

COMPELLING PROGRAMS

This seminar will cover the strategies used by the staff at Camp All-American to develop compelling programs. We'll discuss the questions we ask and the tools we use to design, implement, and evaluate a program.

Strategy

- Strive to bring play and sport to creatively fun, new levels. Make it your goal to be leading-edge in many of your activities so that children and families can experience a one-of-a-kind adventure with your staff and programs. Hopefully they will leave with both memorable experience and meaningful relationships.*

Creating leading edge activities and programs

- Visiting other camps
- Conferences (3CA, CSR, and Catalyst..others)
- Focus Groups
- Surveys-Zoomerang
- Autopsy

Creating compelling environments and facilities

Environment:

- Theme facilities
- Signage
- New activities

Safety:

- Nurses program
- Training
- Mock emergencies

Creating, protecting, and delivering the Message

- Counselor to Camper ratios
- Staff ratios
- Writing Bible curriculum
- Choosing speakers
- Training counselors

Creating Memories and Moments (Focus on Relationships)

- Closing ceremonies
- Scheduling "down time"
- Slower pace around camp
- Smaller ratios

Creativity- Culture of Freshness

- Books-Sticky Wisdom by ?What If! Ltd, 2002
- Meeting spaces-offsite
- New people-focus groups
- Teams-programming team
- Exercises-River jumping, Results Based Conversations and Greenhousing

River Jumping

- Re-expression-finding an alternative way of describing an issue
- Related worlds-looking at other areas where a similar issue or benefit can be seen.
- Revolution-identifying and then challenging the rules we are using.
- Random links-making connections and links between issues found in the world.

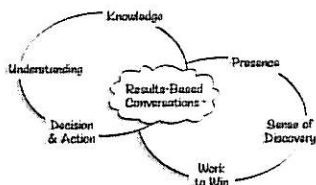
Greenhousing

- "Greenhousing is the behavior that protects young ideas when they are at their most vulnerable, and nurtures them into healthy growth. It is an interactive behavior that enables people to get the most out of their initial thinking by supporting each other's ideas." p.50 Sticky Wisdom

WildWorks' Results-Based Conversations™

- An approach that helps clients create and support collaborative work sessions.
- In these conversations you never had to question whether the group had ownership for the task at hand or would want to be held accountable for the results. You could feel it in every interaction. You could hear it in every participants words and sense it in their commitment. These scenarios describe Results-based Conversations™.
- Results-Based Conversations™ is much more than trading words and ideas. It is conversation that produces real actionable results. The WildWorks process of facilitating productive conversation puts the proven principles and tools of collaboration at your fingertips.
- The methodology is based on six key principles. The first three -- Knowledge, Understanding, and Decision/Action - focus on execution. The other three -- Presence, Discovery, and Work to Win - focus on attitude.

RBC Model



Really Fun Group Time 😊

Your camp is increasing in first timers but decreasing in returners year after year. You're not sure why and you'd like to see this pattern change recognizing that long term relationships with campers and families is key.

- Re-expression
- Related words
- Revolution
- Random Links

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