



CTRL+ALT +DELETE

**Reset Your Mindset, Reclaim
Your Message, and Rise Online**



How We'll Hit Reset Today

CTRL (Digitisation)

Regain control of your mindset in the attention economy.

ALT (Convergence)

Find smarter, alternative strategies across connected platforms.

DELETE (Discoverability)

Clear clutter and make your message easy to find.



Institute of Excellence

1:1 Business
Coaching

Live and Self-
Guided Online
Training

Speaking,
podcasting
and event,
social media
hosting

Regain Control

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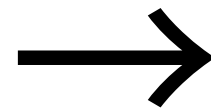
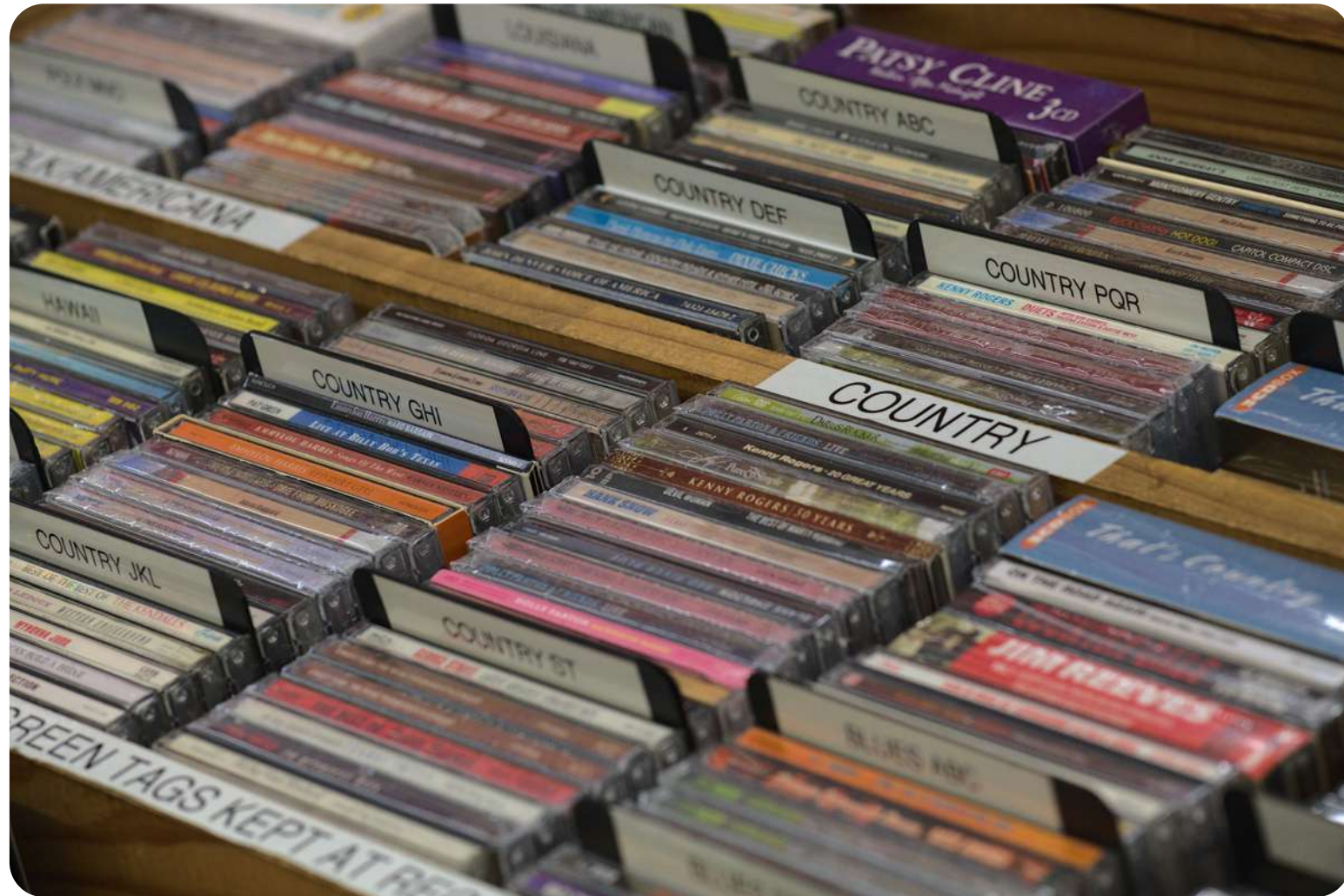
Clear clutter and make your message easy to find.

Digitisation changed the economy from
ownership → **access**!

Digitisation changed the economy from **owning your music**



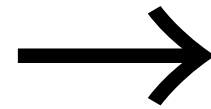
Digitisation changed the economy from **owning your music** → **streaming!**



Digitisation changed the economy from **owning your movies**



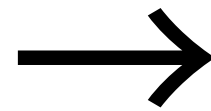
Digitisation changed the economy from **owning your movies** → **streaming!**



