

CATALOGUE

EXPERIENTIAL LEARNING, TRAINING AND TEAM BUILDING

ATMOSPHERE EVENT COMMUNICATIONS

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**MAXIMIZING
THE POTENTIAL
OF YOUR EVENTS**

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**MAXIMIZING
THE POTENTIAL
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ATMOSPHERE LEARNING EXPERIENCES

“Tell me, and I will forget. Show me, and I may remember.
Involve me, and I will understand.” - Confucius

AT ATMOSPHERE EVENT COMMUNICATIONS,
we take a unique approach to planning and executing your learning opportunities,
ensuring a meaningful and engaging experience.

We believe that your target audience will get the ultimate benefit if:

- they participate in the learning process
- they have influence over its nature and direction
- the experience is based on an unconventional confrontation with practical, social, personal, physical or professional challenges
- some form of self-evaluation is applied in assessing its progress and success

With a wealth of experience creating and delivering experiential learning experiences, training and team building programs. Atmosphere provides access to North America's leading facilitators in personal/organizational development and adventure learning.

Atmosphere can help you define your training objectives, specific goals and craft the optimal experience that will deliver results well beyond your learning day.

We help companies of all sizes and industries by creating and executing numerous types of Learning Experiences, through half, full and multiple day programs run locally, nationally and internationally:

- | | |
|----------------------------------|----------------------------------|
| • Brainstorming | • Communication |
| • Conflict Resolution | • Customer Service and Sales |
| • Finance | • Goal Setting and Attainment |
| • Leadership | • Managing Organizational Change |
| • Marketing | • Negotiation Skills |
| • Personal & Professional Growth | • Stress Management |
| • Team Building & Development | • ... and more! |

At Atmosphere we offer over 35 “off-the-shelf” experiential learning programs, and support an international network of specialists and facilitators who excel in sourcing or creating custom programs worldwide. And, after every program, we conduct a thorough debriefing session with your participants, ensuring they get the ultimate benefit from their Learning Experience.

Emploi Quebec- Bill 90 Certified

The Act to Foster the Development of Manpower Training, the law of 1%, is designed to improve the qualifications, skills and performance of workers in Quebec through continuing education.



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Learning Outcomes/Topics

	Teambuilding	Motivation	Sales Tools	Creativity	Communication	Leadership	Flawless Execution	Time management	Fun Competition	Vision	Pushing comfort zones	Decision Making	Planning	Change	Customer Service	Innovation	Cross selling
Learning Experiences																	
Action!	•	•	•	•	•	•			•	•	•		•		•	•	•
Adventure Series	•	•		•	•	•	•	•			•	•	•	•	•	•	
Afterburner		•	•		•	•	•	•				•	•	•			
Communication network	•	•		•	•	•	•	•				•	•			•	•
Corporate Olympics	•	•				•			•		•						
Graphic Recording				•	•					•						•	
Dragon Boat Racing	•	•			•		•		•		•		•				
Mission Possible	•	•		•	•	•			•		•	•	•				
Navquest	•	•		•	•	•			•		•	•		•		•	
The Mark of a leader		•				•				•							
Save the Titanic	•	•		•	•	•		•	•			•	•		•	•	
Profit from change	•			•	•							•		•			
Bridge the gap	•	•			•					•		•	•		•	•	
Reveal the secrets	•		•	•	•				•	•					•		•
Unite left and right	•	•		•								•				•	
Sell naturally			•		•										•		•
Be a top gun					•	•						•	•				•
Drive the flow	•	•			•	•							•				
Appreciate your customer			•											•	•		
Inspire the future	•	•			•	•				•			•				
Rythmn Exchange	•			•	•												
Fearless Flame		•			•						•	•					
Journey Home	•	•		•	•	•						•	•		•		
Alien Contact	•	•			•							•					
MAXX		•			•	•						•	•				
First Light	•	•			•											•	
Planet X	•	•	•		•								•		•		•
Project Delta	•	•			•	•											•
Tha Aquanauts	•				•										•		



MAXIMIZING THE POTENTIAL OF YOUR EVENTS

ACTION !

Take your people out of their everyday environment to create and film your company's next actual TV commercial.

A fun and unique way to ensure your people truly understand your product, your brand, your company and your target audience.

Each team must create and film a 30-second commercial on our fully equipped television set! Rather than have them spoken to by the typical "talking head" and expecting them to remember all of the details, your teams will utilize, share and embrace all of the information needed to master the complete knowledge & understanding of your product / brand / company.

They then must persuade everyone else that they get it, and that they can sell it. We set up a competitive atmosphere that further intensifies the action! We can award the winning team, but everyone gets value out of this unique experience.

Teams have one hour to study the provided product information, brainstorm & conceptualize, choose their actors, script their dialogues, select their music and props, and of course rehearse!

Our **mobile** set can be installed anywhere, space permitting. Plus, our **green-screen** technology allows complete flexibility for décor and background images, giving everyone the opportunity to show off their creative savvy.

Learning Outcomes

Team building | Presentation Skills | Sales Tools | Creativity | Brand Ownership

2 ► 4 Hours

25 ► 100 Participants





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ADVENTURE SERIES

Atmosphere's Adventure Series illustrates the importance of teamwork, communication, creativity and leadership.

The Adventure Series experience is designed to engage people both physically and emotionally. Working in small groups, each team is taken through a sequence of initiatives that gradually build the level of challenge and trust required.

