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**We design *educational incentive training programs* with important themes - like Leadership, Self-management and Team-building - that *shorten the learning curve*.**

We teach individuals and teams to successfully take up the challenges of a rapidly changing world.

Organizations and companies - now more than ever - need collaborators and team members with a great facility to adapt, a strong sense of responsibility, an attitude that prizes teamwork, synergy and cooperation, and they need workers who have plenty of initiative, creativity, assertiveness and perseverance. They should also be self-motivated and have desire to learn, to grow and to constantly improve.

That's a real big list. Recognizing that not all people respond to the same motivational criteria, we specialize in "*heuristic training*". We recognize that people respond quicker, more directly and more completely to information that concerns them in a *personal* way, and so we communicate ideas that reflect one of Nature's most important management principles: *Altruistic self-interest*.

Our programs allow participants to explore their creative intelligence as a "value adding" process and to thus etch the "neural connections" that can later be recalled as *experiential memory*.

We first solicit participant buy-in to experience a pre-determined self-management agenda, then we teach them how to link personal interests to organizational needs. The learning agenda reveals Nature's *altruistic self-interest* rule in a series of win-win-win scenarios. In simple words, the training will demystify what's called *wiifm* – *What's in it for me?* Because doing one's *altruistic best* will benefit all, we help participants discover the 2 things that determine personal growth, self-empowerment and success: "*Can do*" and "*Want to*".

In order to assure to fill our mandates, we use a holistic approach and manage 4 facets of that discovery:

1. We introduce creative self-empowerment and leadership principles in Nature with various learning formats;
2. We guide participants in discovering opportunities to practice being creative and innovative leaders in their workplace by questioning existing roles, ideas, procedures

and systems. From a reactive worldview, to a proactive behavior and a creative paradigm-shift, we demystify the *hows*, *whys* and *why-nots*.

3. We help participants identify limits to creative self-motivation and teamwork, and we propose ways to unleash that suppressed « creative capital » by helping uncover solutions and conditions that facilitate *best practices* and *top performance*;
4. We'll manage the whole thing: Meeting strategy, kick-off event and theme design, training modules, communication plan, and results.

Our programs include 2 of the most appreciated “perks” as voted by recipients. Surveys by industry professionals consistently show most people agree –1. *Exotic travel*, and 2. *Training to help me improve myself* – are the highest on their list of work-related incentive rewards and moral boosters. To this mix, we add the empowering tools that help people manage their own « creative capital » and show them why to invest in themselves and their working relationships.

Our highly appreciated programs include theme events, training sessions, eco-adventures in Costa Rica and self-management strategies. These moral-building programs are the perfect tonic when introducing new directions, products, services, or when you want to increase performance quotas, or recruit hot prospects. .

Our services include an analysis, a prescription, a suggested training strategy, a communications plan and "need-to-know" sessions... all with the intent to stimulate creative and empowered attitudes. Each program is delivered over a fixed time period and is managed to assure continuity and adherence to pre-determined goals. We use multimedia events to introduce the reason behind the incentive and its rules and expectations. Our adventure-travel component stimulates the momentum, creates a "buzz" and encourage people to accept new ideas, prepares for challenges or thanks them for required adjustments, and rewards them for quickly integrating new knowledge or plans.

I've listed a few considerations for a incentive training program and a brief overview of our methodology. Our approach shortens the leaning curve by engaging both brain-hemispheres (left-brain *logic* and right-brain *experience*) . It assures rapid understanding, acceptance and integration of the selected themes. Several factors are considered: in a incentive program proposal: 1. How people receive information, 2. How they resist or accept it, 3. How and why they are expected to act on the information received, and 4. How are motivation and momentum?

Studies in communications explain how people accept change: A personal change involving an individual's own will and personal lifestyle (someone who decides to quit smoking for example) might take as much as 6 months of a more *passive inner work* before the behavioral change is acted on, while a cultural change (something involving a larger social group) can take as much as 15 years to be integrated.

The reasoning is explained in the following profile:

**Only 3-5% of people are change-oriented visionaries and leaders**  
**5-10% of people are new paradigm pioneers** who adopt a change as it's presented  
**20-30% of people are a motivated mass** who recognize the need for change

**40-60% are the indifferent mass** who accept change "when everybody else does..."  
and **10% of people will remain non-adopters**

## **We design stimulating *communication* storyboards to weave together the incentive and the training**

**There's a need for coherence between *self-interest* and the corporate message.**

Our strategic communication plans considers the 4 distinct stages in which people receive and integrate new information. They are :

**From unawareness to awareness** - (*I didn't know and now I do...*)

**From awareness to acceptance** - (*I know but do I accept that the new data involves me?...*)

**From acceptance to action strategies** - (*I accept the data so what can I do about it...*)

**From a selected strategy to its actualization** - (*I know what to do and I'm doing it...*)

Heuristic training activities complement our educational programs so we capture the imagination of the participants. Our theme « springboard stories » are used to build momentum so people more quickly accept their participation in the movement of the whole. One of the great myths we dispel is that "buzz" or momentum just happens. In fact, creating positive expectations and projections is a tactic in any winning strategy. *We plan training programs that become performance incentives for leaders, managers, knowledge-workers, sales and marketing groups, distributors or clients, students and recruits, etc..).*

We recommend a global mandate in which we manage a 6 phase process to guide your selected "creative capital" in a strategic development process. We'll mirror Nature's philosophy as "altruistic self-interest", where everyone has the motivated *creativity* to find their own way of realizing the larger vision. We design incentive campaigns that explain how that principle is the jungle's management strategy. We explain it as the context with which individuals can realize both their own and the goals of the whole, our client.