Digitisation changed the economy from **physical brochures**



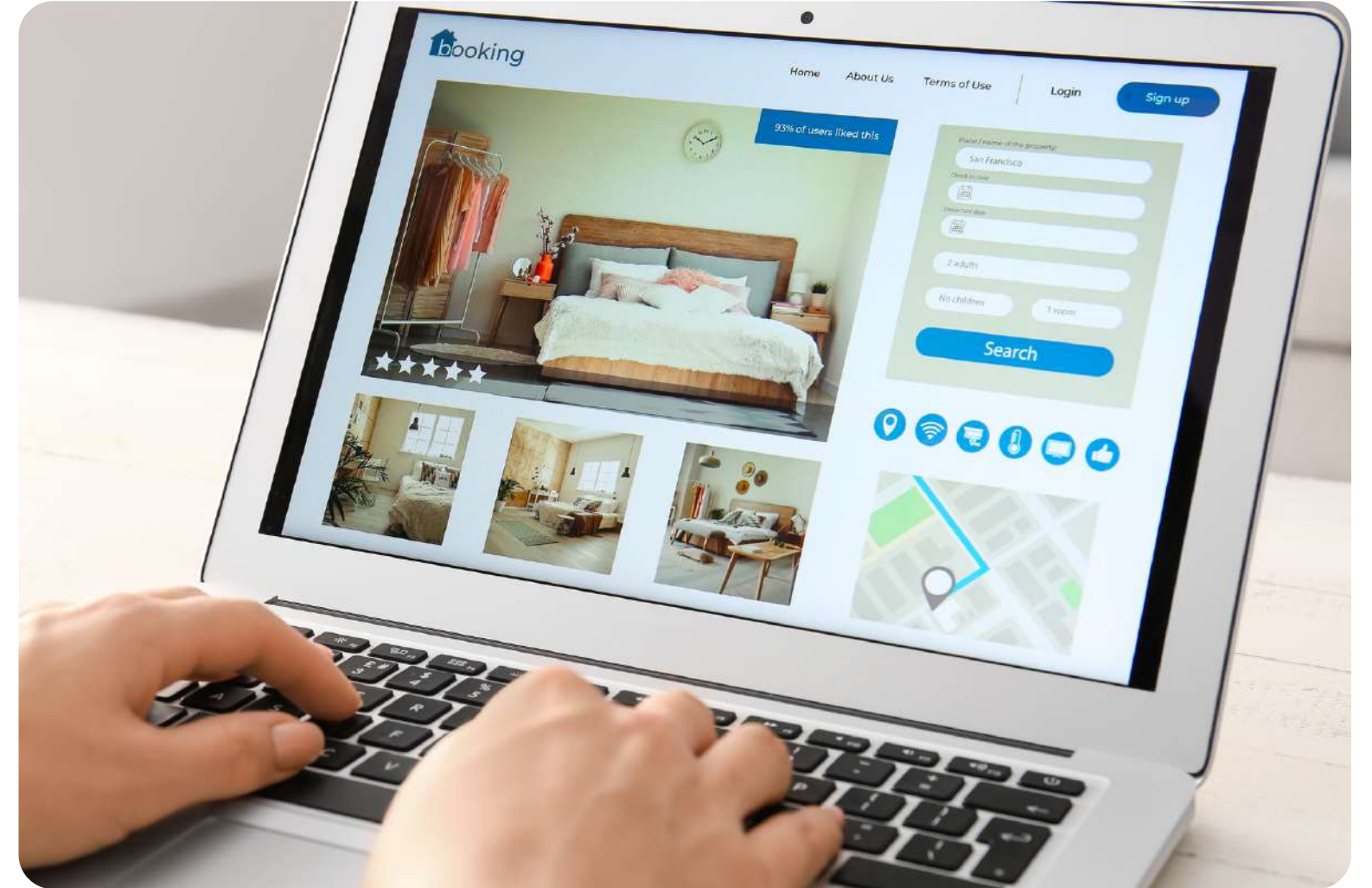
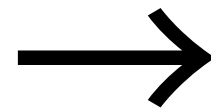
Digitisation changed the economy from **physical brochures** → **online access!**



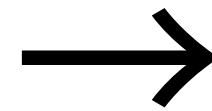
Digitisation changed the economy from **phone calls**



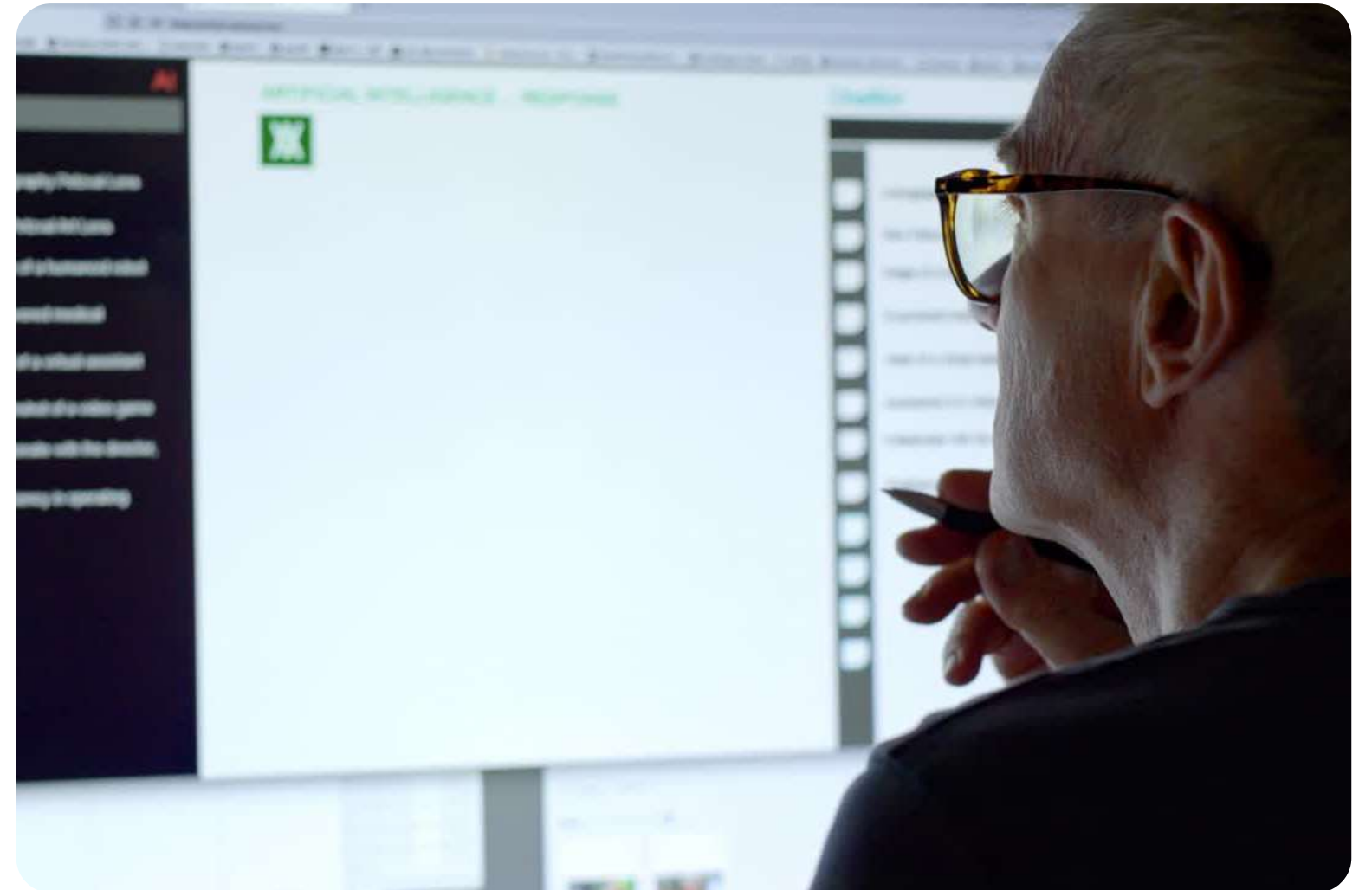
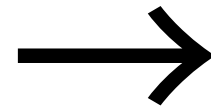
Digitisation changed the economy from **phone calls** → **online booking systems**!



AI changed the economy from **online access** **to**



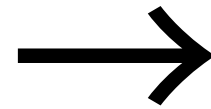
AI changed the economy from **online access** to → **personalised, predictive and instant insights!**



Digitisation changed the economy from **word of mouth**



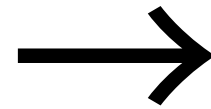
Digitisation changed the economy from **word of mouth** → **reviews and online reputation!**



Digitisation changed the economy from **static images**



Digitisation changed the economy from **static images** → AI & dynamic content!



**Attention is
now the
currency.**

**AI is the engine to
automate the
noise, and amplify
what matters.**

Control starts with a plan.

