

# The Advantage Way<sup>SM</sup> User Group 2012 Annual Conference Agenda

February 28 - March 1, 2012



TUESDAY FEBRUARY 28	
2:00-7:00 pm	Registration: Mission Palms Lobby
3:00-5:00	Early Optional Session: The Life Cycle of High Impact Learning <ul style="list-style-type: none"> <li>• How to have conversations with leaders</li> <li>• What to expect from leaders roles</li> <li>• Others?</li> </ul>
7:00-9:00	Welcome Reception
WEDNESDAY FEBRUARY 29	
7:00 am	Breakfast
8:00	Conference Kickoff: Jeff Hafen, Chairperson, User Group Steering Committee
8:15	The Future of Advantage Way: Annika McCrea, President, Advantage Performance Group
8:30	Introduction of Mitch Plott, Advantage Way Practice Head
8:45	Getting To Know One Another Activity – Expectations, best practices for learning from this conference
9:15	Business Results: Interactive table discussion of the best things you have seen in the past year relating to obtaining business results by using Advantage Way principles. Each table will report out on one result.
10:00	30 minute Break: Time for networking
10:30	Corporate Presentation – Successful implementation of Advantage Way
11:30	Application Exercise in three groups: beginning, intermediate, experienced – Define guidelines and capture suggestions.
12 pm	1 hour Lunch
1:00	Cracker Barrel Sessions: Participants rotate from one table to another for 20 minutes each to discuss best practices on: <ul style="list-style-type: none"> <li>• Conducting manager briefings</li> <li>• Creating impact maps</li> <li>• Conducting a Success Case</li> </ul>
2:00	Corporate Presentation: Successful implementation of Advantage Way
3:00	30 minute Break
3:30	Facilitated discussion for the entire room on how to apply the previous presentation's principles
3:50	90-second Presentations: Idea or best practice to present in 90 seconds, followed by Feed Forward, Marshal Goldsmith activity (two challenges/two ideas)
5:00	2 hours Free Time
7:00	Dine-Around based on issue. Have a power user with two or three people each. Have people sign up for these before they come to the Conference.

**THURSDAY MARCH 1**

7:00 am	Breakfast
8:00	Discussion: What will you do differently as a result of your participation in Day One.
8:30	Corporate Presentation: Advantage Way Success
9:30	Application Exercise: 3 groups – beginning, intermediate, experienced
10:00	30 minute Break
10:30	My View: Rob Brinkerhoff
11:00	The Future Direction for Advantage Way: Mitch Plott
11:30	Group Interactive Exercise: What was the best thing from this conference for you?
11:55	Closing remarks
12:00 pm	1 hour Lunch
1:00	Post-Conference Optional Session: The Life Cycle of High Impact Learning <ul style="list-style-type: none"> <li>• How to have conversations with leaders</li> <li>• What to expect from leaders roles</li> <li>• Others?</li> </ul>
3:00	Conference close
3:00-3:30	Steering Committee Debrief