

Make This Conference Actionable

An ActionableBooks.com initiative

What is it?

As conference organizers, what we really want is for delegates to experience that “big aha”; that lightning bolt of inspiration or insight that leads to some breakthrough or improvement in their business. We want to help you create that.

The “Make This Conference Actionable” program is an innovative series of “micro-workshops” designed to help your delegates maximize the impact and value of your conference. Through these three interactive and engaging sessions, your delegates will connect with, clarify and be held accountable to driving **real change**; change that they can credit back to your event.

These three micro workshops run 10-15 minutes each and typically fit around your standard agenda.

We are all inundated with information. Success now goes to those who can easily and efficiently disseminate that information fire hose and use it to make real change in their lives. We want to help your delegates do that.

About Actionable Books

Actionable Books provides busy managers and business professionals with the tools to live “actionable” lives; chiefly, to apply the ideas collected and generated through popular business books, and at events like yours.

Our website (www.actionablebooks.com) houses over 800 book summaries, over 150 hours of author interviews and Actionable Workshops. We also have an engaged online community on Twitter, LinkedIn, and Facebook, where we continue the conversation about applying ideas from top business thinkers to re-shape our teams, workplaces and organizations.



“Make it Actionable” Conference Agenda.

As a community that is committed to putting **ideas into action**, we are often asked to provide an opening address on making this conference actionable. Here’s the data:

Likelihood of implementing a concept

- 10% if you hear an idea
- 35% if you decide to do it
- 40% if you decide when you’re going to do it
- 50% if you plan how you’re going to do it
- 65% if you tell someone you’re going to do it
- 95% if you set up a time to report back to that person on how you did

~ American Society of Training & Development

Through a fun and interactive three-part process, we address all these stages.

The morning session (1) focuses on opening your delegates minds and setting intentions. The midday session (2) builds a plan around something that personally interests them + help them make connections that they can leverage at the end of the day (3) in setting that accountability component. This format can be revised to fit your agenda. A brief outline is found on the following page.

A delegate who’s applied what they’ve learned at your event can show a hard and definitive ROI on the experience and are that much more likely to return (and invite their colleagues) in future years.

With questions or interest in adding a level of “Actionable” to your next event, please contact Chris Taylor @ 416-721-4029 or chris@actionablebooks.com



Session #1: Turning Information into Action

Morning session – ideally immediately before the opening keynote

Our objective here today is to help every person in this room make a tangible, measurable impact to their work as a direct result of something you learn here today.

Exercise #1: Checking in on how present we plan to be today.
Creates clarity and increases engagement throughout the event.

Exercise #2: Research insights on effective - “actionable” - note taking.
Provides a practical tool and an expended mindset around note taking.

Session #2: Perspective & Application

Afternoon session – ideally immediately before the lunch break

Our objective in this micro-session is to appreciate alternative insights and to commit to a particular behavior change as inspired by the morning sessions.

Exercise #1: Connecting with Curiosity & Personal Enthusiasm.
Understanding that we all process information differently (and why), and working through a quick “round table” discussion on what peoples’ biggest takeaways have been so far.

Exercise #2: Crafting a concrete plan for application.
*Appreciating that 86% of all New Years’ Resolutions fail within 21 days, how are **we** going to make sure we actually follow through on applying what we’ve taken from today’s session?*

Session #3: Perspective & Application

Wrap Up session – ideally immediately before the closing messages

Our objective in this micro-session is to create accountability, thereby increasing the likelihood of applying what your delegates learned at your event to 95%.

Exercise #1: Accountability Buddy.
Appreciating that we’re all professionals, and that accountability to a stranger can be awkward, our approach makes it fun and memorable.

Delegates leave your event on the usual high they do after a day of learning, but now armed with an additional set of tools and a clear plan on how they plan to apply what they’ve learned.