Following the experience, a debrief session is conducted in order to reflect on the accomplishments of the group, and to relate the experience to similar situations in the workplace –

Using a **Challenge By Choice** philosophy, we invite participants to choose the level of challenge that is within their comfort zones. By the end of the experience, the goal is that people begin to step outside these comfort zones and develop greater trust for the group.

These powerful experiential learning programs can be set up both indoors and outdoors.

Learning Outcomes

Team Building | Communication | Leadership | Creativity | Risk Taking

1 hour ► 2 Day

8 ► 250 Participants





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AFTERBURNER

Learn a simple and effective model of **FLAWLESS EXECUTION** that can become part of the culture of your organization.

Afterburner is a highly customized program that is presented by real fighter pilots. The objective of this experience is to teach simple yet effective strategies that can help in the success of any mission. The **Flawless Execution Model** is made up of four steps:

Planning, Briefing, Execution, and Debriefing.

Through both keynote and interactive breakout planning sessions, the pilots demonstrate how their fast paced and rapidly changing environment is not so different from yours. The model has proven to be an effective tool for sales, marketing, leadership, and management at all levels.

Afterburner is available in a variety of formats, and is tailored to fit the specific objectives of your conference meeting or event – as a KICK-OFF or built right into your multi-day overall agenda. Why spend too much money on just a regular keynote speaker when you can experience Afterburner? This unique program is guaranteed to provide your people with a fun and memorable experience. On the learning side, it is a great tool that can be applied to your work culture.

Learning Outcomes

Flawless Execution | Team building | Leadership | Effective planning | Effective planning | Dealing with task Saturation | The Importance of a Winning Attitude

1 Hour ► 1 Day Program

10 ► Unlimited Participants





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COMMUNICATION NETWORK

Atmosphere's Communication Network experience provides individuals with a hands-on understanding of the bigger picture in their organizations.

How well do different units communicate within your organization?

Do they exist in different silos, far apart from each other?

Do some great ideas simply remain as great ideas?

These and other issues are addressed in our Communication Network experience. It offers a fantastic opportunity to engage your people under unique circumstances. Creativity, leadership, planning, execution, and effective communication are all put to the test.

The challenge is to build communication towers out of Lego that are as high as possible, structurally sound, and that can be linked to each other in a powerful network.

Like all Atmosphere programs, this experience is highly customized and debriefed to draw close parallels with your organization.

Learning Outcomes

Improved Communication | Creative Design | Leadership | Team Building | Time Management

1 Hour ► ½ Day Program

10 ► 1000 + Participants





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CORPORATE OLYMPICS

The Atmosphere Corporate Olympics is designed to foster teamwork and collaboration in a fun way that lets your people shine.

This program specifically stimulates participation, creative input and corporate unity in an exciting, competitive and ultimately effective format. Small teams compete against each other in a variety of sporting events. Points are awarded to winning teams in each event, and to individuals who demonstrate excellence. Team flags, Olympic torches, opening and closing ceremonies, build-up campaigns . . . all elements that can be created for your event. We provide a variety of games, from physical to "whacky".

The greater objective is for people to play together and gain an understanding of each other that would not be possible during the regular workday. Your employees learn that by playing together, they can become more effective in their daily tasks. Our program helps them overcome stereotypes, break through positions and show a side of themselves that may otherwise be buried in office routine.

Relationships are able to form without regard to titles.

Learning Outcomes

Team building | Leadership | Fun Competition | Motivation

1/2 ► 1 Day Program

20 ► 500 Participants



GRAPHIC RECORDING

Graphic Recording captures the essence of business meetings and group dialogue in a highly visual format, to help you maximize the effectiveness of your meetings. This powerful visual tool helps participants actually see interrelationships of their thoughts, ideas, and group discussions as the meeting progresses, moving it forward in an exciting, memorable way.

The Graphic Recording is done in **real-time**, on large pieces of paper and, using words, icons, and color, transforms the dialogue into a visual map of the session. This map not only enhances clarity and decision-making, but nurtures participation, creativity and communication among participants. Graphic recording addresses the **80%** of the population who are **visual learners**, thereby increasing retention and productivity.

All charts are digitized after the event, and sent to your organization. They can be used for anything from reports and websites to screen-savers and desk top “reminders”. They can be laminated and used as a springboard for related meetings, adornment of an office wall as reinforcement of the session, or just plain eye candy!

Learning Outcomes

Visual recording of key messages and/ or goals | Corporate Alignment | Creativity
| Vision | Communication | Creativity | Innovation





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DRAGON BOAT RACING

Are you looking for a fun outdoor activity for your group?

Dragon boating provides the perfect balance of fun, physical activity, and strong metaphors for solid team performance in the workplace.

Dragon boat racing began in China 2000 years ago to commemorate the death of the great poet Chu Yuan. The present-day sport has grown by leaps and bounds all over the world, with Montreal being home to some of the best teams in Canada. The Montreal international dragon boat festival draws thousands of people each year and has become a celebration of culture, community, and sport.

Working with professional dragon boat coaches, your people will learn the techniques of paddling together and achieving maximum efficiency. Following a training session, your teams will compete in their own dragon boat festival. Your day ends with an awards ceremony followed by a hearty barbecue.

This unique program is guaranteed to provide your people with a fun and memorable experience. On the learning side, it is a great tool that can be applied to your work culture.

