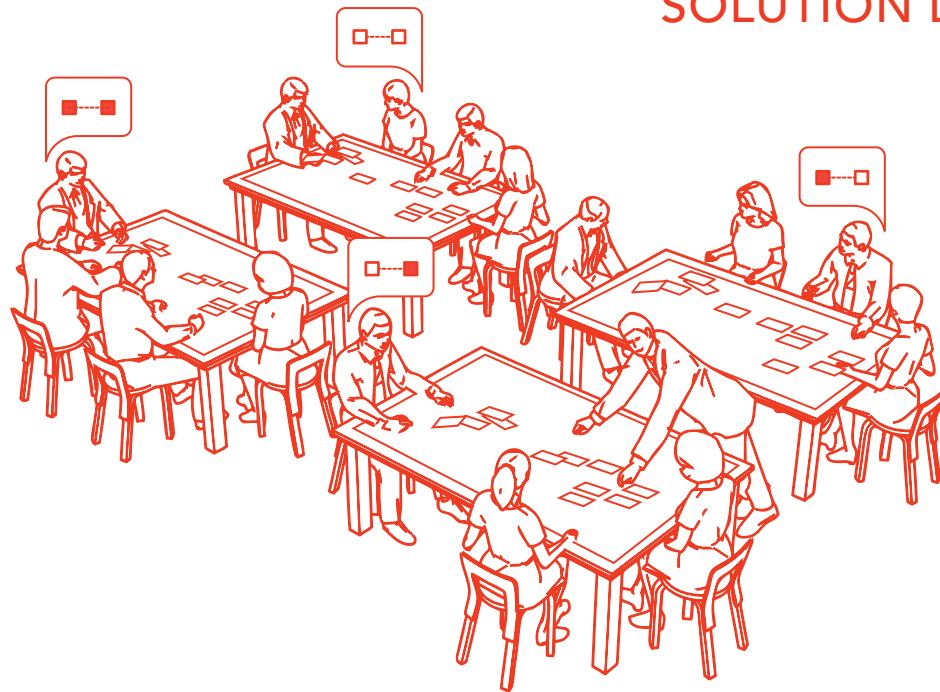
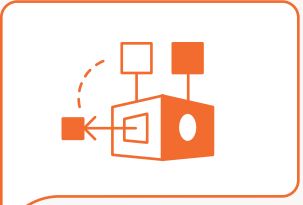
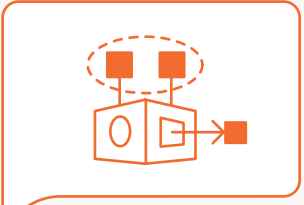
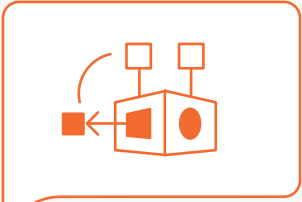
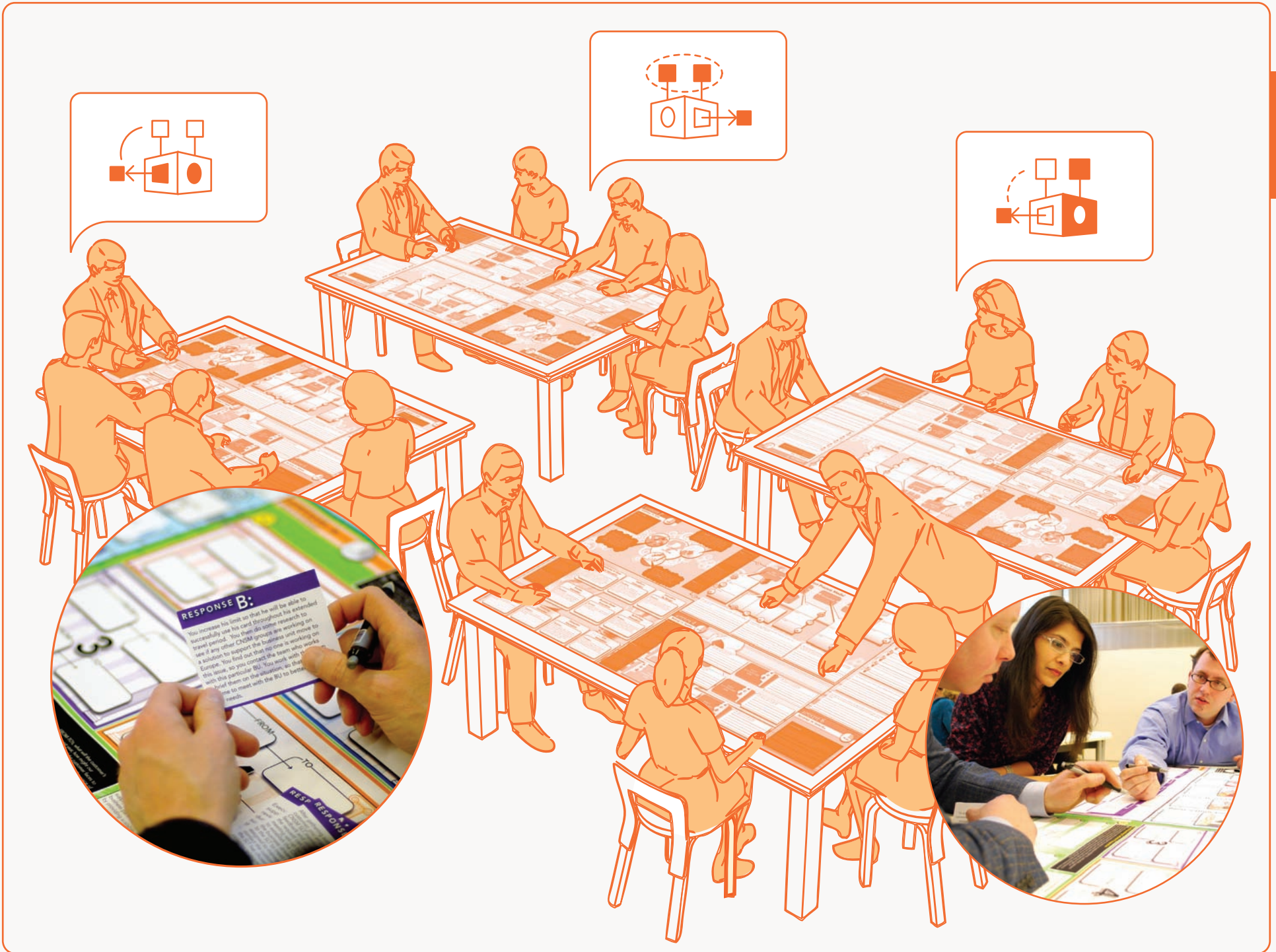