LET'S START WITH YOUR **GROWTH STRATEGY** USING AI



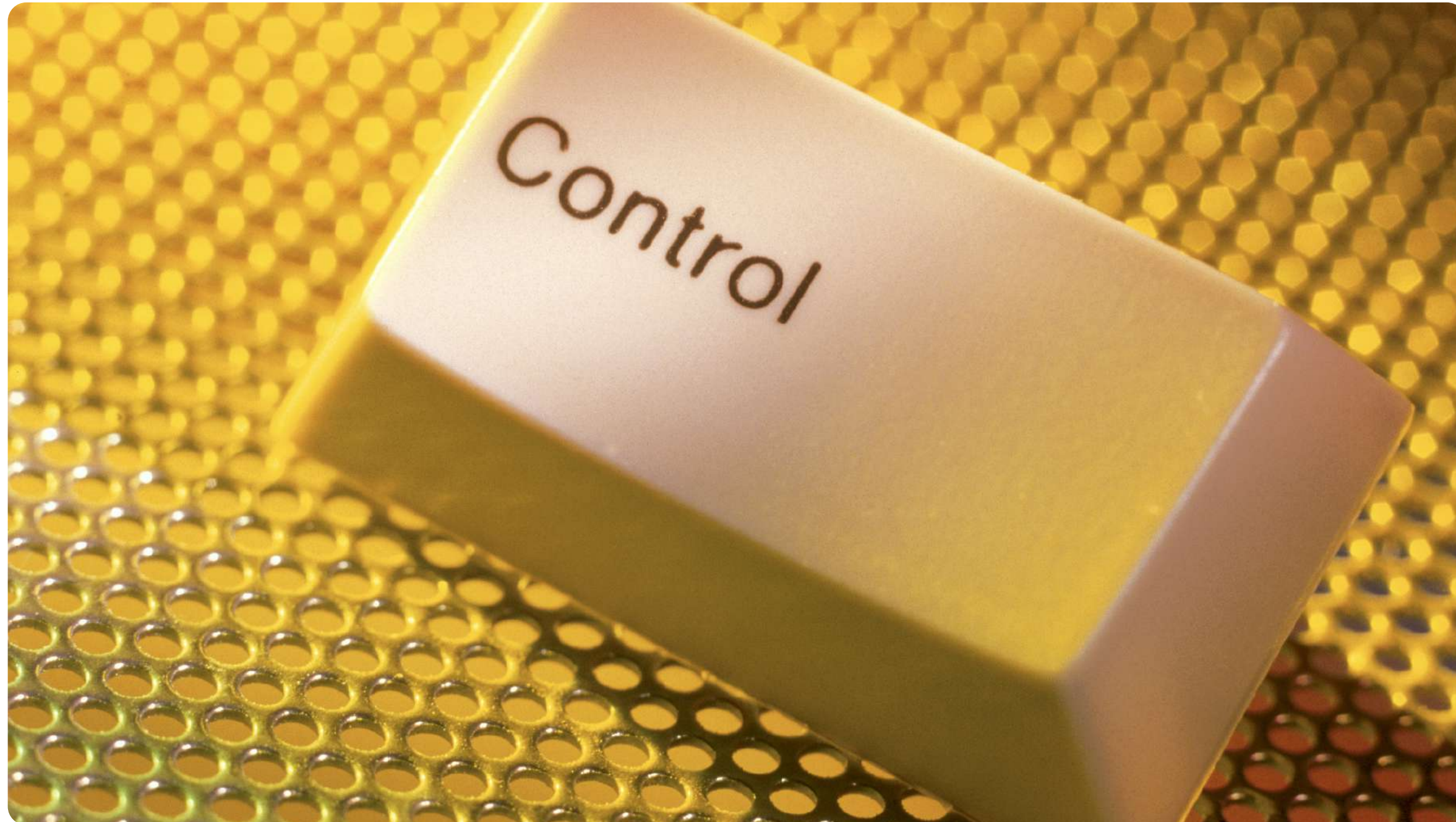
IT'S ALL IN THE PROMPT

My business exists to (**contribution**) so that (**impact**) for (**who**), particularly in the (**type**) industry.

My biggest challenge is (**problem**).

How can I leverage AI to (**ideal outcome**) while keeping it cost-effective and scalable?

“If you don’t take control of your digital story, platforms and algorithms will tell it for you.”



“If you’re not paying
for the product, **you**
are the product.”

Jaron Lanier

**Take Stock Before You
Take Charge**

Create vs Consume Audit



Answer the following questions with:

- **Yes, absolutely = 2 points**
- **Maybe, sometimes = 1 point**
- **No, never = 0 point**

1. I spend more time creating content for my business/organisation each week than scrolling and consuming others' content.

2. I focus on one main channel (e.g. Facebook, Instagram, Google) and post to it at least once a week.

3. I update my Google Business Profile with new photos, posts, or reviews at least once a month.

4. I repurpose at least one story (e.g. a an experience highlight, destination spotlight, review, or activity) across multiple platforms every week.

5. I use a calendar or scheduling system to plan content at least one month ahead.

6. I set clear time boundaries for when I go online and when I switch off most days of the week.

7. I use AI or automation tools (e.g. Canva bulk create, ChatGPT for captions, scheduling apps) at least once a month to save time.

8. I share reviews or testimonials as posts or graphics at least once a month as part of my online reputation strategy.

9. My content highlights emotional connection, benefits and outcomes (what benefits guests) rather than just features in most of my posts.

10. I feel confident and consistent about how my business/organisation shows up online month to month.

Results

Your audit reveals the extent of control you have over your digital story. In a digitised world, if you don't take control, platforms and algorithms will.

16–20: Resilient Creator

You're in control of your digital story.

Keep refining with AI and automation to make your content go further with less effort.

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16–20: Resilient Creator

You're in control of your digital story.

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8–15: Content Juggler

You're active but inconsistent.

Choose one main channel, set a simple schedule, and commit to sharing and repurposing one post per week.

Results

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0–7: Content Hostage

Platforms control you more than you control them.

Start small: update your Google Business Profile monthly, publish one post a week, and build from there.

CTRL ACTIONS

Regain Control with Simple Systems

[] **AI Assistant**

Draft, then edit

[] **Canva Batch**

One post → 10 assets

[] **System Block**

1 hour/week = create

[] AI Assistant

Don't start with a blank page. Start with a draft.

Demo Prompt Example (ChatGPT):

*"Write 5 Instagram captions for a [**tourism/hospitality business type: e.g., accommodation, tour, restaurant, camp**] that highlight the benefits of the experience (**e.g., connection, relaxation, learning, adventure, resilience**). Each caption should be under 100 words, engaging, and include a clear call-to-action encouraging the audience to book, visit, or enquire."*

[] Canva Batch

Repurpose reviews in 3 Easy Steps.

