

# T3 Accelerator Coaching Program

**T<sup>3</sup>ACCELERATOR**

Sustainable Tourism & Outdoor  
Recreation Conference  
Astoria, OR  
October 10, 2019

# T3 ACCELERATOR PROJECT

**Designed for owners, operators, and senior managers of independently operated tourism enterprises in Bruce, Grey, Simcoe to access training solutions to develop and grow successful businesses in Ontario's most visited four-season tourism destination.**

**A collaborative project, started in 2017:**



**Supported by CFDCs, municipal depts., Tourism Simcoe County, and Destination Marketing Organizations across Region 7.**

# T3 ACCELERATOR PROJECT



### T3 Accelerator Three Thematic Areas of Owner/Operator Development



# T3 ACCELERATOR COACHING PROGRAM

## Formal Business Coaching

A continuous and formal transfer of knowledge, experience and support to tourism business that is proactive and measurable



### Business Assessment

A complete review of your business and tourism experiences you offer



### Business Coaching

Targeted toward the specific needs of your business



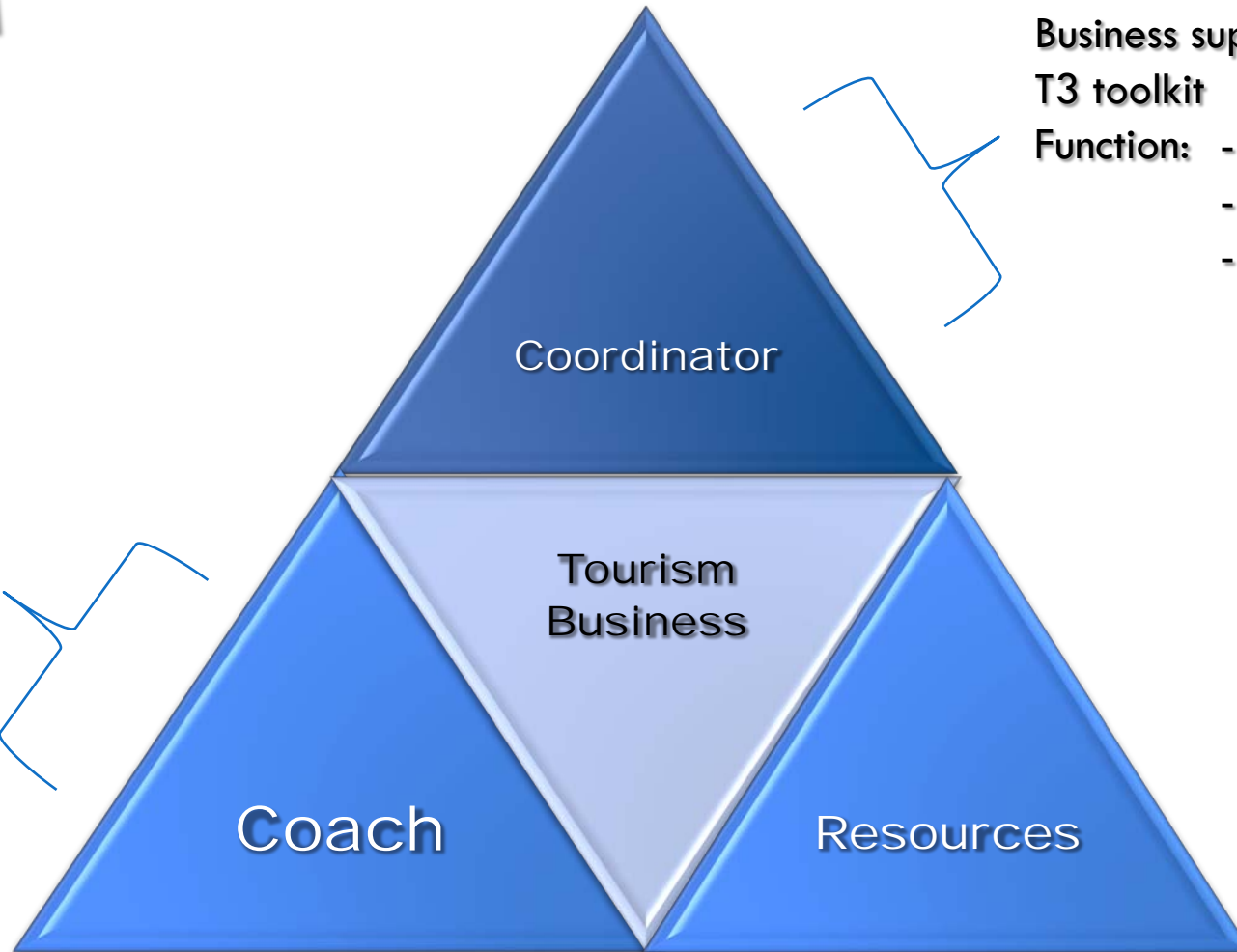
### Business Education

Connect to upcoming courses, workshops and resources

# WHAT MAKES THE COACHING PROGRAM UNIQUE

- **Targets tourism enterprise owners/operators/senior managers**
- **Leverages expertise and knowledge in our Region through the network created through Team**
- **Coordinators & coaches are KEY; And cost free to T3**
- **Foundation built from decade long program successfully run in Northumberland (Ontario)**
- **Participants able to access coaching when they need it for life**
- **Results are measurable and businesses are held accountable**

# T3 TEAM



Partner's in-kind support

Business support

T3 toolkit

Function: - recruit applicants

- administration

- maintaining relationship

Volunteers

Experts with career-long  
knowledge & skills

Willingness to share

Function: - advisors

- sounding board

## **A personalized approach to help you reach success by:**

- **Increasing productivity and profitability**
- **Becoming an effective leader and manager**
- **Improving marketing, sales and customer service**
- **Creating new tourism experiences and products**



# THE PILOT (MAY TO OCT 2018)

- **Added complete & extensive business assessment**
- **7 Business Participants → 6 tourism businesses & 1 festival and event**
- **The Team:**
  - **3 Coordinators**
