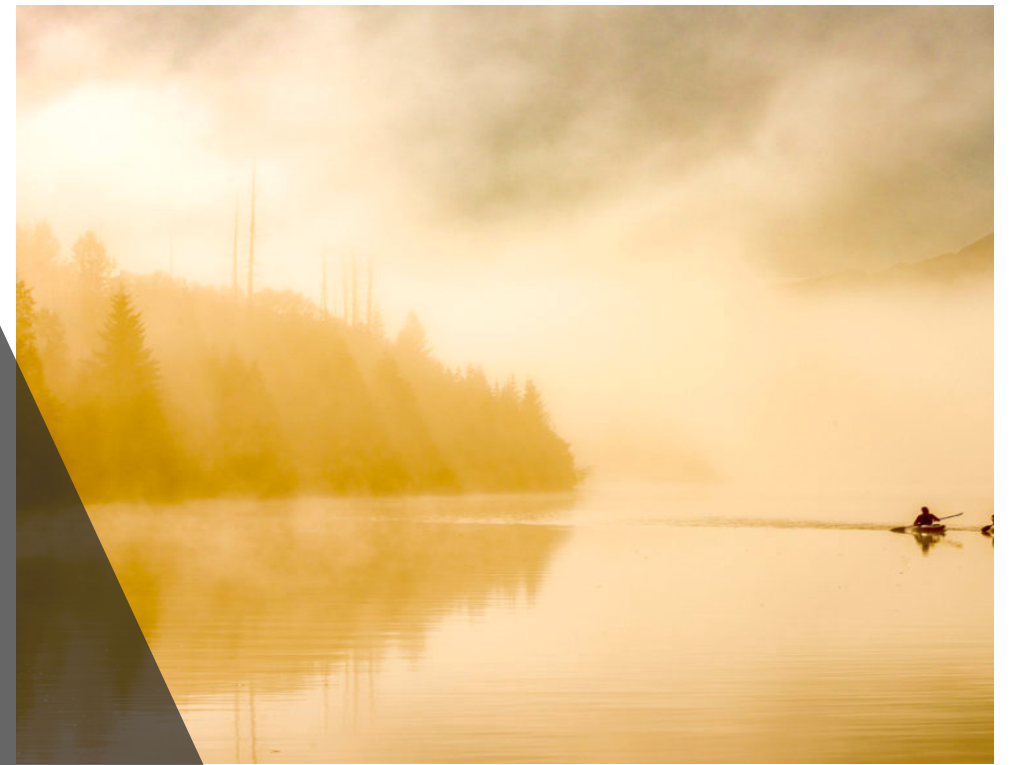


**Your story to
tell....**





“Emotional story sharing creates priceless value”

“Reason leads to conclusion: emotions lead to action”

Kevin Roberts

VUCA World



VUCA WORLD

Volatile

Uncertain

Complex

Ambiguous



SUPERVUCA WORLD

Vibrant

Unreal

Crazy

Astounding



The Four Agreements

01

Be impeccable
with your
word

02

Always do
your best

03

Don't make
assumptions

04

Don't take
anything
personally

Creating Lovemarks

Principles:

Be Passionate

If you don't love your business they won't either

Involve Customers

Be committed to change

Celebrate Loyalty

They must be full participants

Find, Tell & Retell Great Stories

This opens up new feelings, meanings & connections

Accept Responsibility



Tell the story of progress being made – be authentic + optimistic

Don't be afraid to tell the stories of rebuilding –

- ✓ **create a reputation for resilience and resurgence**

Be consistent with the language used to describe the regions and experiences:

- ***Real Adventures***
- ***Vast, diverse region***
- ***Pristine environment***
- ***Seclusion, remote***
- ***Wild & natural landscape***
- ***World class guided adventures***
- ***Land of small cities, towns and villages***
- ***A richly storied past, new emerging activities***



Quickly correct miss information

- ❖ **Many are geographically challenged – be clear on the regions and accessibility**

Support familiarization trips with media and trade

Communicate, communicate, communicate

Continue to create/curate compelling content, images and experiences

- ❖ **Share across all your platforms**



From the headlines:

"The big part of it will be used to replant areas that otherwise wouldn't be replanted and that provides a lot of environmental benefits" *April 6, 2018*

"New tourism funding and new ferry route will help draw more visitors. The return of ferry service between Port Hardy and Bella Coola will bring more tourists to the area." *March 13, 2018*



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