Learning Outcomes

Synchronization | Communication | Team Cohesion | Vision

1/2 ► 1 Day

18 ► 300 Participants





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MISSION POSSIBLE

Your mission, should you decide to accept it, is to ensure that your employees experience a dynamic, exciting and unique event.

Your # 1 client has been kidnapped and the kidnappers are demanding a ransom for his/her safe return. The money was supposed to be airdropped to them, but a miscalculation has left the ransom money lost. Now time is running out.

Your employees assume the roles of secret agents for this Mission Possible. Working in teams to find the money, they are presented with their “top secret” directives to complete a variety of challenging tasks. Each successfully completed task is rewarded with a piece of a puzzle. The puzzle pieces then come together to form a map, indicating the location of the ransom money.

This activity has been developed to neatly dovetail a wide variety of basic corporate issues although it can be constructed to meet the specific requirements of your organizational goals and objectives. This program can be positioned to communicate key product information, underline marketing or sales initiatives or create an impactful motivational “call to action.”

Our strategic approach to events and learning allows us to integrate the two together, allowing your group to experience the power, and business of play.

Learning Outcomes

Team Building | **Communication** | **Customer Value** | **Breaking Down Silos** | **Competition**

1/2 ► 2 Day Program

8 ► 1000 Participants

MISSION POSSIBLE



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NAVIQUEST

The Amazing Race™

Based on the Amazing Race™ reality television concept, Naviquest™ sends your people on an intense journey around & throughout Montreal. Naviquest can be produced using the entire city as the playground. Utilizing the city's transport system, teams race each other to various landmark quadrants - the Plateau, Chinatown, the Olympic Park, Mount Royal, the Old Port, Ile St-Hélène, Six Flags La Ronde. . .

The race is full of surprises and unexpected curveballs as teams move between stations. Diverse tasks demand different, extremely-challenging skills from each team member – physically & intellectually – effective management and leadership is required by all. We provide all necessary materials: Team pinneys, Bus/Metro Day Passes, Digital cameras, Refreshments, All clues and task materials, Staffing.

For great souvenirs, we provide each team with a Digital camera to be used during the race. Photomontages are created following the race. Naviquest™ is a very flexible program that can be scaled to your group size. You can choose from a menu of tasks and locations that are more appropriate to meet your objectives.

We can also deliver this interactive experience outside of the Montreal area.

Learning Outcomes

Team Building | Creativity | Problem Solving | Competition | Bonding

3 Hour ► 1 Day Program

20 ► 1000 Participants





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THE MARK OF A LEADER

Inspiring LEADERSHIP stories that achieve RESULTS!

Are you looking for a new way to make your next conference amazing? Have you used traditional motivational speakers before and need something new and different? Do you want some powerful AV but don't have a big production budget? Do you want a program that could carry on after your conference is over?

If you answered "yes" to any of these questions, then The Mark of a Leader is the solution for you.

THE MARK OF A LEADER is rocket fuel for any conference!

The Mark of a Leader is a treasure chest of inspiring stories about the world's greatest leaders - individuals, teams, and brands - and the principles that drive leadership.

Using rare footage, images and original music, this program is a unique way to fully captivate and energize participants. A customized sequence of modules is interspersed and delivered live by our lead story teller at key times during your meeting. The stories use state of the art video, multimedia, and original music and a live storyteller.

They are all customized to your theme, message and audience.

They'll leave an unforgettable mark on your organization.

The Mark of a Leader can be used as a building block for continued learning in your organization. Atmosphere will work with you to develop a follow-up strategy that will maintain the energy and momentum long after the event is over.





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L(EARN)² SAVE THE TITANIC™

Iceberg Right Ahead!

Experience management and leadership in a high-pressure situation! Your team takes control of Titanic moments after hitting the iceberg. Following the comprehensive briefing by Captain Smith, each team tackles the impending disaster. Think fast. Think smart. Think outside the box. Your decisions mean the difference between life and death for your passengers - and metaphorically for your business.

L(earn)2 Save the Titanic™ allows participants to learn by doing. The goal is to save the 2207 passengers, as well as the RMS Titanic herself. The experience begins with a careful analysis of the errors that caused the disaster in the first place. Participants then use their problem solving skills to save the passengers and crew of the Titanic on her maiden voyage. Each team is given the same list of available resources, and challenged to devise a plan. This incredible experience allows teams to learn skills by living them. Participants learn volumes about team priorities, conflict resolution, setting a common objective, creative problem solving, and working together in a team environment.

Participants learn to: Become engaged in generating ideas & solutions, Set the context of actions before executing them , Establish common goals , Avoid disaster by communicating and planning , Implement communications to support internal and external stakeholders, Cause others to be creative when generating ideas and actions, Shift the focus from one's leadership to leading within the situation.

Learning Outcomes

**Decision Making | Delegation | Layering of Ideas | Planning | Creative Problem Solving
| Team building**

1/2 ► 2 Day Program

10 ► 350 + Participants





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L(EARN)² PROFIT FROM CHANGE™

But that's the way we've always done it!

Most of us do almost anything to maintain the status quo. Unfortunately, the same scenario applies in business. We tend to take action only when forced by a competitive threat, or external circumstance. This experience offers invaluable insight into the process of change: Why it happens, when it happens, and how to use any changing environment to your maximum advantage. Learn the winning approach: The more people you get on your side, the more successful your initiative will be!