Step 1 – Collect Testimonials into a spreadsheet

- *Column A = Testimonial text*
- *Column B = Reviewer name (optional)*

Step 2 – Create a Canva Template

- *Design one branded post*

Step 3 – Use Canva Data Autofill

- *Upload your spreadsheet → map testimonial text → generate multiple testimonial graphics instantly*

Step 1: Collect Testimonials into a spreadsheet

Open recovered workbooks? Your recent changes were saved. Do you want to continue working where you left off?

A25					
	A	B	C	D	E
1	It was a pleasure to have Despina lead a series of professional development webinars for our region.	Goulburn Region Tourism (Google Review)			
2	Despina is extremely knowledgeable about passionate about the visitor economy and small business.	Goulburn Region Tourism (Google Review)			
3	Fantastic course! Great examples, useful tips and advice that we can take back to our team. Thank you!	Deanne (Google Review)			
4	Despina's expertise and insights into social media, tourism, customer service, and digital marketing make her an invaluable asset. - Eastern Innovation (Google Review)	Eastern Innovation (Google Review)			
5	Very informative and a high energy session about how to manage challenging customers! Thanks Despina!	Birds Eye View Consulting (Google Review)			
5	Despina made the training practical and very effective so that I can incorporate SEO and manage my online presence and reputation for my business.	Hayden House (Google Review)			
7	As a new small business owner of Hayden's House Food and Produce, who is still learning about technology, Despina made the training so engaging, simple and easy to understand.	Hayden House (Google Review)			
3	A fantastic course full of content, explanations and real life examples.	Lauren (Google Review)			
9	Professional and very positive experience.	Andy (Google Review)			
0	Very insightful and informative sessions. Thank you Despina for your time and sharing your knowledge.	Rambling Wine Tours (Google Review)			
1	Highly professional and helpful. Program taiolerd to meet all levels and the includes great support and information. Motivational and eductaional.	Port Albert Boat Harbour Jetty B n B (Google Review)			
2					

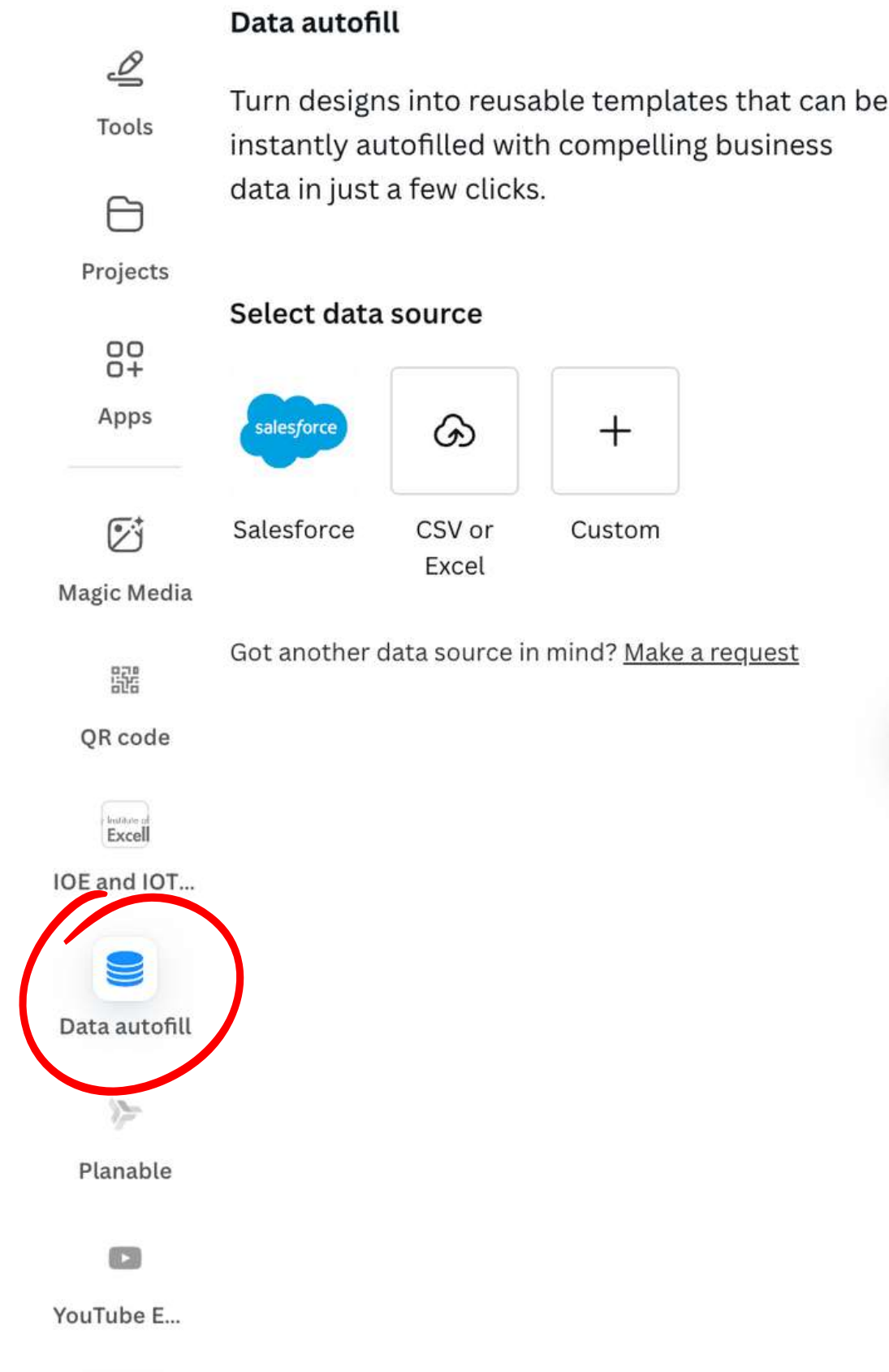
Example of testimonial template

WHAT OTHERS SAY

Fantastic course! Great examples, useful tips and advice that we can take back to our team. Thank you!

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Step 2: Create a Canva Template



Step 2: Create a Canva Template



Tools



Projects



Apps



Salesforce



CSV or Excel



Custom



Magic Media



QR code



IOE and IOT...



Data autofill



Planable



YouTube E...

Data autofill

Turn designs into reusable templates that can be instantly autofilled with compelling business data in just a few clicks.

Select data source

Got another data source in mind? [Make a request](#)

File

Editing

←

→

📄

👤

📊

💬

📶

Uploads

← Data autofill



Draw



Projects



Apps



Data autofill



Planable



YouTube

Add your data

Select sheet

Sheet1

Select range (optional)

From

A1

To

B12

Range preview

It was a pleasure to have Despina lead a series of professional development webinars for our region.	Goulburn Region Tourism (Google Review)
Despina is extremely knowledgeable about passionate about the visitor economy and small business.	Goulburn Region Tourism (Google Review)

Continue

Page 1 - A...

It was a pleasure to have Despina lead a series of professional development webinars for our region.

Despina is extremely knowledgeable about passionate about the visitor economy and small business.

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Page 2 - A...

WHAT OTHERS SAY

Fantastic course! Great examples, useful tips and advice that we can take back to our team. Thank you!

