

Compression Planning BrainTrain - 2009 Advanced Institute

The Compression Planning Institute
www.compressionplanning.com



Tune up your Compression Planning skills, and be part of an inspirational learning experience. This is a great opportunity to review the basics, learn advanced facilitation approaches, receive facilitation feedback, have a design analyzed in-depth, have all your questions answered and much more.

Accomplish all of these things in just 2 ½ days.

To: Compression Planners
From: Jerry McNellis
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Before I give you the “nitty-gritty” about the Advanced Institute, I want to share my thoughts and feelings about these particular sessions.

Quite simply, the Advanced Institute is my favorite session all year. I love it and believe you’ll find it exciting as you learn what others are doing with CP. I guarantee you’ll go to an entirely new level of effectiveness and knowledge about CP in 2 ½ days.

Now to the nuts and bolts.

Advanced Compression Planning Institute

October 28-30, 2009

Location: Compression Planning Institute at Oglebay Resort and Conference Center - Wheeling West Virginia (1 hour south of the Pittsburgh International Airport)

As soon as you register for the Institute, you will get an outline of questions for you to think about for our time together.

As soon as we can schedule it, you and I will have a 30-minute, 1-on-1 conference call to discuss what you specifically want and need out of the Advanced session.

Building your desired outcomes into the Institute is my goal. You’ll find we develop answers to

special requests ahead of time, or send you things afterwards even when you are the only person interested in that subject.

How Advanced Is Advanced?

I've received questions about "how advanced in CP must one be to attend this Institute?"

Do not be surprised to see people who went through the training and have been doing Compression Planning for 10-20 years. There will also be people who've been into CP less than 2 years. Some will be coming back for a refresher and a gentle "kick-in-the-pants" to use CP more often. Others have strayed "a bit" from the process and want to get back in touch with the basics.

Some simply want to take their skills to a new level.

And others are there to learn what we've discovered and created lately.

The one thing in common is everyone is a "dedicated user" of Compression Planning and wants to learn more. If you question the degree of how "advanced" you are and how comfortable you will be, here are three thoughts:

- * People who have been facilitating 1 year will find it extremely useful.
- * Professionals and amateurs alike will gain lots of new ideas on how to make Compression Planning work more effectively for them.
- * Let's talk to see if now is the right time for you to attend. Please send me an e-mail at jerry@compressionplanning.com, or call me at 724-746-1220.

How the Institute Will Run

We will start with introductions, how participants use Compression Planning, applications they've been involved in, as well as what they want from our time together.

Next we'll review the basics of the Master Planning Model from designing through focusing groups, to action and communications planning. You will learn many tricks-of-the-trade in this session – 12 or more you can comfortably and instantly apply.

One highlight will be a "silent gallery" where your designs will be critiqued. I will do a surgical approach on some designs...as if I were personally going to facilitate them for a client. There will also be time for you to receive feedback on your facilitation.

From Ideas to Action

The "idea development" part of a session is frequently quite easy compared to the transition to the critical few ideas and action/communications planning. There will be a session focusing mainly on the "non-idea-generating" part of Compression Planning.

You will have a chance to walk through the Action/Communications Plans in detail, and learn some new wrinkles to save you time.

New Facilitation Tips and Techniques

Believe it or not you will learn at least 4 new ways to use dots that can instantly help you guide your groups to make decisions.

Among the advanced facilitation techniques, we will work on what you do when it slows down, switching perspectives, use of artifacts for stimulus and the list goes on.

You will practice “design on the fly” and Compression Planning LITE.

The time you spend with other Compression Planners, as well as our team on breaks, over meals and after sessions will pay huge dividends.

Be prepared for hearty stimulation and new insights. You’ll become engaged in parts of CP we don’t even go near in the basics course.

There will be a lot of materials developed and shared during the sessions. Several storyboards will be keyboarded and e-mailed to you.

You’ll receive copies of our three new books that were published in the first half of 2009:

- * The Compression Planning Advantage ... Exploding the Meeting Myth
- * The Compression Planning Advantage ... A Blueprint for Resolving Complex Issues
- * The Executive Decision Making System

You will also receive material developed just for this Advanced session.

The Institute will deal with questions you and the other participants raise. Facilitating in multiple languages and cultures came up recently. You never know what people are into, but it is great learning. Facilitating a group of visually-impaired participants was the work of Don St. Louis from Denver.

Strategic Planning and Offsite Retreats

Because so many facilitators are involved in strategic work, we’ll have a session just around this topic for those interested. You will learn how to integrate Compression Planning with strategic planning for a wide variety of situations.

If you do off-site retreats, we’ll share our experiences conducting more than 500 of them. There are a bunch of hints we’ve acquired over the years that can save you many headaches.

What You Can Expect

This is just an overview of what you can expect at the Advanced Institute. Pat McNellis and I will do detailed designs of the Advanced sessions following the conference calls. Each Advanced session we do is special because of the unique needs and talents of the people attending.

You will also learn how to use the Filter Grid (something we do not cover in a basic session). You will find this approach helps highly analytical groups focus down to the critical few priorities.

I am sure you will find it a useful addition to your facilitation toolbox.

You'll be part of the first official Compression Planning Institute at Oglebay – our new joint venture partner. Next week you'll receive a special BrainTrain about this exciting partnership. To get a sneak peek at Oglebay Resort and Conference Center, please visit www.oglebay-resort.com/video/index.cfm.

This is an Institute ... with no holds barred approach in an open forum for all to share joys, successes, frustrations and laughter over sessions that bombed, and what we've learned along the way.

The Cost

The tuition for this Advanced Institute is \$2,495.

Your room-and-board package (not included in the tuition) includes all daytime meals and break service. There are a variety of packages available for the Institute. E-mail Stephanie McNellis at Stephanie@compressionplanning.com for more information.

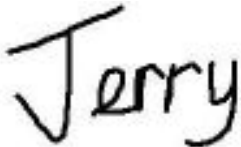
You can use one of three ways to pay for the Institute.

- VISA, MasterCard or American Express
- Purchase Order
- Three easy payments

The Advanced Institute is your chance to share how you are doing with Compression Planning, and to get insights and advice from me, other members of the McNellis team, as well as from every other person there.

If you have any questions, please e-mail me at jerry@compressionplanning.com, or call me at 724-746-1220.

Best wishes,



Jerry McNellis

The Compression Planning Institute at Oglebay

P.S. Be on the lookout for a special edition of this month's BrainTrain. It reveals The Executive Decision Making System – an advanced CP approach we've been beta-testing for nearly two years, and is designed especially for executive teams and boards of directors.