

# **ORVIS WINGSHOOTING RENDEZVOUS**

**PURSELL FARMS, ALABAMA  
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# ON GUIDING: OUR ROLE AND YOURS

“As a person providing a service into nature, you can orchestrate moments, put players in place, and set the stage, but the performance will be organic. It is the organic unknown that your guests intended to purchase (even though they will ask every question about every detail at least twice...they really do crave the variables within the controlled environment).

Note: *Organic Performance* is not be confused with *Shit Show*.”

- Heather Oberholtzer, CCL

# WHAT DOES A CLIENT WANT?

Customers, whether they can articulate it or not, want the following in their guided experience:

- They want to be cared for without feeling totally dependent.
- They want to feel a sense of teamwork in their success. (i.e. Not strictly being served, but being in integral part of the process.)
- They want a guide to be confident without arrogance (trust).
- They want to have fun. For some people that is laughing and sharing. For some it is watching and listening. For others it is just being away from the office, the kids, the spouse, the phone. (This is where the intrapersonal and social intelligences come into play; defining individual fun).
- Outdoor professionals are making a space for people who typically make all the decisions, have all the control, and all the responsibility. We take on the decisions, the control, and the responsibility, allowing them to relax. We give them the opportunity to fail, succeed, and feel small in a big world.
- We are all searching for affirmation and identity.

# WHAT DO WE WANT FROM OUR GUIDES?

- Based on the previous assumptions, what do we want from our guides? How do we communicate these wants?
- What establishes an *Orvis Endorsed* guide experience?
- What do YOU do to train your guides, and what traits/skills have you seen as critical?
- How can Orvis play a bigger role in enhancing the endorsed guide experience.
- Discussion...



# WHAT DO WE WANT FROM OUR GUIDES?

“If you give a good idea to mediocre team they will screw it up. If you give a mediocre idea to a good team, they will either fix it or throw it away and come up with something better. Getting the team right is the necessary precursor to getting the ideas right. It is easy to say you want talented people, and you do, but the way those people interact is the real key. So it is better to focus on how the team is performing, not the talent of the individuals who form it. Find, develop and support good people, and in turn they will find, develop and own good ideas.”

- Ed Catmull, co-founder Pixar