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27%

📄

👤

📊

💬

📶

Step 3: Create Multiple Content in One-Click

WHAT OTHERS SAY

Fantastic course! Great examples, useful tips and advice that we can take back to our team. Thank you!

x 10

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System Block

One Hour Weekly = Purposeful, Consistent Presence

“Plan with purpose, create with confidence, and show up consistently, instead of leaving your visibility to chance or the algorithms.”

**Digitisation is the reality.
Control is the choice. The next
step is how you share that
story across every channel
and that's where ALT comes in.**

Smarter Strategies Across Connected Platforms

CTRL (Digitisation)

Regain control of your mindset in the attention economy.

ALT (Convergence)

Find smarter, alternative strategies across connected platforms.

Convergence means multiple media channels — ***social, search, video, and maps*** — are no longer separate. They feed into each other and amplify (or dilute) your story.

The goal is not to be everywhere. It's to align your message across the right platforms so it travels further with less effort.

ALT ACTIONS

ALT (Convergence) in Action

1. Google Business Profile
2. SEO + AI Synergy
3. Content Repurposing Flow

**The zero-
click era.**

IS AI HURTING YOUR WEBSITE TRAFFIC?



Syntactics

How to Maximize AI Search Visibility in the Zero-Click Era



HOW DO WE
STAY VISIBLE
IN THE **ZERO CLICK**
SEARCH ERA?



ZERO CLICK AI SEARCH



Zero-click explained:

- 69% of Google searches in May 2025 ended **WITHOUT** a click.
- For every 1,000 searches in the US, only 360 clicks go to the open web.
- **YOUR MARKETING MUST INFLUENCE WITHOUT A LINK.**

AI Overview

Popular Gippsland towns to visit include **historic Walhalla, the coastal town of Inverloch, and the regional centres of Bairnsdale and Sale**. Other great options are the market towns of Warragul and Foster, the street art hub of Yarram, and the charming, smaller towns like Fish Creek and Loch. Each offers unique attractions like history, nature, food and wine, and art.

Historic and charming towns

- **Walhalla:** A restored gold mining town with a railway and preserved buildings.
- **Yarram:** Known for its impressive street art.
- **Loch:** A picturesque town nestled in the hills, ideal for a fairytale-like escape.
- **Trafalgar:** A town with historical significance, colonial-style houses, and a community garden.
- **Glengarry:** Features a well-preserved main street and the Narkoojee Winery.
- **Dargo:** An unpretentious town with rustic charm, located near the foothills of the Victorian Alps.
- **Tarraville:** One of Gippsland's oldest towns, with a history dating back to the 1850s.

Coastal and scenic towns

- **Inverloch:** A coastal town popular for its beaches and proximity to Wilsons Promontory.
- **Lakes Entrance:** A popular destination for water activities on the Gippsland Lakes.
- **Foster:** A gateway town to Wilsons Promontory National Park.

Market and regional centres

- **Warragul:** A thriving rural centre with heritage buildings, galleries, and is near Mt Baw Baw.
- **Traralgon:** The largest town in Gippsland.
- **Sale:** Another large regional centre, located on the Gippsland Lakes.

Historical Towns & Attractions | Visit Gippsland

Dargo. Wedged between foothills of the Victorian Alps and the majestic Alpine National...



Visit Gippsland

South Gippsland Travel Guide: Where to Eat, Stay...

Loch. Like something out of a fairytale, the picture-perfect town of Loch is set amongst th...



Visit Gippsland

Best Places to Visit Gippsland | Britz Campervans AU

Best things to do in Gippsland * Wilsons Promontory National Park. ... * Gippsland Foo...



Britz Campervans

Show all

gippsland towns to visit

Gippsland is home to a diverse range of towns, from historic gold rush villages to coastal fishing hubs and vibrant rural centres. 

West Gippsland

This area is known for its rolling green hills, gourmet food, and proximity to alpine regions. 

- **Warragul:** A rural hub with heritage architecture, a lively arts scene, and a monthly farmers' market. It is set in lush dairy country and is a gateway to the nearby Mt Baw Baw snowfields.
- **Yarragon:** A charming country town with a variety of antique shops, galleries, and cafes. It is located in the foothills of the Strzelecki Ranges.
- **Walhalla:** A picturesque gold-mining town nestled in a deep valley, famous for its historic Goldfields Railway and mine tours.
- **Noojee:** Surrounded by forests and fern glades, this town offers heritage and natural attractions, including a historic trestle bridge.
- **Neerim South:** Perfect for food lovers and art enthusiasts, this town is a stopover on the way to the Mt Baw Baw ski fields. 

South Gippsland

This coastal region features beautiful beaches, small villages, and opportunities for outdoor activities. 

- **Inverloch:** A serene coastal town with pristine beaches, watersports on Anderson Inlet, and access to the Bunurong Coastal Drive.

Ask anything



 15 sites



Top reasons to visit West Gippsland, Gippsland, Australia

Cruise through tiny towns and ancient forests, fuelling up on the region's b...



 Visit Victoria



Tiny towns, Destinations, Gippsland, Victoria, Australia

Discover * Tinamba. Villages. Whether you're cruising through the lush gree...



 Visit Victoria



South Gippsland Travel Guide: Where to Eat, Stay...

Kilcunda. The town centre is blink-and-you'll-miss-it kind of small, but with...



 Visit Gippsland



Show all

What this means.

