



**Mercat Tours**

# **Where Inclusion Begins:** ***The Mercat Deal*** **November 2024**

**Kat Brogan**





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**Insights**

- 1. Know your story***
- 2. Ask, listen, act, repeat***
- 3. Frame it***



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***History is a damn good story.  
What it needs is a damn good telling!***

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Historia Magica









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**TEAM first,**  
***then visitors...***



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"History is a damn good story  
at it needs is a damn good ending."

We are a  
**Living  
Place**

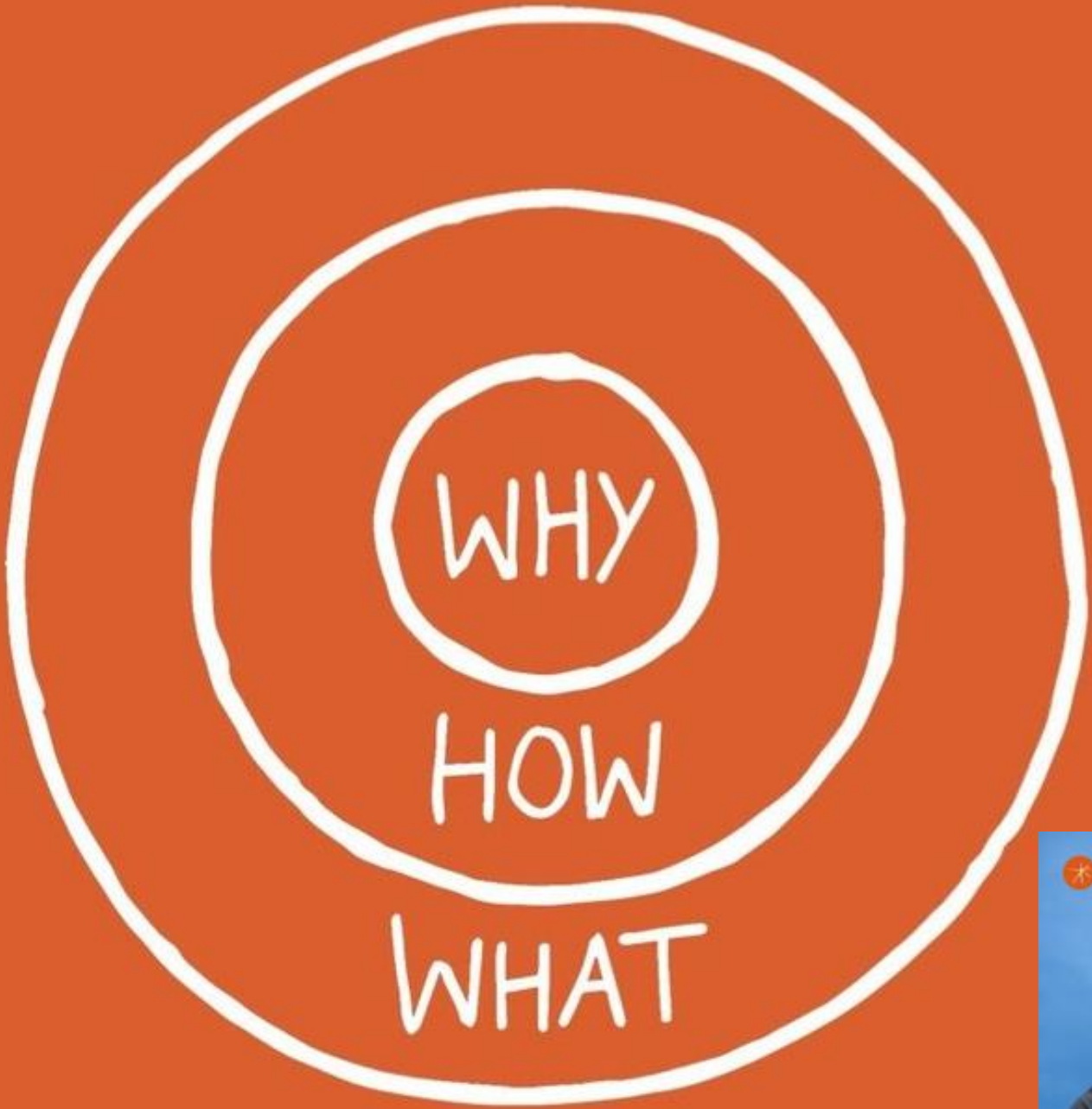


**96% team satisfaction**  
**76% retention rate**  
**3% absence**

**64%/36% gender balance (female)**  
**60% female leaders**  
**40% age-diverse (under 24, over 50)**  
**7 ethnicities**  
**6 diff sexual orientation represented**  
**25% with caring responsibilities**



# The Golden Circle





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# Mercat's 'Why'

***We make  
meaningful connections  
that benefit  
our people, place and planet***



Ask, listen, act.