L(earn)² Profit from Change™ allows participants to affect change in an organization through a simulated change implementation project. Participants experience the difficulties of implementing a system-wide change. Participants choose specific change and communication tactics to influence others, secure their agreements, and move others towards clarity.

Participants learn to: Select appropriate communication and change tactics to achieve company goals, perform, make decisions and implement change as a team, approach change as a process, not an event, predict and overcome barriers to change, design an organizational environment that reinforces the importance of change.

Learning Outcomes

**Implementing change | Creating Context | Innovation | Planning | Resource allocation
| Influencing | Large scale communication**

1/2 ► 5 Day Program

4 ► 300 Participants





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L(EARN)² BRIDGE THE GAP™

Ever notice the gap?

Yes - the gap that exists between your customers and your organization! If you don't notice it, your customers continue to fall into it. Further, if you cannot bridge the gap, your competitors will. With teamwork, communication and planning, you can build a bridge over the gaps to challenge the laws of physics (the customer requirements) and withstand any environmental threat (the competitive landscape). **L(earn)² Bridge the Gap™** gets your team physically and mentally active in engineering a super-structure (your company) by working together, planning and implementing. Roll up your sleeves and start construction! The bridge (your organization's structures and processes) must span the gap between you and your customers, and must carry the weight of one large egg (the fragile relationships with customers and employees). Your participants become a team of architectural engineers who communicate and plan together, implement as two sub groups, and then return to the main group to integrate all stages of the bridge in order to create the super-structure. This mirrors the relationship between departments, each with their own goals but working toward a common end. **L(earn)² Bridge the Gap™** communicates your key messages to participants in an impactful and memorable way.

Participants learn to: Take responsibility for the success of the larger enterprise, Plan and communicate effectively between teams when working as teams, Clearly communicate context and purpose when assigning tasks, Implement separately through effective communication and resource allocation, Create powerful connections between internal structures and processes and customer needs.

Learning Outcomes

Team building | Customer service | Planning | Communication | Culture | Resource Allocation | Project management | Innovation

1/2 ► 1 Day Program

8 ► 320 Participants





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L(EARN)² REVEAL THE SECRETS™

Special Agent “X” requires Your Expertise...

What are those mysterious qualities of your product or service offering, the customer requirements, and your competition? Marketing and sales initiatives of new or existing offerings can sometimes seem like an impossible mission. There are so many secrets. Which ones lead you to success and the completion of your mission? **L(earn)² Reveal the Secrets™** is the key to marketing, servicing, and growing a successful product or service.

Get it right the first time. We will walk you through a powerful experience which puts your customers, your company, and your competition on the same page for perhaps the first time. Accept the assignment, and learn a comprehensive process to reveal the incredible insights you can put into action immediately! So, the competition is afoot, and the clock is ticking! Leave your old identity behind. You are now a Secret Agent.

Each team experiences the process by applying it to your specific products, services, marketing, sales or customer service. Target market, customer requirements, and product differentiation are among the considerations. Participants are amazed at the classified data they generate, and return to the office eager to hold top-secret staff meetings around these new insights.

Participants learn to: Meet competitive challenges head on and identify areas of weakness in a competitor's offering, analyze products/ services from the customer's point of view and discover what matters to them, create new value propositions and unique competencies, expand customer value by being “on the mark” at all times, create new futures by positioning your organization as the market leader.

Learning Outcomes

Product evaluation | **Customer Service** | **Sales** | **Benchmarking** |
Innovation | **Key Messages**

1/2 ► 2 Day Program

4 ► 300 Participants





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L(EARN)² UNITE LEFT AND RIGHT™

Need answers, not more questions?

How often have you wished that you had the ability to look at problems from a different vantage point and get a new insight on the problem? Another perspective. Get ready to have both halves of your brain unite in this exciting method of creating a different vantage point.

In this creative program, **L(earn)² Unite Left & Right™** participants experience the locks to creativity and finding innovative solutions. In the program, creativity is less about crayons on the wall and more about being able to create innovative solutions to everyday challenges. Normally, our creativity remains locked within us. The activities focus on unlocking our creativity and liberating participants to approach challenges in new way. Each activity identifies a key to the lock.

Once the participants discover the keys, the real challenges begin. Your team moves to the application of what they have learned, and begin attacking all sorts of problems. Finally, you choose several "impossible" problems in your organization and participants collectively solve the company-related issues.

Participants learn to: Apply creative thinking skills to overcome barriers caused by the way we approach problems, link creativity and innovation to real life problems, be confident in applying proven techniques to unleash creativity, use creative thinking to find solution to problems you might face in your role in the organization (e.g., a manager or sales person), unlock the six mental locks that get in the way of being creative.

Learning Outcomes

Creative thinking | Innovation | Problem solving

1/2 ► 2 Day Program

10 ► 300 + Participants





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L(EARN)² SELL NATURALLY™

Do you get your customer?

We all have a natural approach when selling and presenting. Working within your natural approach means you connect with customers who have the same natural approach. To increase sales success, connect naturally with all your customers when presenting. Tailor how you communicate and how your customers receive how you communicate. Get ready to present so your customers hear you and receive the information naturally.

L(earn)² Sell Naturally™ uses colour as a metaphor for remembering and understanding human communication preferences. Applying these preferences allows individuals to determine how to present information, pitch or detail clients, and close in a manner that is natural to their individual customers. Participants learn about their style and identify specific ways to communicate to support the buying and listening process of their other clients. The applications, both personal and professional are endless! The experience of the program focuses on the participants' ability to learn and apply the learning to their presentations rather than a lecture or presentation by the facilitator. Individuals leave having been engaged in applying the conversations in their selling process.

