for 5 years
- Creation of a cost model capital plan
- Development of an operational cost model control plan
- Testing out different model sensitivities
- Carrying out a high strategy risk assessment

## Who should attend the bespoke Workshop?

Operators of visitor attractions with responsibility for:

- Visitor Experience
- Marketing
- Finance
- Operations

It is recommended that two to four people attend. The Workshop is interactive and completely tailored to your business goals.

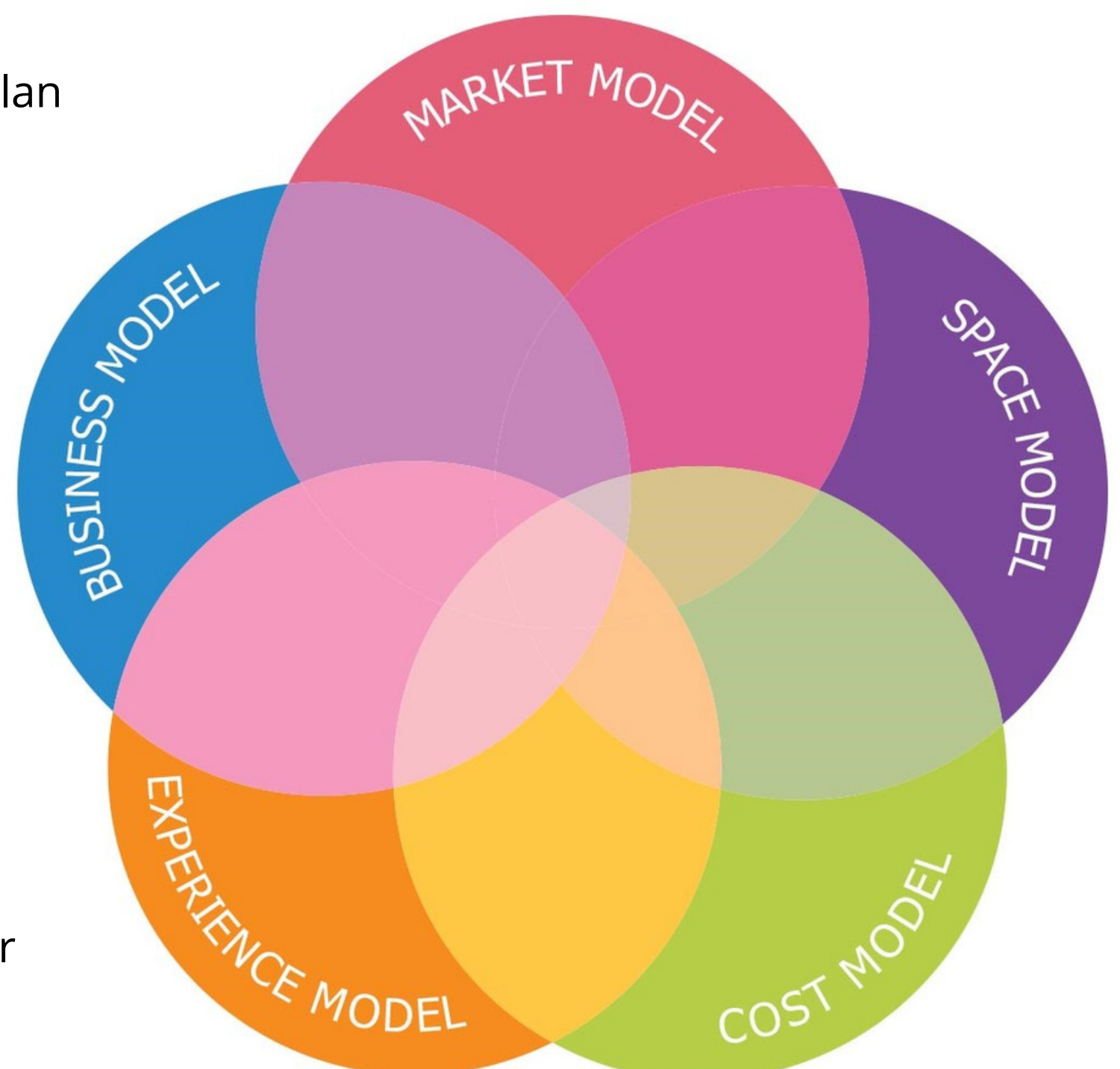
## About Vision XS

A proven track record in supplying strategy and analysis to the attractions industry for 25+ years.

Vision XS' proprietary models have been used with huge success, delivering results within 5% of the projected attendance and financial forecasts many times. Vision XS is the go to strategist for many large National and International organisations and companies, and has been running successful workshops for the past 5 years.

**The industry experience, guidance and support we received has been invaluable in shaping the master plan for the next 10 – 15 years of our business. Tony and his team have been a pleasure to work with, their collaborative approach ensures that what is proposed fits the location, the culture and vision for the future. Backed up with solid research, science and demonstrable results seals the deal and ensures buy-in”.**

**Simon Townsend**  
**Operations Director, Longleat**





# Sample programme over four days (varies according to client needs)

## Day 1: Morning: Lots of analysis

- Introduction to the 5 Models – seminar • Market Model
- Experience Model and identifying gaps • Investment history analysis • Marketing history analysis

## Afternoon: Getting down to business

- Business KPIs analysis • Day Banding Analysis – breaking down your operational year into 5 types of days and looking at the profitability and operations of each type of day • Space Model

## Day 2: Morning: Summing up the analysis

- Complete the business/market analysis template, where you are now and what the possibilities are going forward • Write up the SWOT analysis and risks to the business going forward

## Afternoon: Starting to develop the bones of the strategy. 1st iteration

- Develop and improve the experience offered (we will re-run the experience models to see what difference they make) • Diversify the income models (premium, events, accommodation, retail etc)
- Set up monthly cash flow forecast parameters • Complete new amenity and component templates

## Break in the programme for Vision XS to run the models

## Day 3: Morning : Refining the strategy. 2nd and 3rd iterations

Re-run all the models to hone the strategy including:

- Look at cash flow forecasts • Look at the banded profit and loss

## Afternoon: Stress testing the strategy

- Run the sensitivity analysis including cost over runs, lower income • Write the strategy risk register

## Day 4: Presentations and strategy write-up

- Document the strategy • Freestyle technical sessions to look at any specific issues • Presentation of the new strategy • Sign off and Vision XS endorse the strategy

## How is the workshop delivered?

You have three options:

### Option 1: The Vision XS Strategy Suite, Wallingford, South Oxfordshire

You and your colleagues join us at our offices. Delegates must bring their own laptop, ideally no Mac books, installed with Windows Excel, Word and Powerpoint. Lunch will be provided for each day. Vision XS will arrange your accommodation, however the cost is not included as part of the package.

**Option 2: Onsite at your location:** the same programme content but hosted at your attraction.

**Option 3: Online using TEAMS:** the same programme content but each session is hosted virtually.

## 5 reasons to take part in the Workshop:

1. Build a high quality strategy for your attraction
2. Test and shape potential new ideas or renew and refine existing ones
3. Take a deep dive into your Visitor Experience and look for ways to exceed expectations
4. Explore the size of your market
5. Review the pricing strategy and funding model of your attraction

## For more information and details of costs please contact us:

Telephone: 01491 528900

Email: [events@visionxs.co.uk](mailto:events@visionxs.co.uk)

[www.visionxs.co.uk](http://www.visionxs.co.uk)