

TODAY'S DISCUSSION



VB GROUP

MARKETING & EVENT RESOURCES

ASSOCIATION, EVENT AND MEDIA MANAGEMENT

YOUR OPERATION ON PURPOSE FIVE ALIGNMENT QUESTIONS EVERYONE SHOULD BE ASKING IN 2026

Our Discussion Today

- This is a **guided workshop, not a lecture.**
- Alignment questions for leaders in our industry
- Perspectives from both operators and industry partners
- A chance to step back and reflect on your organization
- **Leave with one idea you want to act on when you return home.**



ARE WE CLEAR ABOUT THE BUSINESS WE ARE REALLY IN?

Our industry is full of hardworking companies that move fast every day. But whether you operate coaches or support the industry as a supplier, it's easy to stay busy without stepping back to ask if everything in the organization is truly aligned. Today's discussion is about taking a short pause to ask a few simple questions that can help bring that alignment back into focus.

Let's dig in.....



ARE WE CLEAR ABOUT THE BUSINESS WE ARE REALLY IN?

- Motorcoach companies move people.
- Industry partners support those operations.
- But ultimately, we are all in the **service and relationship business**.

At the end of the day, whether you operate coaches or support the industry as a supplier, the real value we deliver isn't just transportation or products. It's the service, trust, and relationships that keep customers coming back.

Question: What do your customers or clients say you do best?



ARE OUR DAILY DECISIONS ALIGNED WITH OUR LONG-TERM DIRECTION?

Is our culture intentional or accidental?

- It's easy to operate in reaction mode.
- The strongest organizations make decisions that support where they want to go next.

In busy organizations, it's very easy to spend most of our time reacting to the issue right in front of us. But the strongest companies try to step back occasionally and ask whether the decisions they're making are actually helping move the organization in the direction they want to go.

Question: What recent decision clearly moved your organization forward?



ARE WE DEVELOPING FUTURE LEADERS IN OUR ORGANIZATIONS?

- Leadership continuity matters across our industry.
- Strong companies invest in developing people who can step forward when opportunities arise.

Most organizations have a few people who carry a lot of the responsibility. But strong companies look for opportunities to grow others on the team so that leadership isn't concentrated in just a few places.

Question: Who inside your organization is ready for greater responsibility?



ARE WE OPERATING WITH INTENTION OR JUST STAYING BUSY?

- Our industry moves quickly.
- But progress often happens when leaders pause long enough to think strategically.

In this business there is always something happening — a trip to run, a schedule to adjust, a problem to solve. But real progress often comes when leaders take a moment to step back and think strategically about the bigger picture.

Question: If you stepped away for a week, what would continue moving forward?



ONE ACTION STEP

- Take one minute.
- Write down **one action you want to take in the next 30 days.**

Let's pause for just a moment. Take a minute and write down one action you want to take when you return home. Sometimes one thoughtful step can make more difference than a long list of ideas.

Question: Just one step that improves alignment in your organization.



YOUR OPERATION ON PURPOSE

As leaders, we all move quickly in this industry. Most days are about solving problems and keeping things moving. But occasionally it helps to pause and ask whether the way we're operating today truly supports where we want our organizations to go.

If today's conversation sparked even one idea worth exploring when you get home, then it was time well spent.



THANK YOU



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