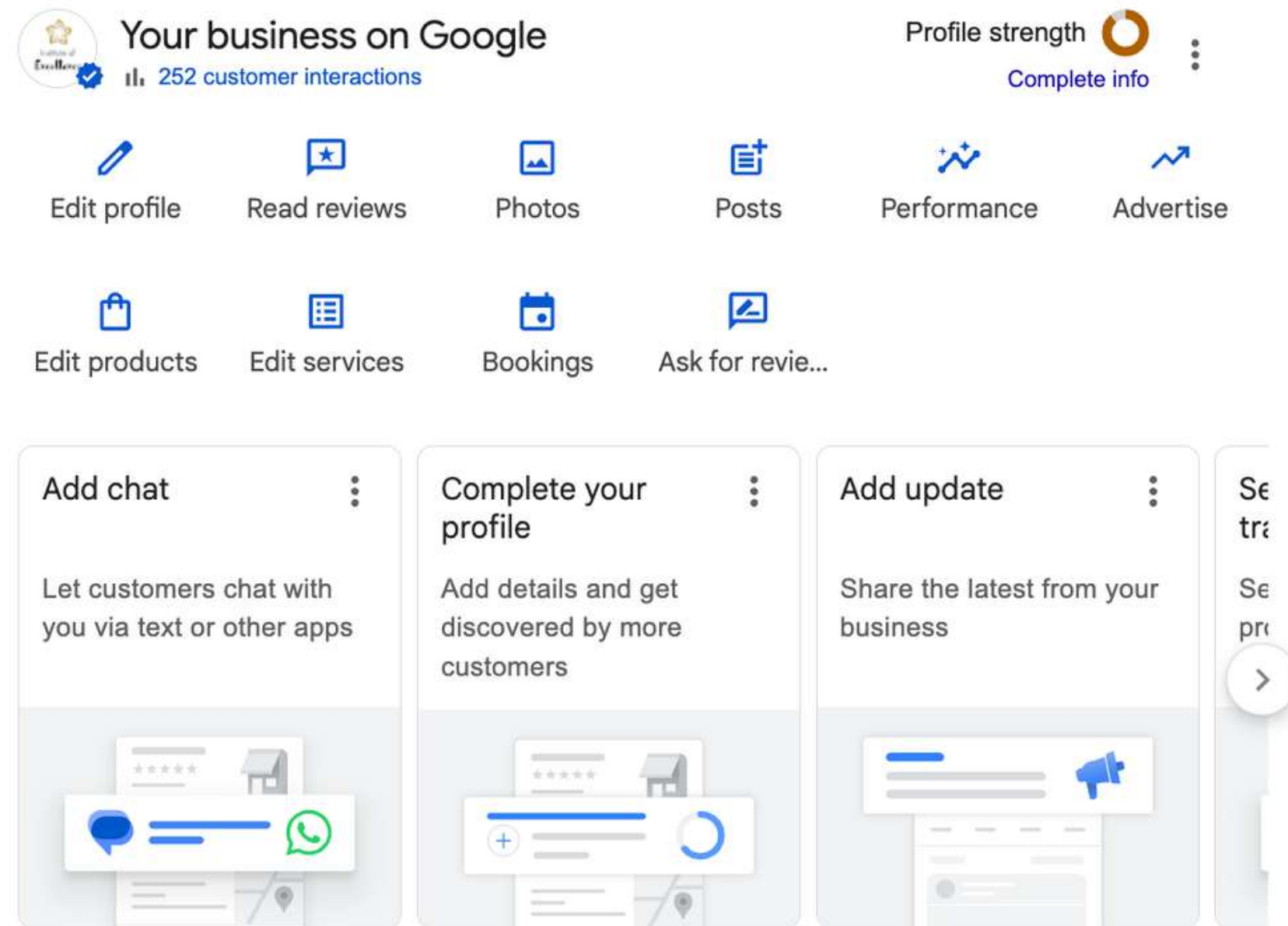
- Google AI Overviews answer questions without sending visitors to your site
- Over 75% of searches on mobile end without clicks—where most travel research happens.
- **Generic messaging never even gets the chance to convert visitors**

How you can WIN.

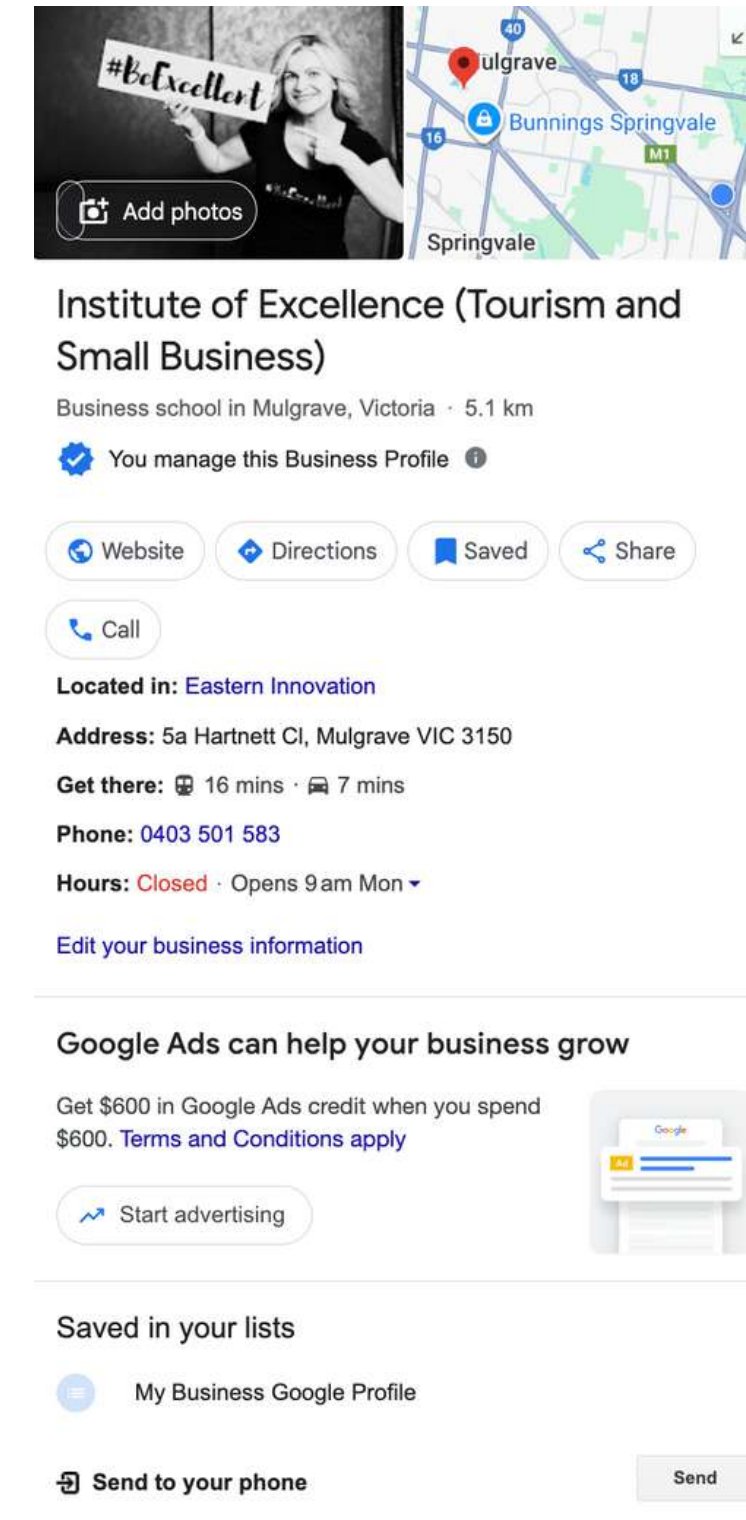
PLATFORM SPECIFIC STRATEGIES FOR AUSTRALIAN DESTINATIONS AND EXPERIENCES

Platform	Australian Reach	Tourism STrategy
	19M monthly active users	Community engagement, events, local stories, destination groups
	18.5M unique visitors/month	Destination guides, experience walkthroughs, travel vlogs
	12M monthly active users	Visual storytelling, Reels, location tags, Stories highlights
	8.5M users, 350K businesses	Short-form authentic content, hashtag optimization, trending audio
	Zero-click dominance	Featured snippets, Google Business Profile, local SEO