Participants learn to: Instantly assess your clients' communication preferences, Enhance your interpersonal and group communications, Improve sales productivity immediately, Communicate so others hear you and your messages, Handle sensitive situations/communications, Eliminate stress and tension in the sales process.

Learning Outcomes

Presentation skills | **Communication styles** | **Determining motivators** | **Influencing**
| Listening

1/2 ► 3 Day Program

4 ► 800 Participants





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L(EARN)² BE A TOP GUN™

Get Ready for Takeoff Top Gun!

The **L(earn)² Be a Top Gun™** interactive simulators are highly customized to reflect your particular business, with every aspect of the experience tailored to fit the parameters you set out in advance. The simulator closely resembles the current state of your organization and market. You choose the level of competition, and challenge your participants to succeed. The participants form management teams, and compete or collaborate to ensure their business gains the maximum market share. Participants can also innovate their processes and products which take resources and require effective operations of the day-to-day decisions. asis.

Participants learn to:

Collaborate to align and innovate all the activities in your organization, Improve your management & planning skills to create space to innovate, understand the inter-connectedness of your organization, compete against other teams' strategies & tactics in a competitive marketplace, understand the variables at work within your organization, innovate without the real life risk yet experiencing the payoff of innovation.

Learning Outcomes

Financial Implications | Impacts of Silos | Team planning | Communication | Leadership | Decision making

1 ► 2 Day Program

24 ► 80 Participants





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L(EARN)² DRIVE THE FLOW™

Get Your Hands Dirty

This two-day learning experience helps you L(earn)2 Drive the Flow™ of work within your team, and your own environment. The program takes you on a thought-provoking, high-speed race against the internal barriers that restrict your top performance when managing and improving workflow.

L(earn)2 Drive the Flow™ delivers tools and methodologies to independently anticipate and solve workflow and process challenges before they arise. In this experience, you apply the tools you learned and practice managing workflow in a production environment. The hands-on activities enable you to improve workflow and the mechanics causing the workflow challenges. The experience allows you multiple opportunities to test and validate the workflow management concepts. Naturally, through the process of discovery, you begin to address the workflow challenges by defining, measuring, analyzing, and improving your current workflow environment.

Participants learn to:

Consider the implications of actions on others' workflow, describe and map workflow, anticipate unintended consequences of actions, address challenging situations using a systematic approach, tackle the causes of issues instead of applying quick fixes, apply the concepts of workflow management, determine what and when to measure, practice improving workflow.

Learning Outcomes

**Workflow | Project management | Forecasting & planning | Resource allocation |
Process mapping | Culture and team**

1/2 ► 3 Day Program

8 ► 30 Participants





MAXIMIZING THE POTENTIAL OF YOUR EVENTS

L(EARN)² APPRECIATE YOUR CUSTOMER™

What do you expect?

Picture yourself walking up to a fast food counter, buying a car, or a new computer. What is the level of customer service that you expect? Like most consumers, your expectations are growing exponentially. That's why good customer service remains absolutely essential for any business that wants to grow and succeed.

In fact, those who content to 'do things the way we've always done them' often pay a serious price. A recent survey of Canadian firms asked customers why they switched suppliers. The results were as follows: 68% switched because of perceived indifference to their problems, and 14% switched because of complaints never addressed. Taken together, these statistics indicate that 82% of the reasons why people switch suppliers directly related to customer service! So, how do you formulate a long-term customer retention strategy, built on customer service? It all begins with a commitment to excellence that 'we can, and will do it better'. Once your team recognizes the critical importance of this commitment, we'll teach you the fundamental principles required in order to move to the next level. You gain invaluable insight into the process of identifying customer needs and requirements more effectively, helping customers solve their problems quickly and efficiently, and building trust and credibility with customers on an individual basis.

Participants learn to:

See how your customers develop an image of your organization, identify organizational barriers to excellent customer service, appreciate the most common ways a customer judges your attitude, educate the customer while fixing the immediate problem, understand how important front-line personnel are to customer service, use different modes of listening to produce different results, earn a customer's loyalty for life.

Learning Outcomes

Customer Service | Removing Barriers | Listening | Change management | Loyalty

1/2 ► 1 Day Program

18 ► 300 Participants





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L(EARN)² INSPIRE THE FUTURE™

Why bother?

We all need a road map into the future. If we don't know where we are going, then any way will do. The problem with this approach is we spend more time wandering in different directions than aligning our resources to achieve tangible progress in key result areas. Travel through time and create your organization's future – you choose the destination (one, two, or five years from now). Get ready for a trip to remember.

L(earn)² Inspire the Future™ engages your team in defining and creating the future of your organization. This program reinforces their joint responsibility in affecting the changes required to achieve the future state. Participants become more involved and engaged in the most meaningful work – driving the organization forward. In the future, images replace text, so participants define their new reality in graphic detail. These images communicate thousands of words quickly and transcend the barriers of communication, instantly aligning all our actions and decisions in the present with the future we've created. Many groups proceed further and define the obstacles and how to avoid them while other groups complete action plans and milestones to inspire the behaviours and actions required in the present.

Participants learn to: Be responsible for the growth and development of the organization, Take action in the present aligned with the intended future, Anticipate and overcome obstacles before they limit progress, Celebrate current and intermediate success, Create and reinforce team by getting involved in creating the future of the organization.