COLLABORATIVE LEARNING MAPS[®]

SOLUTION DEPLOYMENT



Come Together + Think Better + Move Forward



THE CHALLENGE

Let's face it, communication is critical to your organization. You have important messages to communicate to your people: everything from strategic plans and decisions to new policies and procedures to changing compliance requirements.

But mere communication—the simple transmission of information—is rarely the primary goal. Successful communication must have an effect on your people; it must get results. Those results may include learning, understanding, and internalizing critical information; changing behavior; or aligning toward a common objective. Successful communication moves your people to act for the benefit of your organization. More than that, it gives them the tools to do so.

There are many challenges to successful communication today, whether it's the difficulty of consistently linking the importance of your message to the realities of your people's day-to-day work or the need to deliver your messages to diverse populations across geographies in a cost-effective way. Additionally, much workplace communication today is pushed out to its recipients. They receive it passively. Current research in adult learning shows that passive, presentation-style learning is far less effective than active learning at enabling people to learn, understand, and apply new concepts and information.

Change requires understanding; understanding requires learning.



THE SOLUTION:

COLLECTIVE NEXT COLLABORATIVE LEARNING MAPS®

With Collaborative Learning Maps®, our clients convey their most complex and critical messages in a way that enables their people to learn, internalize, and truly understand them. They can then apply the concepts and information, moving forward with immediate, relevant, practical, and coordinated action. Whether the message is a new five-year strategy, a model for leadership effectiveness, or a program to improve customer service, Collaborative Learning Maps® help organizations execute more effectively.