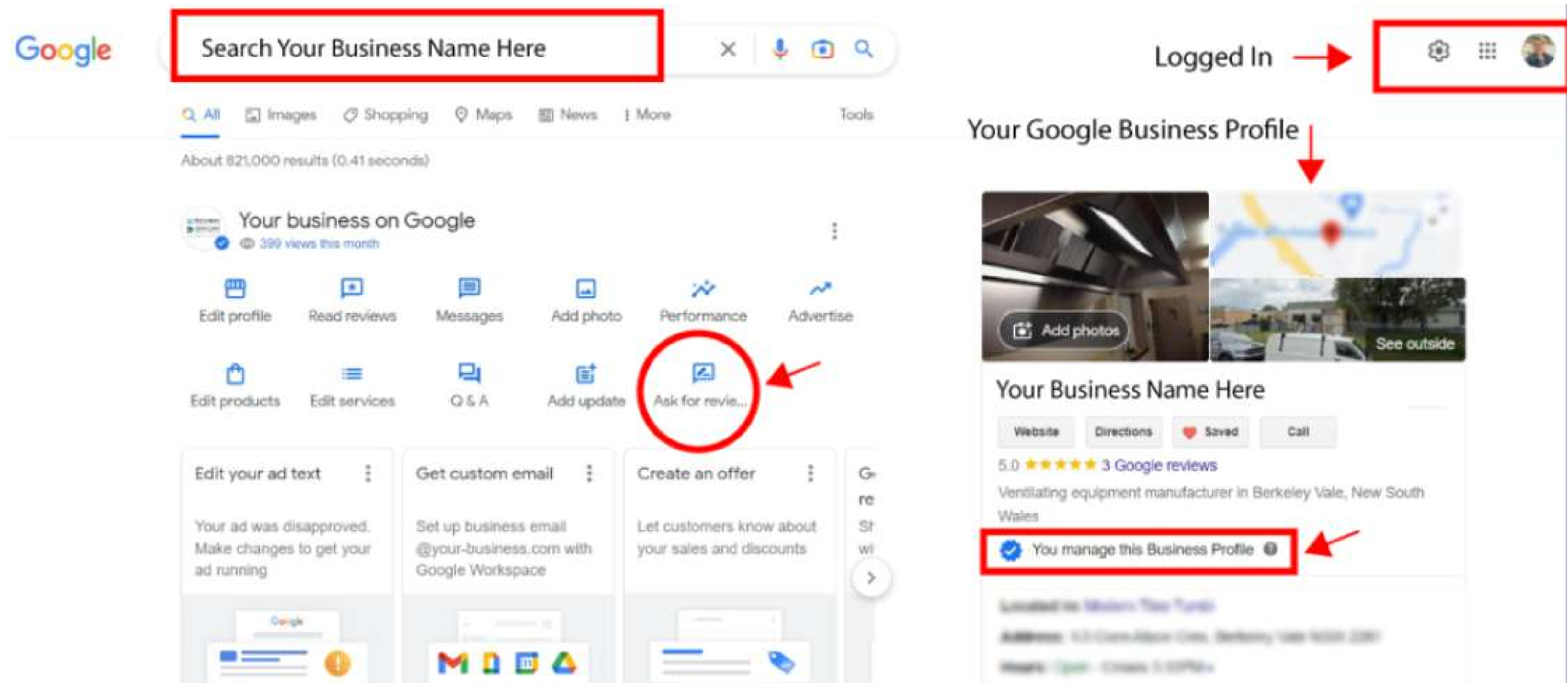
1. Google Business Profile (GBP)



Only managers of this profile can see this



Google Business Profile (GBP) - Online Reputation Management



2. SEO + AI Synergy

 **Prompt Example:** *"Produce 10 keyword ideas that potential customers might search for when looking for a [**tourism/hospitality business type: e.g., accommodation, tour, restaurant, attraction, event**] in [**Gippsland, Victoria**]. Focus on phrases families, groups, and travellers are likely to type into Google, keeping them practical, location-based, and intent-driven."*

 **Weave** these keywords into blog posts, reviews, and your GBP.

 **Result:** You feed both Google and AI tools the right words to make your business/experience discoverable.

3. Content Repurposing Flow

🔥 **One story** (e.g., “Guests enjoying a behind-the-scenes barrel tasting with the winemaker.”) → becomes a blog → Facebook post → Instagram Reel → short video → newsletter snippet.

🔄 **Use Meta Business Suite** to push content across Facebook and Instagram automatically.

⚡ **Result:** One story = multiple touchpoints, without multiple workloads.

Content Repurposing Example

Story Source:

“Guests enjoying a behind-the-scenes barrel tasting with the winemaker.”

Repurposing Flow:

- **Blog:** “5 Insider Secrets You’ll Discover on Our Wine Tour” (feature the barrel tasting story).
- **Facebook Post:** Photo of guests with caption: “Ever wanted to taste wine straight from the barrel? Here’s your chance...”
- **Instagram Reel:** 30-second clip of the winemaker pouring from the barrel with guests reacting.
- **Short Video (YouTube/Google Business Profile):** 1–2 minute highlight of the full tour with emphasis on the winemaker moment.
- **Newsletter Snippet:** “This month, our guests discovered the magic of barrel tasting — join us on our next tour to experience it for yourself.”

Content Time Saving AI Tools

Canva

Meta



ChatGPT



HeyGen



runway



Institute of
Excellence







YOUR TURN

Think of one recent experience or guest moment. Where could you share that story across three platforms this week?

Convergence isn't about doing more, it's about making one story work harder across every channel. But even the best story is useless if no one can find it. That's where DELETE comes in.

Simplify to Be Found

CTRL (Digitisation)

Regain control of your mindset in the attention economy.

ALT (Convergence)

Find smarter, alternative strategies across connected platforms.

DELETE (Discoverability)

Clear clutter and make your message easy to find.

Discoverability is no longer neutral, algorithms decide who gets seen and who gets lost.

DELETE ACTIONS

ALT (Convergence) in Action

1. Mini Reset Plan
2. Online Reputation Management
3. Search Boost

MINI RESET PLAN

Write down your:

- 1 channel
- 1 message
- 1 system

*Simplifying makes your
message easier to
discover and remember.*

ONLINE REPUTATION MANAGEMENT

Repurpose 5-star reviews
→ Canva quote graphics,
short-form reels, and
Google Business Profile
posts.

