Planting the seed... creating wonderment and fascination
Can you be a musician without studying music?
Can you be a scientist without studying science?
Time for Action
So, fascination...
One team
Discover talents and use them wisely
Transformation in progress
So, fascination...
PURE
Classic phenomina
What did you learn? Or did you just enjoy our story?
Take aways

Need for a concrete translation from mission to strategy

Tension between dream and reality, how let things land

It’s a full-option package, you can’t do just one thing as it affects your whole organisation.

Keep your focus on the visitor without forgetting your organisation
“Mystery creates wonder and wonder is the basis of our desire to understand.”

—Neil Armstrong