

BEFORE MEETING

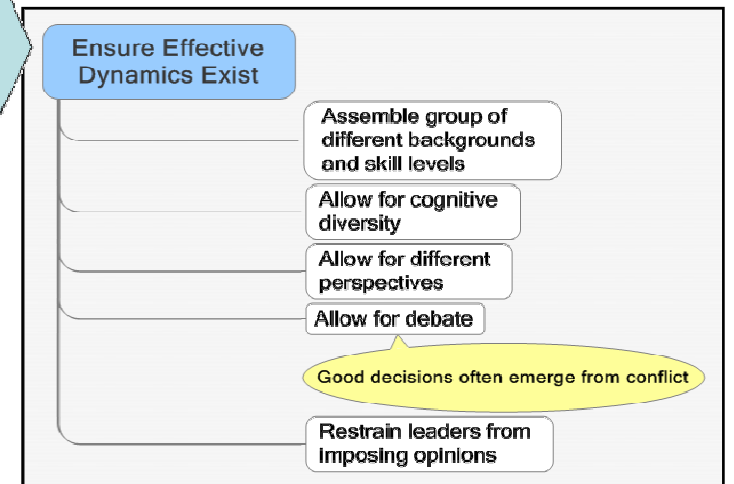
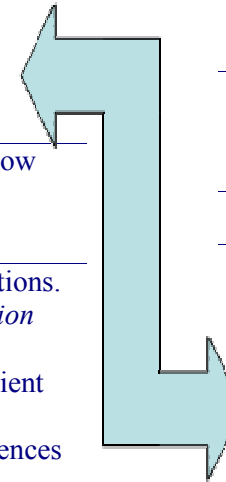
DURING MEETING

AFTER MEETING

OBJECTIVE	ACTION
Identify purpose and desired outcomes	Analyze issues and survey stakeholders. Also clarify what meeting will NOT focus on and accomplish.
Create strategy for measuring outputs	Assess current state of processes, behaviours and results.
Establish attendee base	Seek diversity and representation from stakeholders that bring multiple perspectives.
Nurture personal connections and inclusiveness	Send personalized invitations, and ask each participant to share their questions and special expertise with the group.
Share purpose	Make content available through tools such as podcasts and blogs.
Begin dialogue to allow for meeting time to be spent more productively	Foster advanced discussion with tools like wikis. Social networking tools can be used to create and share profiles of attendees.
Cultivate effective group dynamic	Profile group through survey. Forecast possible scenarios and prepare strategies to mitigate foreseen impediments stemming from personality dynamics and perceptions.
Design agenda	Integrate objectives and logistical/ritual considerations. Review emergent themes from advanced discussion to ensure all needs are addressed.

OBJECTIVE	ACTION
Customize environment	Arrange physical space to best allow groups to self organize and feel comfortable contributing.
Establish Context	Clarify purpose, desired outcomes, process and focus.
Connect attendees	Offer discussion guidelines and tools. Possibly assign ice-breaker exercise.
Ensure engagement	Promote interactivity! The audience must have ample opportunity to engage and discuss.
Mitigate Impediments	Moderate discussion and allow for independent thought vs. “group think”.
Aggregate data for analysis	Record and collect contributions. <i>Technologies such as Decision Support Software</i> , or simple visuals can be used for efficient aggregation. This will also highlight areas where differences or confusion may exist.
Monitor progress	Conduct periodic progress checks to ensure objectives are being met. <i>Collaborative tools like Audience Response can optimize this process.</i>
Define “Next Steps”	Outline deliverables, assign tasks and deadlines.

OBJECTIVE	ACTION
Keep group connected	Provide opportunities for group to stay active in continuing conversations and pursuing/elaborating on ideas seeded at the event. Wikis, blogs, and discussion groups can be used to support this objective.
Keep group informed	Wikis, blogs, podcasts and other tools and references can be used to keep all stakeholders informed of outcomes and progress.
Monitor outputs	Compare results and behaviors to pre-meeting conditions through progress checks.
Course correct	Alter action plan if warranted.
Define conclusion	Share results, and determine if further follow-up is necessary.



Assumptions:

Insight exists among your network for achieving optimal outcomes.

Experiential, participatory approaches effectively engage the learner.

People will self-organize effectively if given the opportunity.

This Approach is Appropriate When:

The objectives of the meeting or group activity are clearly defined

There is no predetermined solution

The meeting convener has the ability and authority to implement the approach

WiseCrowds:

“Large groups of people are smarter than an elite few, no matter how brilliant...”

~ James Surowiecki, The Wisdom of Crowds

The approach outlined in this map can enable you to tap into the intelligence of your group. Much of this is obvious, but sometimes the obvious is easily overlooked.

In addition to this map, Kingbridge offers collaborative technologies, strategies and open-source tools to engage your own WiseCrowd.

We encourage you to apply this framework when designing your next meeting.



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The Kingbridge Approach to Achieving Effective Convening

A reference tool to help enable the collective intelligence to emerge in group engagements

Appropriate for these group activities:

- *Learning*
- *Project Management*
- *Strategic Planning*
- *Idea Generation*
- *Innovation*
- *Problem Solving*