Our "heuristic" teaching methods combine adventures and seminars. Heurism means «*self-discovery*» so we use activities and "springboard stories" with empowering themes. - Imagine one of our typical mandates as a "bus ride in time" - every participants is on the same bus, agreeing to go on a trip to where the bus is heading. But each person will have a personal view (from a window seat or an aisle seat, as driver or passenger, in the front, back or middle, as the tour guide, a veteran rider or a neophyte, etc...).

The bus is going somewhere in time (the incentive program 's promotion period might be 9-18 months). It is also going somewhere in (head)space (the client's communication goals); it has a schedule and a target destination. Consult-IIDC makes sure the bus takes the scenic route, that riders learn what they should from their trip, and that everyone arrives successfully.

Heurism shortens the learning curve. It gets people to explore their own *bus ride* by supplying them with the information, tools, encouragement and coaching they need to appreciate the process as well as how to maximize their experience when it reaches its destination. We let people discover heuristic how training as the most powerful form of learning when combined with exotic travel. I'll furnish anyone who with a 30-page Report giving details.

## **We design stimulating *theme* programs**

### **PHASE ONE: INITIAL ENGAGEMENT**

- From unawareness to awareness: We complete client consultations and understand the scope of the mandate. We design the overall concept and solicit client buy-in. Context and content are mandated. We monitor ongoing and upcoming events and coordinate a communication launch date and fusion event. Participants discover the theme and buy-in.
- From awareness to acceptance: We create a learning adventure in which participants experience the principles of self-management. A program is presented in form that meets client needs. Participants can discover the rules of self-motivation, creative intelligence, innovation, leadership, self-empowerment, team-building, etc... For example sales and marketing people require different tools than administrative types, or plant workers or secretaries.
- We introduce and stimulate the overall theme of "altruistic self-interest" in Nature via our theme program: 1. An interactive seminar with upper management, 2. Multimedia seminars with middle management and 3. Conferences with associates and plant employees.
- We create the needed "buzz" and momentum for theme integration by defining a strategic context. The incentive travel format should reward the integration of new information in creative and self-empowered ways. As travel and education are two of the most powerful human motivators, an exotic tour of Costa Rica will act as "light at the end of the tunnel".

### **PHASE TWO: IMMERSION IN THE THEME**

- From acceptance to personal strategy: Participants experience appropriate training and learn the exotic, fun and adventure aspects of the proposed tour. ;
- An email Newsletter devoted to the theme tells "how to learn" and offers tools, techniques and processes. Tour goals will be framed in its larger context to allow personal self-interest to become collective interest. A fusion-devoted web site will be created and input gathered from participant; selection criteria for tour will be promoted. Tour itinerary is constructed; participants are stimulated and expectations and anticipations built up.

### **PHASE THREE: INCUBATION OF THE TRAINING PRINCIPLES**

- From personal strategy to collective strategy: Training tour is posted; coursework continues; discussions are had; heuristic tools and exercises are used; a "grimoire" (journal) of the positive results of focused growth is added to the web site and success stories are encouraged; participants learn to re-frame as we shift teaching method to personal coaching and mentoring; participants contemplate and mirror one another. Etc.

#### **PHASE FOUR: ILLUMINATION - *I*ACT**

- From strategy selection to its actualization: Interaction with peers and "groups" from Costa Rica (those first exposed to empowering "*lessons from the jungle*" experiences and stimulation from guides return to become Avatars, encouraging others to consider the transformative potential and possibilities... i.e. to develop their own "creative capital".
- Review of the training syntheses and self-improvement literature. Task-oriented transformation: Helping prepare personal change profiles or visions of ideal behavior or change. Participants consider further learning (including more training with consultants via coaching or mentorship work), Etc..

#### **PHASE FIVE: EXPANSION AND PROCESS ORIENTATION**

- Actualization to conclusion of mandate: Sessions with Client Management to examine data collected throughout experience (field notes, interviews, journals, web postings), to classify, code and analyze the data; to select examples for further study; to make suggestions and advise on attaining strategic objectives., etc.).

#### **PHASE SIX: PERSONAL SYNTHESIS**

- A web site page allows participants to “chat” and be re-energized, They can easily report their findings and their successes. We can post links to useful web pages with *functional* information – like our **Tool Box** pages and **The Jungle Times** archives. These guide and lead participants with the creative and logical syntheses that will help them overcome limits, and all their implications. Proactive leaders can now look for opportunities to further develop themselves and thus add values to their « creative capital », their «client capital, and /or their « structural capital », alone or as part of collaborative teams...

#### **END OF THE PROGRAM: DEBRIEFING AND LONGER TERM DECISIONS**

- A Report will give a summary evaluation of the program in terms of the success of the overall communication theme and intent, and the effectiveness of transferring the specific messages and experiences to the participants. It'll offer recommendations that are designed to further assure the incentive program's continued success.