

## ATTRACTIONS EXECUTIVE BUSINESS COACHING



Every professional athlete has a coach.

The coach analyses past performance, identifies improvement areas, coaches new strategies, shares past experiences, sets goals and prepares athletes to reach goals.

**Attraction Executives  
also have business coaches!**

Throughout the attractions industry even more so, is the importance of an Attractions Executive Business Coach. The attractions industry is by comparison very small as compared to other industries. Thus the pool of highly experienced and talented individuals is very rare. With the growth of the attractions industry in new growth regions, there is a need for businesses to support their 'new to the attractions industry' executives with an Attractions Executive Business Coach.

Attractions Academy coordinates Executive Business Coaches for the attractions industry who have many years experience working within the attractions industry. Most coaches have often been working in a variety of operational and specialist roles before working on the strategic planning, development and opening of new attractions around the world. Just like the athletes coach, an Attractions Executive Business Coach prepares Attraction Executives to reach their goals by reviewing the needs of the role, sharing their experiences and offering vital support.

### **Attraction Executive Business Coaches available to support:**

**Operations, Human Resources Management, Training & Development,  
Attractions Leadership, Employee Engagement, Organizational Culture,  
Attractions Retailing, Food & Beverage Management,  
Attractions Marketing, Service Excellence Management**



# ATTRACTIONS ACADEMY



## Process

The Attractions Executive Business Coach serves the role of a mentor, sounding board, source of attractions experience, source of ideas, approaches and knowledge, as well as providing honest feedback.

The Attractions Executive Business Coach develops a relationship with the business executive built on trust. So that the executive feels free to share their challenges, obstacles and experiences in order to have their coach reflect and offer guidance, to be used as a sounding board, to ultimately improve business performance.

The Attractions Executive Business Coach asks questions, shares insights, gives feedback, and provides support. They practice active listening, reflection and building rapport, sharing attractions specific case studies, best practices and experiences.



## Benefits

Every Attractions Executive has different needs and experience. There are limited options in regards to gaining attractions specific experience except by spending valuable time within an operation. Attractions Executive Business Coaching offers the following benefits:

- To seek assistance in understanding attractions business strategy, alternatives and best practices.
- To gain insight and assistance in developing the culture of an attractions organization and developing leadership skills to impact that culture for an attractions environment.
- To engage a confidential sounding board, someone in whom the Attractions Executive can confide and seek objective and unbiased feedback.
- To rapidly improve leadership and strategic decision making of an Attractions Executive team.

### *Memberships and Industry affiliations*