Learning Outcomes

Creating context | Removing obstacles | Communication | Visualization & imaging | Leadership

1/2 ► 3 Day Program

4 ► 300 Participants





MAXIMIZING THE POTENTIAL OF YOUR EVENTS

RHYTHM EXCHANGE

Are you looking for a fun outdoor activity for your group?

Instead of the typical conference room set-up, imagine your group walking into a room with a large circle of drums and other percussion instruments.

Working with a group of professional musicians, your people will discover a whole new method of communicating and having fun. For the next 1-2 hours, our facilitators will teach your people the fundamentals of music, and how you can bring the same energy back to the workplace.

Rhythm Exchange is a fantastic tool for enhancing the energy of a meeting or event. Like all Atmosp(here) experiences, this program can be customized to meet your specific needs. We can handle very large groups, as well as more intimate sessions.

This experience is consistently regarded as the highlight of meetings and events. Either as a kick-off, a powerful ending, or something in between, the program serves as a unique and creative method for communicating important messages to participants.

Learning Outcomes

Communication | Creativity | Leadership | Understanding Roles | Motivation

1/2 ► 3 Hour Program

18 ► 300 + Participants





**MAXIMIZING
THE POTENTIAL
OF YOUR EVENTS**

FEARLESS FLAME

Fearless Flame empowerment workshops are given in the tradition of modern firewalking, which itself is an adaptation of an age-old spiritual practice common to many cultures throughout the world. We use time-honoured techniques to help participants face their fears and come out feeling powerful, capable and confident. Our activities aren't extreme sports or competitions--they're profound ways to break through your personal barriers and discover your own strength.

We encourage participants to be self-aware--to be honest with themselves about where they are, what they want to be and what barriers are preventing them from reaching those goals. This helps people to recognize their belief patterns and find ways to break through them.

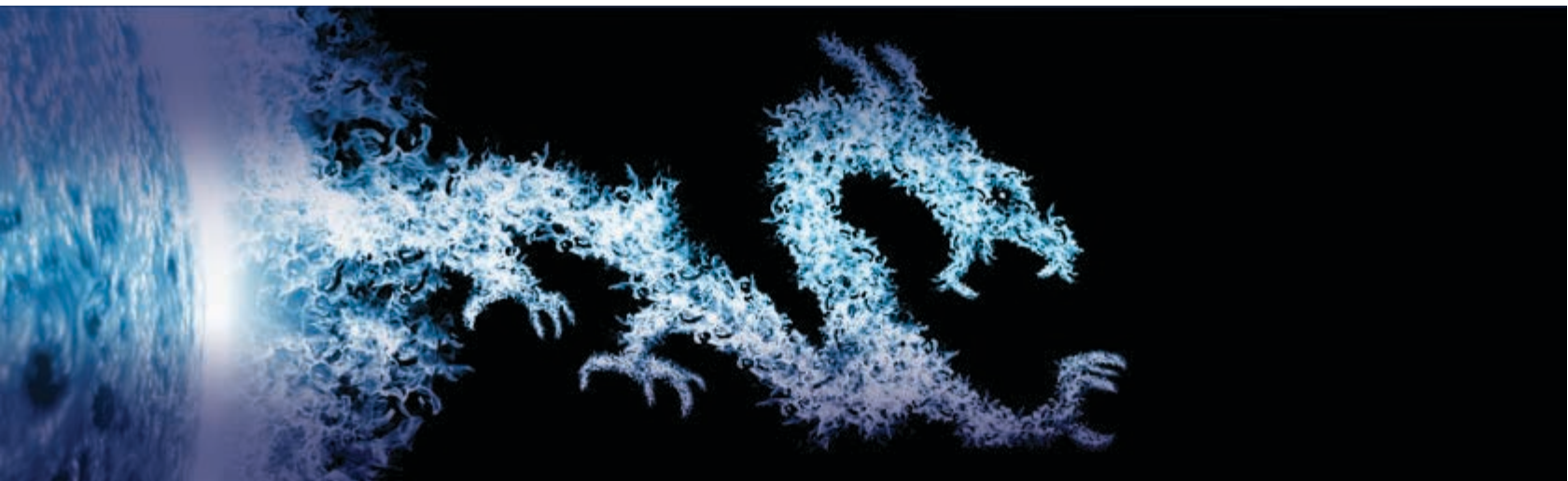
Many fears are instilled in us when we're young: fire burns, sharp points pierce, hard objects hurt. For many of us this lesson goes in very deeply, and includes not only the fear of actual fire, but also of the fire of our own passions, desires and dreams. When you face these obstacles through the fire and overcome them in a physical, tangible way, all of a sudden fear becomes a force that you can master!

Learning Outcomes

Personal development | Decision making | Motivation | Communication | Pushing Comfort Zones

1/2 ► 1 Day Program

20 ► 100 + Participants





**MAXIMIZING
THE POTENTIAL
OF YOUR EVENTS**

THE JOURNEY HOME™

"I have gone through many simulations and this was the best that I have seen. I learned a great amount about my work that will help, but more importantly I learned a great deal about myself that I can apply immediately."

Experience it inc. **The Journey Home™** is an interactive, team-based simulation that provides participants with an intensive, powerful, fun and relevant learning experience.