Repeat



Priorities



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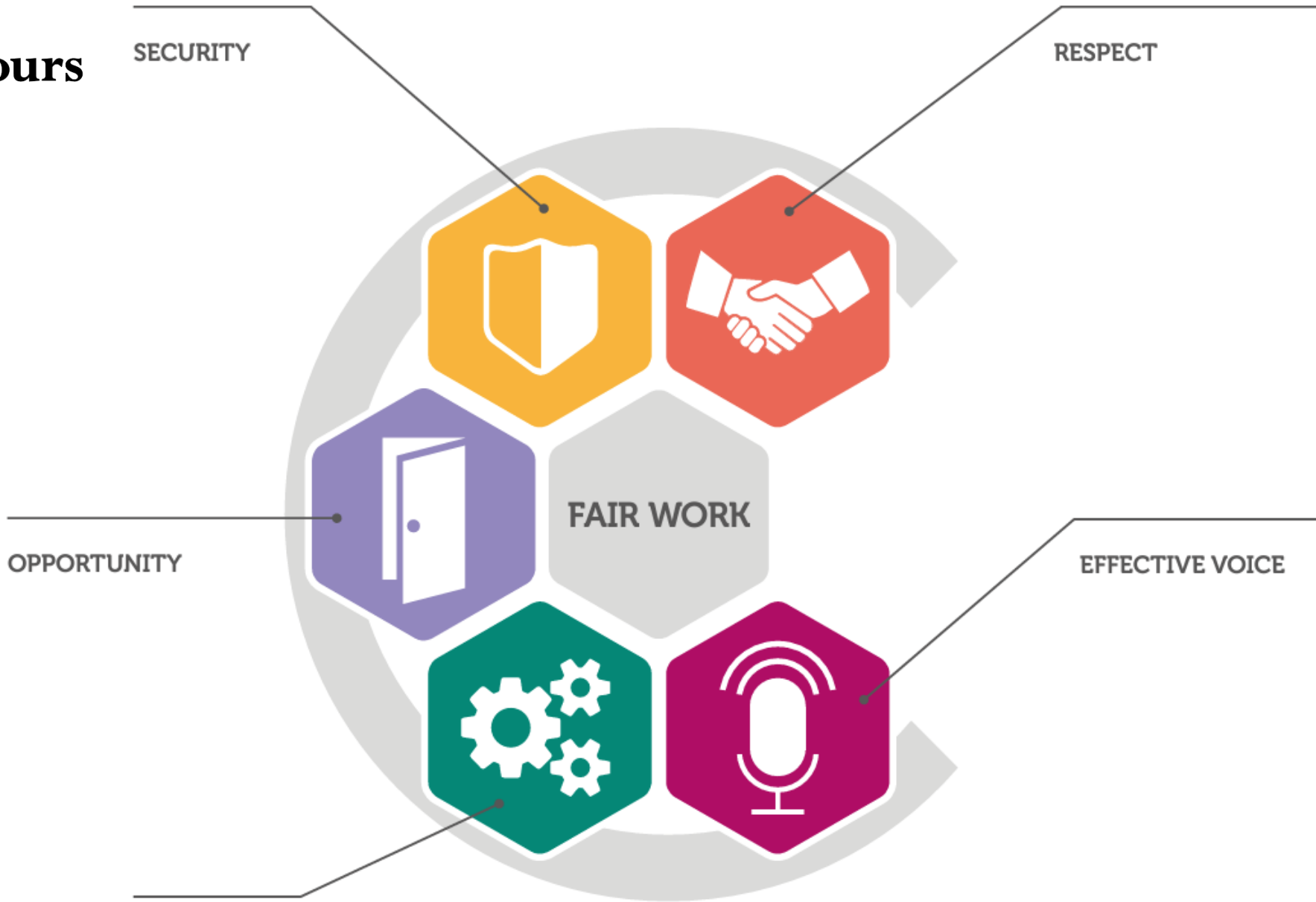


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# Frame It



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***1. Know your story***

- ✓ *What is your 'why'?*

***2. Ask, listen, act, repeat***

- ✓ *Team FIRST*

***3. Frame it***

- ✓ *Market to your team*





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***Thank You!***  
***And***  
***Questions?***

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