



A highly participative large-scale meeting process used to rapidly solve critical business problems.

large scale meetings

You need the **cam**<sup>®</sup> process when...

- ✓ Rapid results are needed.
✓ A critical business problem needs to be solved.
✓ Stakes are high.
✓ Ownership, buy-in, and commitment are essential for success.
✓ You need to accelerate a change initiative.
✓ You need lasting solutions to your business problems.

cam<sup>®</sup> -Critical Action Meetings

cam<sup>®</sup> is a powerful large group meeting process designed to facilitate rapid change and produce lasting solutions to critical business problems.

The cam<sup>®</sup> Process

In this intensive meeting process, organizations solve their critical business problems using a three-stage methodology that includes:

Planning and Design

- Intensive planning...well in advance of the session
• Managed by a design team...the change process starts...commitment builds

The cam<sup>®</sup> Event

- Lots of people...typically 25-100. What's possible? 1000 people!
• All key stakeholders represented...with everyone present, decisions and actions happen rapidly
• Highly participative...less resistance...more ownership, alignment, and commitment
• Information infusion...expanded knowledge base enhances decision making
• Varied problem solving activities...people stay engaged...we tap into their energy and creativity
• Multi-tasking and parallel processing...simultaneous activities enable rapid accomplishment
• Structured but flexible...we manage the energy...move with the need
• Shared decision making...the right people, the right knowledge, the right decisions
• Facilitative leadership role...coaching, shared decision making, setting the example, walking the talk
• Action and implementation plans...faster results...the change process is already underway

Implementation and Follow-up

- Monitoring and follow-up... accountability...30 - 60 - 90 days, key milestones, follow-on cam<sup>®</sup>



# cam<sup>®</sup> - Critical Action Meetings



## Benefits to your organization ...

- **Faster results.**
- **Alignment, buy-in, commitment.**
- **Sustainable agreements.**
- **Lasting solutions**  
to critical business problems.

...**value added business results.**

## cam<sup>®</sup> features...

### Broad application

cam<sup>®</sup> can address a broad range of challenging business problems such as:

- Solving company integration issues after mergers and acquisitions
- Creating company vision, values and strategy
- Resolving hostility between groups
- Launching company-wide quality improvement, cost or change initiatives
- Aligning operations to implement the strategy
- Generating new product ideas

### Large scale involvement

Imagine the power of utilizing the experience, ideas, and perspectives of 25...50...100 or even 1000 of your organization's key stakeholders to solve your most challenging business problems. cam<sup>®</sup> makes that possible!

### Creative difference

cam<sup>®</sup> is a radical departure from traditional approaches to problem solving. We incorporate insights, theories and experience from our best business, innovation, organizational development and change management practices into a series of highly interactive group problem solving activities. The end product: innovative solutions and astonishing results *in days rather than months*.

### The Design Team

cam<sup>®</sup> events are planned and managed by a design team made up of our process experts, the management sponsor(s), and a representative sample of the organization's stakeholders. The intensive involvement in up-front planning and meeting leadership starts the change process and creates a guiding coalition to champion the effort.

### We...

- custom-design every cam<sup>®</sup> to address your particular business needs.
- have consistently achieved outstanding business results with this process in multi-cultural environments around the world.

### Our world-class team

The cam<sup>®</sup> process is managed by our team of highly experienced organizational development specialists. They have worked in diverse industries and in all types and sizes of organizations around the world. Their expert knowledge of business, outstanding facilitation skills, proven techniques and consulting expertise has helped hundreds of organizations worldwide to improve their business performance.

