From Metrics to Mission

Andy Shaindlin
Vice President, Switchboard
andy@switchboardhq.com

ETC
Bermuda
February 2018
• 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
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!

andy@switchboardhq.com