

Workshop: Strategic Resilience in Practice

Turning theory into operational strength for Lapland's tourism entrepreneurs.

The Silent Actor

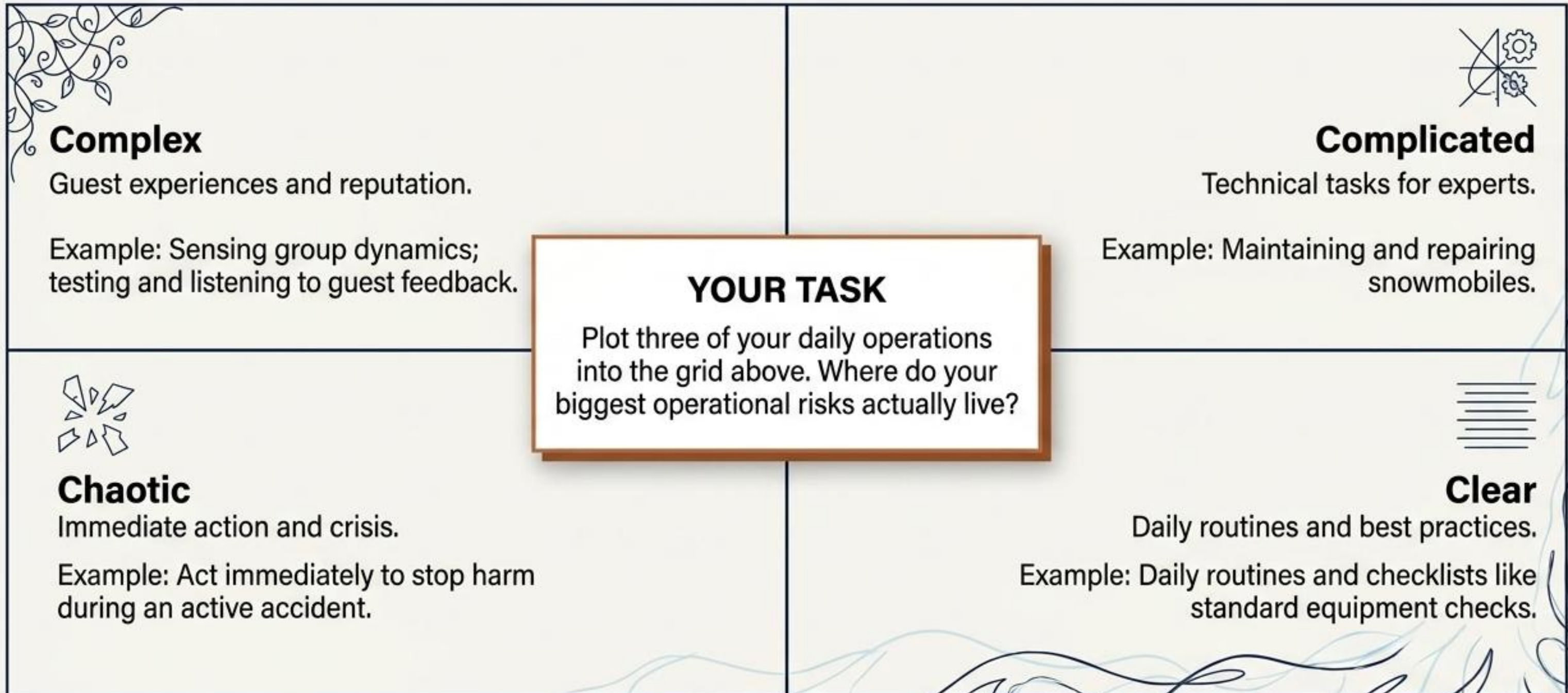
- Reacting to events as they happen.
- Doing the right thing, but keeping it hidden.
- Knowledge lives only in the owner's head; zero documentation.

The Learning Communicator

- Planning ahead and setting clear expectations.
- Safety is a visible, documented system.
- Turning daily lessons into strong routines for the whole team.

Goal: You will leave this 6-step workshop with a concrete plan to shift your business from Silent Actor to Learning Communicator.

Exercise: Mapping Your Daily Operations



Exercise: Building Your Defensive Gates

Gate B (Boundaries)

The Front Door

Concept: Define who the service is NOT for.

Function: Outlines physical limits to build the right expectations before booking.

Your Task: Write one fair, clear Gate B sentence for your website's booking page.