  - **11 Coaches**
  - **Numerous Resource People**

# PROGRAM STATS — GENERAL MEASURES (AS OF AUG 31, 2019)

# of T3 Participants: **14**

# Coaching Sessions **27**

# of Team Members: **40**

**315 hours** → Business Interactions:

Coaches 13

Coaching: 81 hours

Coordinators 15

Coordinating: 135 hours

Resource People 12

On-site assessments: 99 hrs

**Team Meetings = 302 hours**

# PROGRAM STATS

## T3 Accelerator Development Learning Thematic Areas Coaching & Actions, as of August 31, 2019

	Coaching Sessions	Action Items Determined	Actions Implemented	Resources Provided
<b>TOTAL</b>	<b>27</b>	<b>81</b>	<b>62</b>	<b>46</b>
<b>Leadership &amp; Operational Excellence</b>	<b>16</b>	<b>20</b>	<b>15</b>	<b>10</b>
<b>Product Development &amp; Enhancing Visitors Experience</b>	<b>18</b>	<b>28</b>	<b>20</b>	<b>13</b>
<b>Sales &amp; Marketing</b>	<b>25</b>	<b>41</b>	<b>26</b>	<b>23</b>

Note: The summing together of “coaching sessions” and “action items determined” column will not equal the “Total” number on top row due to individual coaching sessions provide assistance in both general business and tourism specific areas.

**“Can't believe what we've gotten - access to these experts would have cost us so much more to engage”**

**“Keeps me motivated to work on my business in the off season”**

**“I feel linked into what's happening and I'm more likely to connect with others that can help me - and I ask for help with my business”**



**“It's re-affirmed I was on the right track. Its boosted my confidence.”**

**“Running a business is new for me and getting linked in and connected to experts has been helpful. Loved that we had quick connection and live interaction to experts we needed when we needed them”**

**“Interacting with T3 has made me feel like a rock star”**



# ONLINE PORTAL

System > Participants

## Participants

Search for...   [Advanced Search](#)

Date Approved	Participant Name	Business Name	Status	Last Coaching Session	# of Coaching Sessions	Total Hrs Invested
No data available in table						

Show  entries

Showing 0 to 0 of 0 entries

Coach  
suzanne@nottawasaga....

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# T3 Accelerator Coaching Program

**Sue Ainley, PhD**

**The Ainley Group**

**sue@ainleygroup.com**

**705-441-3370**

*Creating professional development solutions for tourism enterprises in BGS*

**T<sup>3</sup>ACCELERATOR** |