***Reviews increase trust and
boost search discoverability.***

SEARCH BOOST

Google Business Profile Post

 Add post  

✓ Update Offer Event

Description

0/1,500

Add more details

+ Button

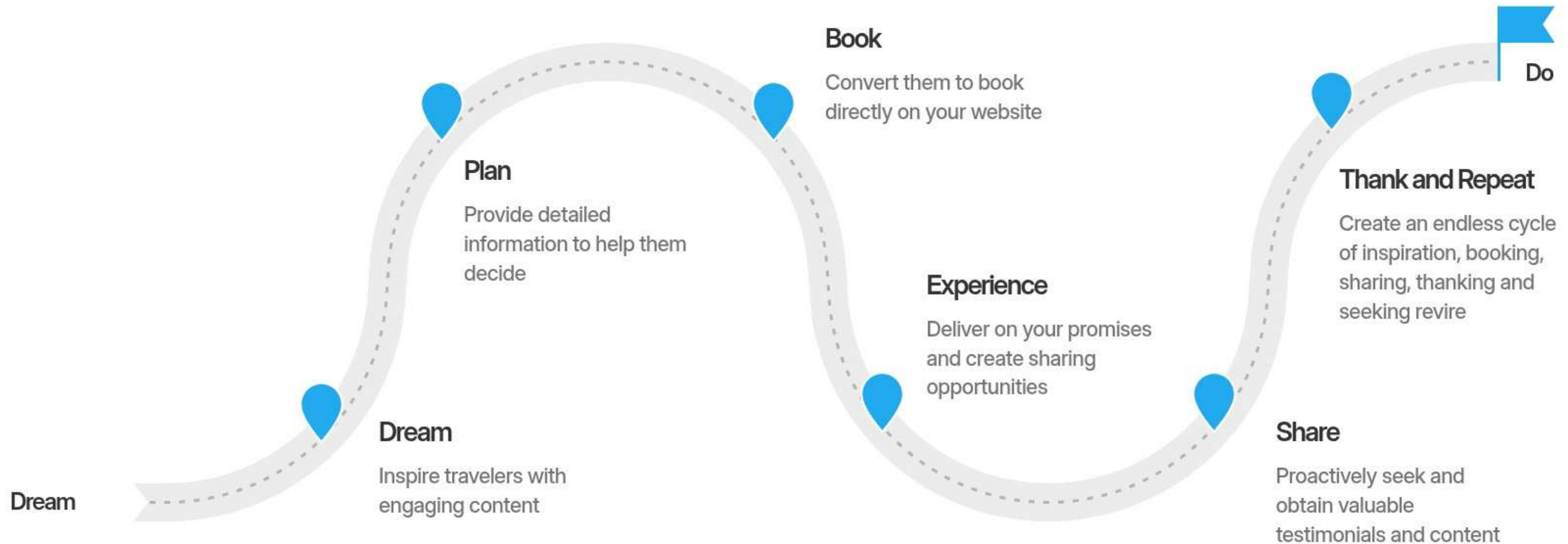
Drag images and videos here

or

 Select images and videos

Post

Make the path from Dreaming to Doing easy!



Discoverability starts with subtraction, DELETE the clutter so your business can be found.

OPA Moments Questions Feedback



In *summary*...

CTRL (Digitisation)

“Digitisation is the reality. Control is the choice.”

ALT (Convergence)

“Convergence isn’t about doing more,
it’s about making one story work
harder.”

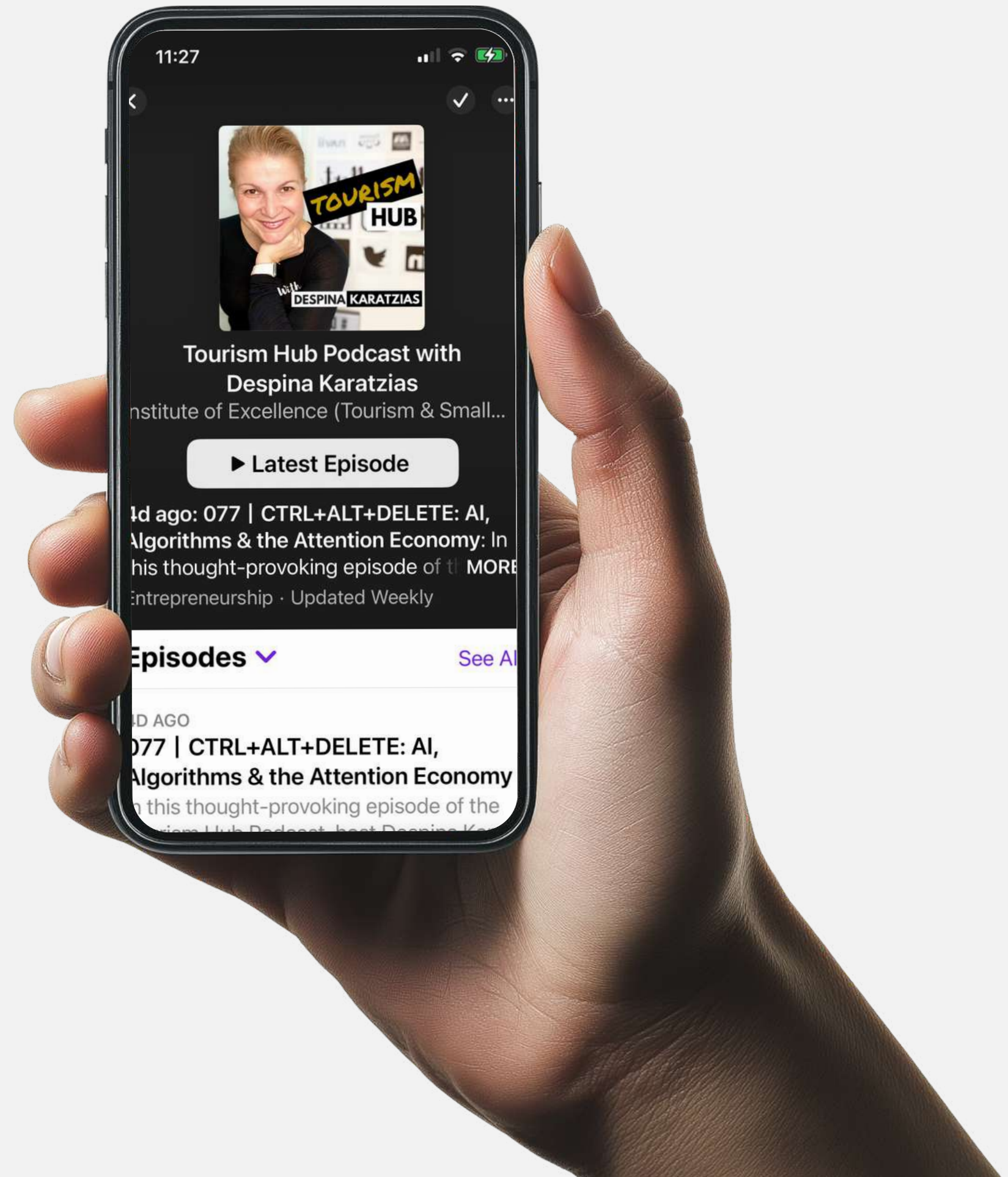
DELETE

(Discoverability)

“Simplification drives discoverability:
the clearer your focus, the easier you
are to find.”

The Tourism Hub podcast features 80 episodes, with **12,000 downloads**, and is dedicated to igniting excellence in small businesses and experience makers.

Subscribe on your favourite podcast platform!



Group Photo

 Download your **CTRL+ALT+DELETE™**
Digital Reset Toolkit

 Book a 1:1 Strategy Session to apply
what you've learned

 Leave a Review – We'd love your
feedback to keep improving!

