

From Metrics to Mission

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Intro & Context

- Introduction
- Drafting a "Vision of Success"
 - Not a "vision statement"
- A picture of what will be different in your passengers' (or your visitors') world because they traveled with you

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Sample Missions

- Nouns and Verbs
- Goals and Objectives
 - Revenue?
 - Fellowship?
 - Education?
 - Affinity?
 - Other?
- The strategic plan



Talk Through Examples: Tactics to Mission



- Phone call from past traveler
- Social media posting
- Meeting with lecturer or host
- Plan past pax reunion event
- Inspect new type of ship

The Big Question

“How will your passengers’ lives change because they traveled with you?”

- Think “before and after”
- Write it out



Keep in Mind

- Pick a time frame
(1 to 3 years?)
- Identify your “Why?”
- What are your
community’s needs?
- Map the pax journey
 - Emotional, personal
- Write a first draft of the
future vision (“after”)
 - Write from the heart
 - Get in the future,
and get personal
 - Go quickly
(*hot pen* technique)

Share

- Before you fulfill your mission
- After you fulfill your mission

A Word About Balance



- Breadth
 - Attracting new members to your travel community
- Depth
 - Strengthening the connection to existing members

Discussion and Further Thoughts



Thank you!

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