### **FLIGHT PATH**

#### Part One

Short haul actions

#### Long haul actions

#### **Part Three**

Short haul actions

Long haul actions

#### Part Two

Short haul actions

Long haul actions

#### **Part Four**

Short haul actions

Long haul actions

# Brief

You are on a short haul economy flight from Manchester to Amsterdam. The flight costs £38 and the journey time is 1 hour and 20 minutes.

Realistically, what would you expect from this flight to be happy?

In other words, given the price, the class, and the company – what must happen for your expectations to be met? No more, no less.

Discuss your ideas as a team and write them down.



# Brief

You are on a long haul business class flight from London Heathrow to Los Angeles. The flight costs £3,950 and the journey time is 11 hours and 10 minutes.

Realistically, what would you expect from this flight to be happy?

In other words, given the price, the class, and the company – what must happen for your expectations to be met? No more, no less.

Discuss your ideas as a team and write them down.



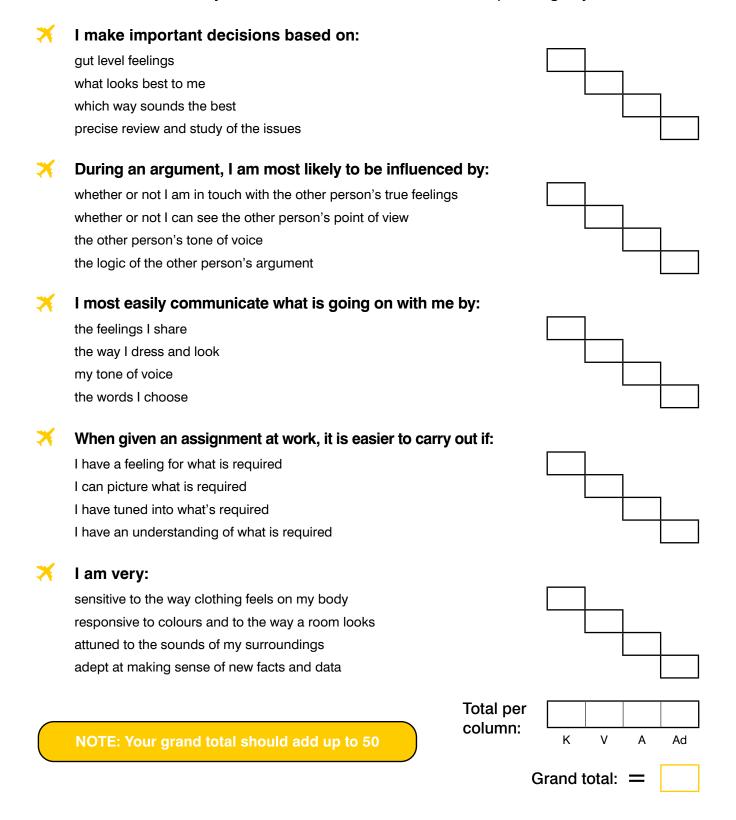
Name of touchpoint:		
Where are we now?	Where do we want to be?	Short haul actions
		Long haul actions

#### Representational System Preferences 🔰

For each of the following statements, please place a number next to every phrase. Use the following system to indicate your preferences from 1 to 4:



Each section should only have the numbers from 1 to 4, not duplicating any of the numbers.



### What are you grateful for?

Tell us something you are grateful for in your dental practice.

