

**2024**  
**Annual Strategy Day**  
**Agenda (insert date)**

Meeting expectations (8:45-9:15am)

- Best business & personal news in the last 90 days
- What are your expectations for the meeting?
  - Is there a problem that you want us to help you solve?
  - Do you want to learn something?
  - Anything else?

2023 Accomplishments (9:15am-9:30am)

- Personal & Professional
  - What did we do well as a company?
  - What did you do well personally?
- What enabled the accomplishments?

Journey Line Exercise (9:30am-10:00am)

- Past & Present: Identify key dates/milestones/accomplishments for BTI 2009-2023
- Future: What will TAP bring to us & the tourism industry? Where do we see ourselves in the future?
- What stands out to you?

Break (10:00am-10:15am)

2023 Review (10:15am-11:00am)

- Financials
- Sales goals
- Marketing metrics
- What key points stand out? /What did I miss?

Delegation Exercise (11:00-12:00)

- What do you think you have to hold onto?
- What can you let go of?
- Who would you give it to on your team?
- If you do that what capacity does that open up for you?
- How can you use that capacity towards the effective & efficient application of our services?

Lunch (12:00-1:00pm)

2024 Goals & VTO (1:00pm-1:45pm)

SWOT Exercise (1:45pm-3:00pm)

- Where should we focus next year?
- What are the benefits in moving forward on these areas?
- Is there anything else we need to consider to move closer to our goals?

- What else may we do to move closer to our goals?

Break (3:00pm-3:15pm)

Super Powers Exercise (3:15pm-3:45pm)

Closing (3:45pm-4:00pm)

- Were your expectations met?
- What stood out to you?
- 3 things you are grateful for - use the sentence "I am grateful for..., it makes me feel..."