Gate C (Stop-Rules)

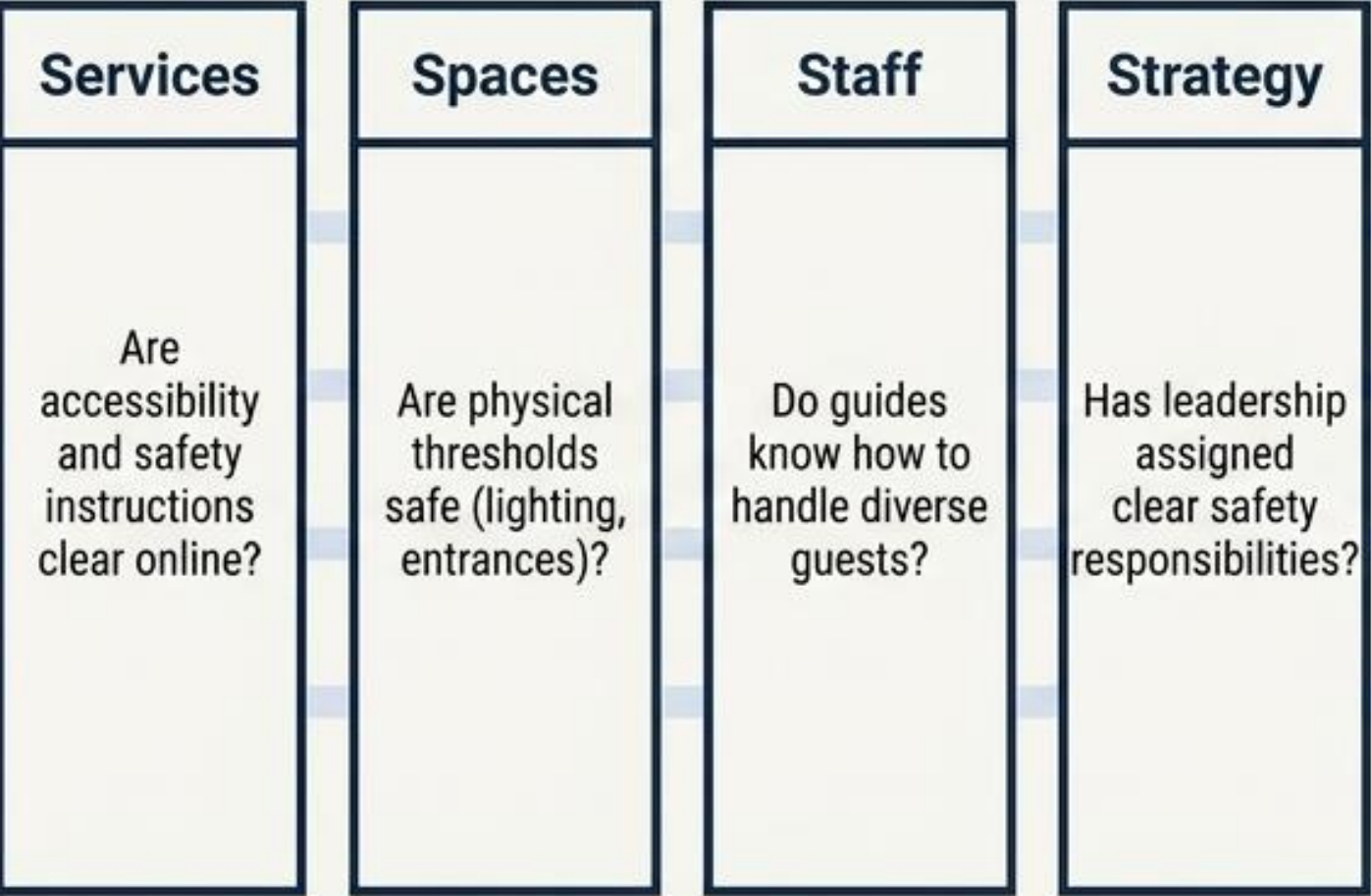
The Field

Concept: Set strict, non-negotiable conditions to halt an activity.

Function: Empower every guide to say "stop" in the field without asking permission.

Your Task: Define one strict Gate C condition for your frontline staff.

Exercise: Diagnosing Operational Bottlenecks



YOUR TASK | Pick one critical gap in your Staff roles or Strategy. Score its risk (Likelihood × Impact) using the Matrix. Where are your rules missing?

Exercise: Sensing Weak Signals



Step 1: Listening to the Wind (Sensing)

Watch actively for 'weak signals' before a branch breaks.

- A guest's hidden fear
- A tired guide
- A sudden shift in local weather

Step 2: Reframing the Data

Near-misses are valuable data, not a source of shame. Act on the signal before it becomes an event.



Step 3: The 24h Deviation Pipeline

Turn every minor deviation into one micro-action or rule tweak within 24 hours.

YOUR TASK Identify one recurring 'weak signal' from your last season (e.g., an equipment glitch or a recurring guest misunderstanding). Design a 24-hour micro-action to address it.

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Your 90-Day Action Plan

The 3-3-3 Execution Pathway

Step 1

Finalize your chosen micro-actions from today's exercises.

Step 2

Implement exactly one small safety fix at a time.

Step 3

Keep it light enough to survive the high season.

The Golden Rule

The fix must NOT increase the daily workload for your frontline staff. Good safety systems reduce friction; they don't add paperwork.



**Safety is the
currency of
trust for your
brand.**