Collaborative Learning Maps® are visually engaging and content-rich. They are designed to promote dialogue in small teams while guiding them through a sequence of self-facilitated activities. Each Collaborative Learning Map® is designed in conjunction with our clients to accommodate the complexity of their content. We work with our clients to deconstruct their business solution or messages into essential components, and then we present those components on the Collaborative Learning Map® as a cohesive sequence of interactive activities for the participants. As they work through the interactive activities, based on real data and realistic scenarios, the participants develop a deeper understanding of the material, they internalize its relevance to them, and they are much more likely to buy into the message.

Effective: Collaborative Learning Maps® are based on research and proven methodologies of adult learning, and have been shown to help participants more readily internalize new concepts and information and more quickly coalesce around a new point of view.

Engaging And Fun: The Collaborative Learning Map® process is enjoyable and promotes small group discussion and debate, while at the same time creating a strong team dynamic.

Versatile: Collaborative Learning Maps® have been used successfully with a wide range of topics, and a single Collaborative Learning Map® can be designed to achieve multiple objectives.

Easy To Roll Out: Because Collaborative Learning Maps® are self-contained and designed to be self-facilitated, they can be used with groups of unlimited size, at different times and locations.

Experiential: Collaborative Learning Maps® allow users to become immersed in the content and processes together with their colleagues.

Collaborative Learning Maps® are...



THE EXPERIENCE AND ITS VALUE

Collaborative Learning Maps® enable a deep understanding of complex, multi-layered concepts at an individual, team, and organizational level. The Collaborative Learning Map® process fosters discussion and deliberation to ensure that messages are not only heard and understood, but they are relevant and can be put immediately into action.

Create an experience through which your people achieve a thorough understanding of the material.



Benefits of using Collaborative Learning Maps® include:

- **Better Retention:** The combination of learning and work activities in the Collaborative Learning Map® process helps participants remember more of the experience, the content, and the outcome than with traditional communication or training methods
- **True Internalization:** The deliberative and social nature of the Collaborative Learning Map® process helps participants truly internalize the core messages being conveyed
- **Predictable Results:** The Collaborative Learning Map® development process, including pilot testing, ensures predictably successful results
- **Alignment and Momentum:** By developing a common understanding across your organization and a shared belief in the importance of achieving your goal, you can achieve maximum momentum
- **Shared Vision of Success:** Not only a shared vision of success, but each individual develops an understanding of how they will contribute to that success
- **Holistic Understanding:** The more context an individual has, the more likely they are to understand and support a demanding and complex initiative
- **Positive Behavioral Change:** Changing or improving business processes is often not enough if the employees' behaviors do not also change accordingly
- **Team-building:** The shared experience combining deliberation, learning, collaboration, and discussion helps participants get to know one another and work together more effectively following the Collaborative Learning Map® experience
- **Good "Word On The Street":** The unique Collaborative Learning Map® process typically generates positive buzz, which contributes to the success of an initiative and serves to recruit people to the cause
- **Cost Effective:** The Collaborative Learning Map® process provides better engagement and retention of material at costs comparable to or better than other learning and training methods



All of this enables participants to not only understand why a concept is important, but to reinforce that understanding by drawing their own conclusions about why it's important to them. At the end of a Collaborative Learning Map® experience, participants are well equipped to answer three important questions:

- 1 What do I need to understand?
- 2 How does this affect me and my organization?
- 3 What do I do now?

We have used Collaborative Learning Maps® successfully with a variety of clients tackling a variety of challenges, including:



Leading Financial Services Company – Growth Strategy

Enabled the successful communication and roll-out of a new long-term growth and profitability strategy

Fortune 50 Pharmaceutical Company – Global Marketing

Catalyzed a global marketing deployment of enhanced product differentiation, best practices, and objection handling for one of the largest selling drugs in the world

Leading Investment Management Company – Customer Relationship Management

Accelerated the launch and training of a new customer sales and relationship management process focused on maximizing net new sales, customer value, and creating true differentiation in the marketplace

Leading Healthcare Services Company – New Employee Orientation

Facilitated a new employee orientation centered on the core values and identity of the organization

Collective Next: Our mission is to dramatically improve our clients' business performance by facilitating the rapid development and deployment of high-quality solutions from idea through organizational alignment to execution.

129 South Street, Floor 2, Boston, MA 02111
info@collectivenext.com
www.collectivenext.com
P 617 517 9840