It is Star date 3000 AD and a squadron of Starships is engaged in a race against time. Each Starship is a team, comprised of four to six players. Every team member has a unique and valuable role to play, bringing his or her own information and experience to the mission. The ultimate goal is to save Earth from enemy raiders and to find the technology to stop the spread of a deadly virus.

The Journey Home is never described as a competition between Starships, yet the entire room erupts into a chaotic and frenetic race to be the first to reach Earth. Challenges escalate when data isn't shared, resources wasted, customer needs are ignored, opportunities are missed, time is lost, truth is tested and energies are misplaced. Only at midpoint of the experience do some Starships develop an understanding that they must work together by combining their efforts and sharing information. The simulation concludes with a startling end, in which the real enemy is defined and the overall mission is accomplished.

Learning Outcomes

Connect emotionally & intellectually | Teamwork | Collaboration | Communication |
Customer focus | Role clarity

2 ► 31/2 Hour Program

12 + Participants





**MAXIMIZING
THE POTENTIAL
OF YOUR EVENTS**

ALIEN CONTACT™

“I knew information and networks were important; but I didn’t realize that they make or break careers, projects & companies.”

Participants in **Alien Contact™** have the opportunity to gain valuable insights into the link between results and relationships. Whether struggling with how to become closer to customers, suppliers or internal cross-functional teams, participants quickly and dramatically understand that they cannot take advantage of opportunities until they focus on relationships. The experience imparts powerful lessons for building a deeper understanding of others and for creating support for individual, team and corporate success. **Alien Contact™** brings to life the very real value of creating and maintaining relationships.

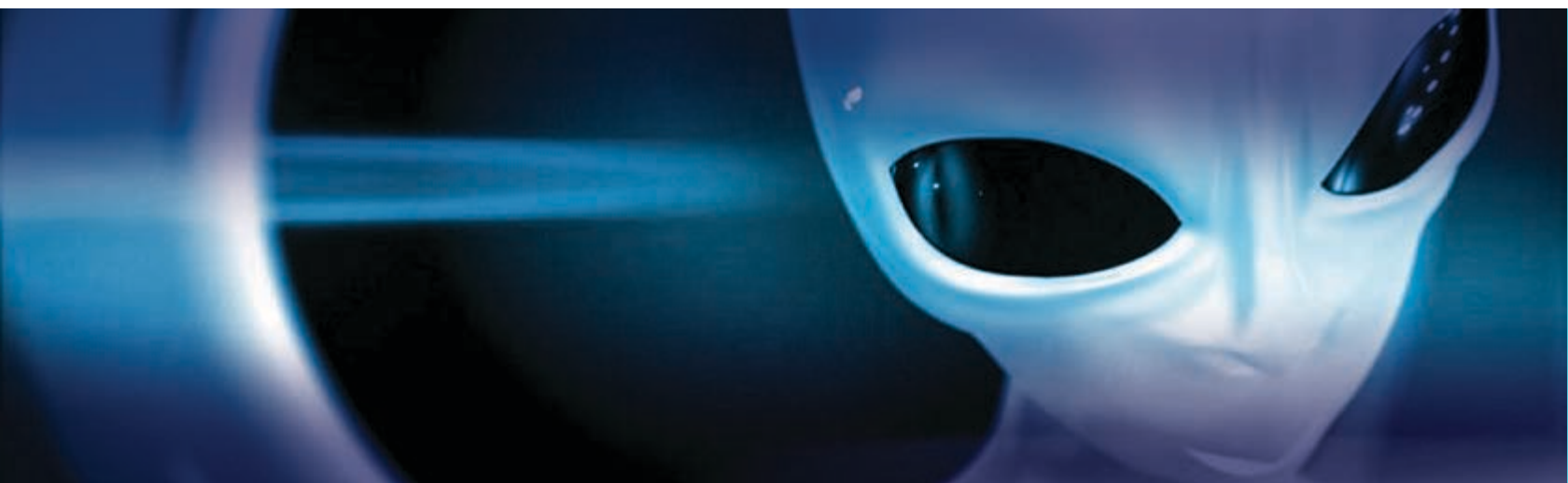
Participants begin the experience alone. Some will link up with others, sharing information, forming packs and expanding their connections. Other participants may be thwarted by missed opportunities. How do leaders leverage their network of contacts in order to resolve key challenges in the organization? What skills are required in order to be a “connector” of people? Why do some people always seem to be getting just the right information at the right time? Why do some benefit from preferential treatment and not others? It just isn’t fair, is it?

Learning Outcomes

Bonding | Communication | Team Cohesion

1/2 ▶ 3 Hour

18 + Participants





**MAXIMIZING
THE POTENTIAL
OF YOUR EVENTS**

THE MAXX PERFORMANCE™

The Maxx Simulation™ has received the highest longitudinal rating of any training program in the history of the Bank of Montreal's Institute for learning. The Maxx is a deep-thrill business simulation that immerses leaders in a fictional company, Maxx Entertainment Inc. Participants struggle with information overload, urgent deadlines, tough decisions and crises. The Simulation requires leaders to integrate their approach to employees, customers and shareholders.

Participants Learn

Creating shareholder value | Managing self and emotions | Leadership | Strategic Thinking & Planning | Leveraging employees' talents and building commitment | increasing profitability | Managing self and emotions | Motivating and Retaining Employees | Strategic Business Development

1/2 ► 2 Day Program 10 ► 350 + Participants





MAXIMIZING THE POTENTIAL OF YOUR EVENTS

FIRST LIGHT™

First Light™ is a dramatic experience that plunges teams into a world of risks, potential rewards, challenges and time-driven tension. The action commences with participants entering the **First Light™** universe after each has been given a role as one of six unique and bizarre alien life forms. With music pounding and lasers flashing, the Commander provides a fun and animated briefing. The teams plunge into mission planning, where they nervously measure risk and reward. They are then immersed in First Light.

