



















Can you be a musician without studying music?





















## lime +or

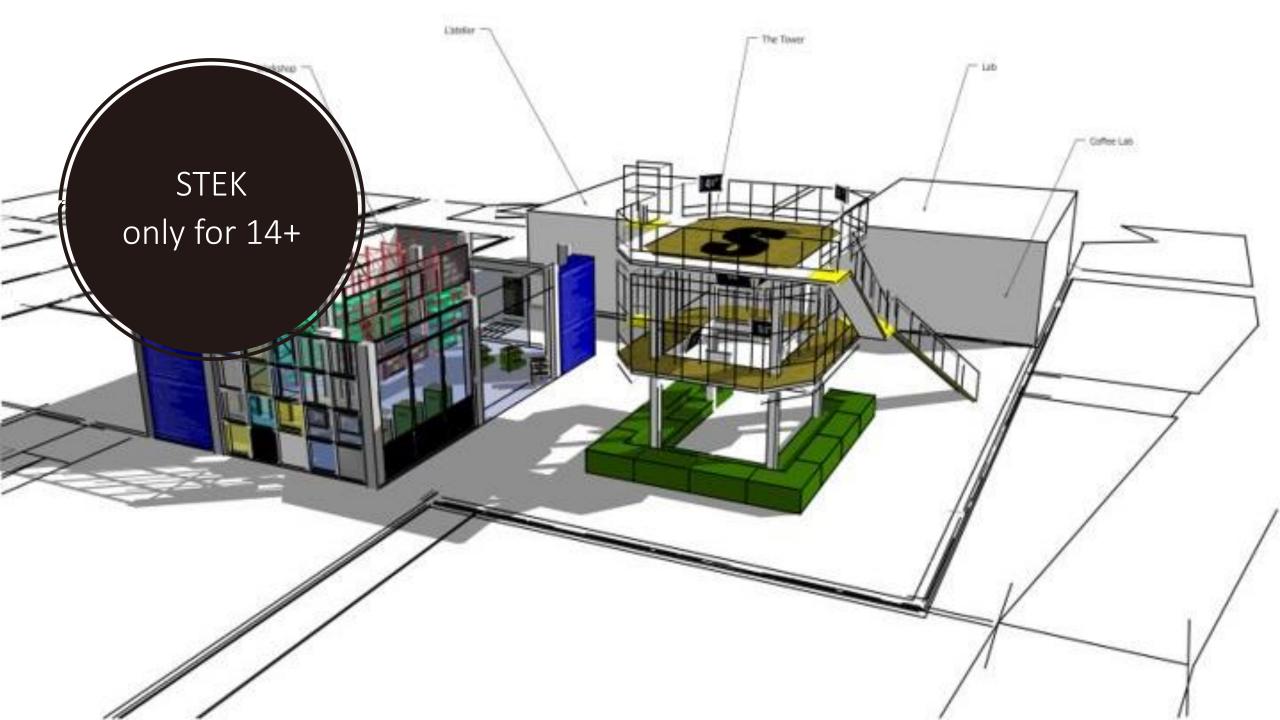




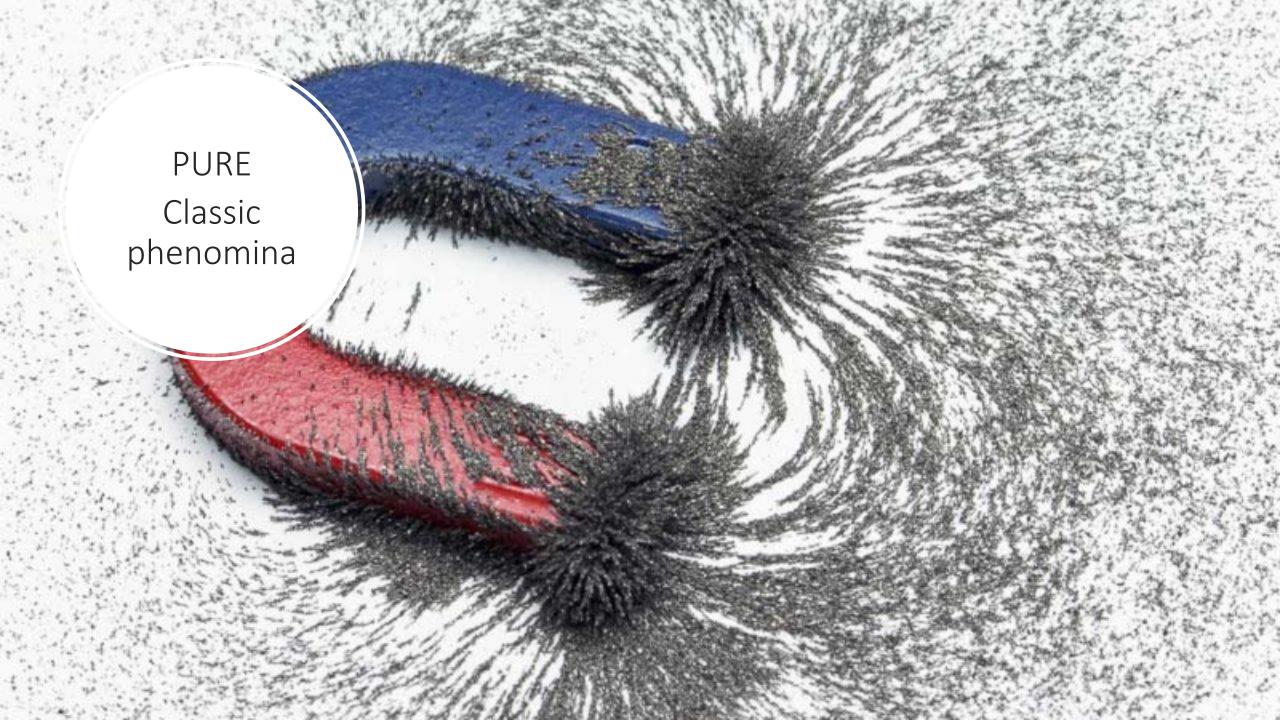














## Take aways



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