Co-Creative Conferences

LENVEOURMARK

LEAVEOURMARK

Building breakthrough leadership communities

nowhere

'Once you've experienced this type of conference, you won't want to go back to the old way ever again.' What's different

The sweet-spot **Circle technology** It's all in the prep **10 design principles Details matter**

The need for a different approach

Conferences, done well, give focus and rhythm to organisational life. They are unique opportunities for leaders to come together to move things forward.

Unfortunately, corporate conferences are often reduced to being communication and engagement events, when they can and should be so much more.

So, how can we move beyond...

- archetypal conferences death by PowerPoint, a team-building exercise, a guest speaker and a gala dinner?
- formal, hierarchical, top-down meetings?
- predominantly one-way communication cascades?
- high-impact events but where nothing really changes as a result?

It's time to do something different and take conferences to the next level.



N.B. Not drawn to scale Please refer to Material_List_v2.pdf for code reference Please refer to Recce-Port_v1.pdf for venue photo

A different approach

Co-Creative Conferences (CCCs) are multi-dimensional interventions, designed to simultaneously tune culture, evolve strategy, develop leaders, build teams, shape innovations, and lead transformations.

They give us extended glimpses and direct experience of peak performing cultures. And they should push us to our creative edge, while enabling the best possible version of ourselves to turn up.

They are a new and next generation of conferences.

Building breakthrough leadership comunities

Getting your top leaders together is a big investment, so your annual conference needs to be a truly worthwhile activity that makes a difference.

CCCs are deep-impact interventions designed to help you name and face into your biggest opportunities and challenges, to break through personal assumptions and collective beliefs, to think together in new ways, to work at your creative edge, and to cocreate new ways forward.

They also set the energetic 'tone' needed to unlock a new movement, introduce new ways of working, and attend to quality of contact and relationship within and across the community.

Tuning into the sweet-spot

CCCs sit in the often missed sweet-spot that exists between directive (top-down) and participative (bottom-up) approaches to change – a subtle realm of insight and breakthrough, collective intelligence, flow states and peak performance.

In this realm our skills become magnified, our capabilities go through the roof, and we are able to literally lean in and co-create the emerging future.





To tap into this sweet-spot we use **nowhere**'s circle technology – designed to:

- open up new spaces of possibility
- build and strengthen energetic and relational containers
- hold the tension inherent in working at our edge and stepping into the unknown
- catalyse moments, and extended moments, of breakthrough

This way of working generates the new patterns of collective thought needed for catalysing new patterns of collective action. It is ideal for leading transformations, launching and building the momentum behind new strategies, and for tapping into the white spaces that exist between business units, functions, assets and capabilities – the wellspring of innovation.



Our benchmark

Co-Creative Conferences are therefore designed to:

- act as both anchors and pivot/inflexion points on a journey
- embody the arc of your emerging story
- seamlessly weave together content and human process
- role model a sublime standard of care and attention
- be deeply meaningful, memorable and even transformational

Success looks like

- The community's capacity to hold a bigger (strategic/operational) pattern has expanded
- It has learned to work in more productive and creative ways
- Distorted cultural and leadership patterns have been interrupted
- Participants are upskilled, supported and resourced
- Leaders get 'it' into their bones, so they can energetically effect change back in the wider organisation

A note on energy

It is also important to point out that conferences don't have to be high-energy events. The extreme expression of this is when annual conferences turn into business tourism jollies. Indulgences like this actually create pseudo communities, and are mechanisms for avoiding the tricky issues.

This doesn't of course exclude having fun, for knowing how to party together is a great measure of the maturity and consciousness of a community.



The success of a CCC is predetermined in the preparation phase. Great prep, great conference.

This includes working closely with the key leaders who are helping host and hold the event, as they need to go through a personal journey of transformation to be able to lead this type of conference. New value is therefore created even before the conference kicks off.

Establishing a 'core team' is also vital, for their work is to beautifully weave content and human process together into a conference design that delivers a breakthrough experience that binds everyone – leaving its mark, forever seared into memory.

This needs to include working with internal communications, event and brand teams to choreograph every touch-point and develop the necessary signs, symbols and artefacts to make the conference design work.



It also means working with the key leaders/speakers, to help them craft the message, idea or insight they most want to implant in the collective consciousness of the community.

Without great input, you don't get great conversation.

This includes designing in rehearsal time the day before the conference kicks-off, so they can receive constructive feedback and take their inputs to the next level. This is also a great opportunity to join the dots between speakers to curate the most effective content narrative for the audience.

After

Debriefing learning

Consolidating outputs as ongoing community resource Sharing energy with the wider organisation Scaling and replicating momentum

Before

Establishing a core group with core energy Designing the experience arc Production briefings

Curating content

Preparing leaders and coaching speakers

Attending to detail

Preparing the participants with great communication Identifying and coaching internal MCs Coaching the MCs to hold the space Calling the show Choreographing the flow (of hundreds of people)

Production & logistics – beautifying space

Integrating content and process (slides)

Rehearsing speakers – feedback and builds

Capturing outputs and outcomes

During

Building community

Charge Earling Weil C Earling Weil C

ders' signat ints si improved





Design principles

- 1. Build a core energy with a core group to do something different
- 2. See the design as both an intervention and a journey
- 3. Create a beautiful dance between content and human process
- 4. Find the right information to bring into the room
- 5. Build in time and space for people to make meaning
- 6. Pay attention to well-being, beauty, detail and magic
- 7. Upskill the community at every opportunity
- 8. When everyone is up to speed, evoke a new movement
- 9. Be ready to adapt the design, to support what wants to emerge
- 10. Everything leads up to the moment the community starts self-managing and co-creating the way forward

Time

CCCs play with time ... knowing when to speed up and when to slow down.



CCCs play with space ... using different shapes at different times to shift how we think, relate, learn and organise.

CCCs play with energy ... when to raise, lower, deepen and thicken energy.

Information

CCCs play with information ... information coming into the room, being cocreated in the room, and packaging information so it ripples beyond the room.

nowhere

Beauty is in the detail. For when people attend to detail we feel more held, supported and resourced to immerse ourselves in the experience and step out of our comfort zones and into the unknown.

Detail matters. It adds another layer of depth and texture.











A developmental journey

Finally, CCCs are ways for large groups of leaders to meet, work and grow together over time. To this effect we have designed an ecology of co-creative conferences that increase in sophistication, skill, form and potency each year. This is how leadership conferences can be used to build breakthrough communities. You are



Nelcome to Nelcome to

For further information

Please visit www.**now-here**.com You can contact us at: enquiries@**now-here**.com





© Copyright **nowhere**group Itd 2017