Each Starship team is made up of four to six alien life forms. Life forms have individual strengths, as well as specific and unique weaknesses and vulnerabilities. The team-based mission is to explore the First Light universe and collect rare and valuable resources. At the same time, they must conserve the team's limited assets and escape the universe before it collapses. One problem is that they don't know when this will happen. Should they try for more resources, staying in the universe and risking running out of fuel cells? What information can they collect? Will they leave a team member behind? Participants struggle to plan and execute strategy in an extremely ambiguous environment.

The debriefing provides the opportunity for participants to reflect upon and share their experiences; to share observations about risk and reward, about strategy and about individual differences.

Learning Outcomes

Balancing Risk & Reward | **Maximizing individual strengths** | **Valuing strategic learning and knowledge** | **Competition** | **Collaboration** | **Teamwork**

3 Hour Program

18 ► 36 Participants





**MAXIMIZING
THE POTENTIAL
OF YOUR EVENTS**

PLANET X™

The most challenging and real sales and marketing experience in the universe.

Planet X™ is a powerful, dramatic, challenging, competitive and real sales and marketing experience. The business teams and the customers become very clear about which sales approaches work in the short and long term, what makes the customer stay with a relationship and what can be applied to their own sales and marketing teams back on Planet Earth.

Participants leave with a renewed commitment to exceeding targets, to growing existing accounts, to developing new markets, and to understanding the real needs of their clients and customers.

Participants Learn

Face to Face selling skills | Significance of client relationships | Understanding customer Reality | strategic sales plan | Crucial role which gathering and sharing information plays in the selling process | Short and Long term sales objectives | Understanding the market | Prioritizing and allocating resources | The Importance of Character

4 ► 5 Hour Program 15 ► 105 Participants





MAXIMIZING THE POTENTIAL OF YOUR EVENTS

PROJECT DELTA™

Day One, Project Delta . . .

Two simulated companies are pitted against each other in an intense competition to win a contract for manufacturing cars. Inside each company the General Manager is feeling the pressure from the Board of Directors to increase productivity, to manage and to reduce costs. The Line Supervisors are frantically trying to build momentum on the shop floor, where the Machinists are churning out product at an accelerated rate. The Environment, Health & Safety Coordinators are feeling isolated, under-resourced and concerned that the EHS results will reflect the strain of the company during this time of change.

Day Two, Project Delta . . .

Leadership lessons have been learned through experience. The EHS Coordinators have been integrated into the business. Managers are seeing and doing things differently. Everyone is involved in the EHS effort. Management focuses on leading rather than lagging indicators. Morale, involvement, engagement, ownership and alignment increase. Confusion, isolation and misdirected efforts decrease. Once seen as tradeoffs, productivity and EHS results now complement each other – both understood as essential elements of a successful and sustainable business strategy. Participants in Project Delta are challenged to intellectually, physically and emotionally experience the significance of EHS in the workplace. They are given the opportunity to reflect upon their own actions, to find solutions, to generate and implement ideas for future processes, and to realize the importance of looking at the “big picture”. In the process, they create a highly functional work environment that is aligned with the EHS program.

Participants Learn

Leadership | Shared value of Safety | Accountability for EHS | Cross-functional communication skills | Accountability for EHS | Teamwork | Collaboration | Role Clarity | Leading vs. Lagging indicators

2 Half Day Programs 18 ► 24 (per group) Participants





**MAXIMIZING
THE POTENTIAL
OF YOUR EVENTS**

THE AQUANAUTS™

High Command, Pod leaders, Aquanauts and Swimmers comprise the Red School, which seeks to claim treasure and territory against the Gold School. The underwater world of The Aquanauts is crystalline and beautiful. However, when a fiercely competitive battle erupts, it is also dangerous. Soon, in both the Red and Gold Schools, miscommunication and confusion between the High Command and Pod Leaders leave the Aquanauts and Swimmers gasping for air! Trust evaporates. Confusion reigns. The front line becomes isolated and is left under water without enough information or air. High Command members are dry in their land-based office while the Pod leaders get stretched into madness in the middle. Neither school will be able to claim victory over the other unless each is first able to understand and operate effectively within its own system.

Each participant in both schools is assigned a key leadership role; the mission revolves around going “head to head” with the other school in order to gain control over the Aquanauts’ universe. Participants leave with a renewed commitment to exceeding targets, to growing existing accounts, to developing new markets, and to understanding the real needs of their clients and customers.

What happens when information doesn’t flow the way the organizational chart says it would? Where has the trust gone within the system? What happens when the lowly Swimmers discover new and strategically important information? Does the strategy change? Can the entire school switch mid-stream and integrate new findings? This powerful simulation immerses participants in an underwater world where they struggle to perform as part of a complex system. The Aquanauts is an experience whereby small changes can produce BIG RESULTS. Yet, finding points of leverage requires careful observation, data gathering and modeling.

Participants Learn

**Systems thinking | Leadership | Aligning Strategy and Implementation | teamwork |
Communication | Valuing Others | Customer Focus**

4 Hour Program 18 ► 36 Participants

