Introducing the DxO Model

1 Defining Needs

Visitor Needs	Stakeholder Needs	Our Needs	Industry Needs	What does this mean for us?
"Our visitors need	"Our stakeholders need	"We need	"Our industry needs	
2 Defining Your Focus: Initial Ideas				
innovation experience management product	What should the X stand for?		Discussion & Ideas:	Destination X Organisation
Defining Your Focus: Implementing Who will we be?	g Change What should our organisation do?		What is our core business model?	Internal Change & Transformation
What structures do we need?	What changes need to happen?		How can we develop a roadmap for change?	Strategic Change & Transformation