



# LIGHTS! CAMERA! ACTION!

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Chapter Worksheets

**Section: CAMERA!**



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## Setting the Stage

For the various parts of your property, outline what you want people to feel. Does your current environment deliver that feeling? Which touchpoints support those feelings?

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Accessibility: Knowing that the population is exploding with people in their golden age (notice it's only people under sixty who call it that), and that people with mobility issues make up 25 percent of the population, what areas within your property fail to meet the accessibility needs of your guests?

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From your analysis, in the next thirty days, what would you like to:

**START:**

**STOP:**

**CHANGE:**

## Your Set Design

How do your guests interact with your environment? Stand back and watch how they enter, what they do, where they go, and how they exit. Are there any points of confusion? Are there any barriers?

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Is your set dressed for success? What is your business doing to "act as if"?

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In Chapter 6's worksheet, you had to describe your perfect cast member (employee) for your production. Looking at your current staff, are they dressed for their role? Are they "acting as if"?

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From your analysis, in the next thirty days, what would you like to:

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**CHANGE:**

# Your Rehearsals Strategy

What strategies do you use to bring your teams together for rehearsals?

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How do you identify training requirements within your organization?

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Knowing the OECD's statistics on the lack of essential skills, what strategies will you use to build competencies within your workforce?

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Within the context of theatre, do your cast know their scripting and blocking for their daily performance? What is lacking?

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From your analysis, in the next thirty days, what would you like to:

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# Becoming a Learning Organization

Taking a deep look at your operation, where could your organization benefit from becoming more of a Learning Organization?

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How do you support your team members in stepping outside their job description to become more inventive and creative?

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What can your organization do to start thinking beyond policy, beyond current obstacles, and beyond its existing capabilities? (Hint: Look for areas where there are excuses... "That's the way we've always done it.")

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From your analysis, in the next thirty days, what would you like to:

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# Testing Everything

What areas within your organizations would wreak havoc if you had failures? (Think about anything that requires power or communications.)

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What checklists and “double-checks” can be put into place as an early-warning system?

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Looking at your workflows, where can you eliminate waste (time, cost, products)?

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Where, within your organization, could you eliminate the variables of “I thought...”?

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From your analysis, in the next thirty days, what would you like to:

**START:**

**STOP:**

**CHANGE:**

## CAMERA! Define Your SWOT

When it comes to being "Camera Ready," I spoke about first impressions, setting the stage, and supporting Experience Expectation.

I outlined the importance of checklists to ensure the capacity and performance levels of your staff, checklists to ensure that you know what you need to know, when you need to know it, and the importance of regular rehearsals.

These should be in the guise of regular training and testing sessions (even first responders, engineers, doctors, and professionals need to be regularly tested to ensure their credentials) and regular "stand-ups," or "pre-shifts" sessions.

Looking at your Camera! ... define your Strengths, Weaknesses, Opportunities and Threats (SWOT).

### Strengths

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### Weaknesses

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### Opportunities

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### Threats

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From the above, define what reality you would like to see this time next year.

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What steps need to happen in the next twelve months to make it happen?

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# CAMERA!

## CONGRATS! You're done Part 2 of 3!

As much as the **LIGHTS! section** is the underbelly of the organization, the **CAMERA! section** of the business is where you start making emotional connections with your audience (your customers).

"Judging a book by its cover," as much as we say we shouldn't, is human nature. People want to know that you are their people and that you represent their values. **CAMERA!** is where they SEE that.

Aside from setting up the physicality of your space, **CAMERA!** is the most significant point of investment. It is where you will spend the most money (outside of operational cost).

Having a sound strategy for the optics and visibility of your company, training your staff, and pushing for constant change pays a huge dividend in the long-term success of the business, and how it weathers the inevitable storms.

Take your time, focus on what's important and set your stage for success. If you haven't done so yet, go ahead and download the next section, the **ACTION!** worksheets [here](#).

If you would like someone to bounce ideas with, **book a free 30-minute brainstorming session** with me, at <https://meetme.so/MarcHaine>.

The promise is, this is **YOU time**.

At your service.



**Marc Haine**  
Service Expert, Master of Experiences,  
Public Speaker, Author



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