



## Multiply the Value of Conferences and Off-Sites

*The company's most senior executives and managers are gathered. The theme and content are strong. The location is superb. The ballroom is decked out with A/V bling. All of the speeches are written, and all of the slides complete.*

*What could possibly make the event better?*

*Experience tells us that change in information does not equal change in behavior. The enduring belief that a speech-driven leadership off-site will change behavior is unwise. While some new information may be absorbed, very little will stick—and even less will happen afterwards.*

The audience is undoubtedly filled with some of the best minds in your organization. These are people your company should be investing in to bring out their best thinking, leadership and action. A PowerPoint slide fest from the stage is not enough.

To create shared ownership of a strategic initiative and inspire the motivation to execute, leaders must be actively engaged in designing the changes to come. All attendees must become active participants to accelerate the mindset shift and liberate the energy needed to achieve change.

### BTS's Approach to Meetings

As a group of experienced strategy execution consultants and an Advantage thought leader partner, BTS has transformed the way many leading companies approach the design of their leadership meetings and off-sites.

Their specialized digital service capabilities and deep expertise in experiential learning have enabled them to develop an innovative process to engage large groups of leaders and enable participation throughout the event.

**BTS Digital's Engagement Toolbox** allows all participants to contribute actively, facilitating knowledge, idea sharing and action planning in real time. Through this approach, meetings become transformational, not just informational.

*Advantage*

### From Passive Attendees to Active Participants

The Toolbox's comprehensive processes, methods and activity templates can be easily adapted or custom developed to almost every meeting purpose and set-up.



Each format within the Engagement Toolbox provides every participant a voice, enables individuals to contribute throughout the event, and drives knowledge sharing and co-creation— whether there are 400 or 2,000 leaders in the room.

### The Benefits

- Improved meeting effectiveness (better realization of objectives)
- An accelerated meeting process (achieve more in less time)
- Increased productivity (more work product created and processed)
- Catalyzed alignment, mindset and capability (competitive crowdsourcing, simulation and gamification)
- Sustained learning and action between meetings

### The Meeting App & Engagement Toolbox Can Make Your Meeting Transformational

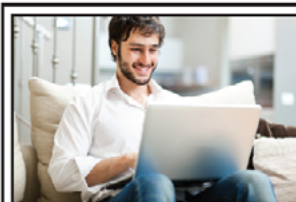
At any stage during a conference, the flexible application enables you to initiate a process for receiving and sharing feedback in different ways—votes, brainstorm, questions, comments, and even recorded video.

All inputs are processed in real time and shared with participants on their personalized tablet, the main conference screen or both. Individual views can be compared to the group context. Inspiration and powerful ideas become contagious and easily shared with others at the off-site.

### Flexible Technology

Our digital-enabled Meeting App runs from a cloud server and connects participants through any device connected to the Internet, including computers, tablets and smartphones. By default, our Engagement Toolbox supports all browser-based devices. Connections with phones via SMS as well as MMS, or e-mail can also support participation. Since it's cloud-based, participants can participate virtually in the conference from remote locations.

#### PRIME



Participants get introduced and prepare

#### ENGAGE & GROW



Participants collaborate, learn and capture information at the conference or off-site

#### SUSTAIN



Participants continually access information, exchange ideas and report results

What leaders say about the Engagement Toolbox

- *"Extraordinary benchmark for all companies—very stimulating!"*
- *"Involves the audience, enhances active participation and forces stronger formulations."*
- *"It really made a difference. Instead of being a series of presentations, it became a dialogue and interaction."*
- *"Data crunched instantly and results shown that second—it's very dynamic."*
- *"Brings down barriers for good and efficient communication."*

# Upgrade Typical Meeting Formats to Create More Value

## Engage Participants from the Stage

Ask involving questions or challenge participants to prioritize trends and directions around a presentation topic.

- Builds alignment around what leaders' perceive
- Exposes any fears or common misperceptions
- Provides an opportunity to clarify misunderstandings

## Qualify Q&A

Create an open feedback channel and allow participants to submit questions or comments at any time.

- Allows the most relevant and provoking questions to be explored
- Keeps presentations relevant through instant input or elevates a panel discussion
- Increases transparency around the most burning topics

## Elevate the Value of Break-Outs

Enable knowledge and key findings around different sub-topics to be easily and quickly shared.

- Allows groups to share their outcome in a structured, engaging format
- Produces videos summarizing the group's conclusion around a given task or topic
- Provides access to group findings in a break or after the meeting

## Elevator Pitch

Enable participants (as groups or individuals) to present their sales pitch in a concentrated form.

- Challenges groups to fight for a contract by creating a two-minute video and value proposition
- Rotates video content among peers, allowing for group comments and scoring, and identifying and celebrating winners
- Enables the practice of new behavior in a high-energy, playful environment





## New Possibilities to Engage Participants

### Idea Hunt

Support all different stages of great ideation during the workshop through a flexible process; engage participants in different steps to ensure the outcome is as qualified as possible; and customize the content to your meeting agenda.

- Enables brainstorming around a well-defined problem
- Consider one idea at a time; ratings and comments better qualify the idea
- Access outputs following the event through a website; view ratings and comments to further qualify ideas



### Cause and Effect—Dilemma Games

Start changing organizational values or behavior by confronting participants with different dilemmas and challenging them to choose between a number of options, knowing that some choices are not right.

- Customize the content to target a unique strategic initiative and cover a broad range of rational and emotional issues
- Collect, share and debrief scores throughout the experience
- Sharpens participants awareness of the critical issues and establishes a foundation for a changed mindset and course of action going forward



## The Way Forward: Multiply the Value of Large Conferences

With the Engagement Toolbox, conferences become truly transformation. Multiply the value of an off-site event, accelerate the strategic shift, enable effective execution, and drive impact by adopting a more innovative approach.

As an individual, you are no longer just one in a crowd of hundreds briefed on how to implement executive management's new strategy. Instead, you are actively engaged in recognizing potential pitfalls, identifying ways to avoid risks, and formulating and prioritizing initiatives and actions. You are challenged to formulate your own thoughts and share your perspective; you are heard and play a key role in the process.

The mix between inspiration and participation creates a deep feeling of accomplishment and ownership around the new ideas and actions defined during the event experience. In the end, everyone owns the strategy and its execution—a true game changer.





***Why not start engaging participants even before they arrive at the leadership off-site or conference event? And why stop after the conference?***

The Meeting App and Engagement Toolbox allow participants to contribute actively during a meeting. And it facilitates effective knowledge and idea sharing in real time—before, during and in-between meetings. It also enables you to integrate various activities in and across the Prime-Engage and Grow-Sustain phases.

**About BTS**

BTS focuses on the people side of strategy, working with leaders at all levels to help them make better decisions, convert those decisions to actions and deliver results. At our core, we believe people learn best by doing. For 30 years, we've been designing fun, powerful experiences™ that have profound and lasting impact on people and their careers. We inspire new ways of thinking, build critical capabilities and unleash business success. It's strategy made personal.



**About Advantage Performance Group**

Advantage Performance Group is a professional services firm providing creative learning and consulting solutions that equip individuals, teams and organizations to be the best at what they do. We help leaders lead, sellers sell and businesses flourish.

**Contact Advantage to Learn More**

Partnering with best-in-class learning providers, Advantage is uniquely positioned to prepare this or other custom-fit learning solutions for your organization. Contact Advantage at (415) 925-6832 or email us at [contact@advantageperformance.com](mailto:contact@advantageperformance.com).

