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Carlos Salum, President

Sample Outline for a Corporate Teambuilding Event Organization and Facilitation

Project	Organization and Facilitation of a Corporate Off-site Meeting
Meeting's Objectives	<ol style="list-style-type: none"> 1. To energize the current emotional momentum 2. To uncover the peak performance potential of the team 3. To instill passion and enthusiasm towards achieving revenue targets 4. To allow staff members to know each other better 5. To encourage teamwork and knowledge-sharing
Meeting's Theme	<p>"Beyond Personal Best"</p> <ul style="list-style-type: none"> • Recognize the potential to increase the team's performance • Instill confidence in the team • Develop a shared vision and set high performance goals • Encourage the team to visualize the successful execution of tasks • Adapt to upcoming changes with positivism and resiliency
Slogan	"Value the Individual. Strengthen the Team"
Consulting Services - Event Management - Facilitation	<p>Salum International Resources, Inc. - USA</p> <ul style="list-style-type: none"> • Event design according to Management's requirements • Event coordination with Providers and Support Staff • Event Facilitation • Contact Point with Hotel's Event Manager • Graphic Design and Production Coordination of all Logo items • Web Survey Design and Delivery of Results ("Mood Meter") • Teambuilding Sessions' Design and Management • Audiovisual Tools' Design and Management • Keynote Speaking (if required) • Presentation Skills' Coaching for Speakers (if required) • Speakers' Presentation Design Support (if required)
Consulting Services Term	<ol style="list-style-type: none"> 1. Proposal - Planning – Meetings – Venue Supervision 2. Implementation – Event Management and Deliverables
Meeting Requirements	<p>Meeting/Conference Package:</p> <ul style="list-style-type: none"> • Room and Board for participants • Restaurant menus coordinated to participants' needs/customs • Plenary Meeting space in classroom style • Meeting room location with natural light • Meeting area must be separate from other events at the hotel • Breakout Rooms (TBC) • Coffee and beverages available in meeting room twice a day • Access to recreation areas: gym/spa, tennis and swimming pool

	<p>Audiovisual equipment:</p> <ul style="list-style-type: none"> • Laptop running Windows XP and MS Office 97 or higher (with PowerPoint) with CD-Rom/DVD drive • LCD projector • Switcher between computer and video equipment (TBC) • Complete Sound system with a minimum of 2 speakers, CD player • Flip-charts with new color markers • Technical support available during the meeting
<p>Teambuilding Exercises</p>	<p>To be designed by Carlos Salum after receiving input from management Exercise options, all of which can be videotaped:</p> <ul style="list-style-type: none"> • Outdoor teambuilding challenges • Indoor teambuilding challenges: <ul style="list-style-type: none"> ○ Scripting, acting and/or singing ○ Construction of physical metaphors ○ Problem solving and creativity
<p>"Mood Meter"</p>	<p>Prior to the event, management could conduct a Confidential Web Survey among all participants to be used as a "Mood Meter." The results will be delivered on PowerPoint and HTML files.</p>
<p>Meeting Organization's Critical Path</p>	<ol style="list-style-type: none"> 1. Contract event management services with S.I.R., Inc. 2. Confirm budget, dates and number of participants 3. Contract hotel and multimedia requirements (checklist) 4. Confirm meeting agenda and schedule 5. Design, distribute and collect results of "Mood Meter" 6. Confirm all travel arrangements and transportation 7. Prepare all training materials and handouts 8. Confirm all food, beverage and A/V requirements 9. Communicate instructions to participants 10. Set up accounting and reporting procedures
<p>S.I.R. Contact</p>	<p>Carlos Salum Phone & Fax: +1-704-992-6555 E-mail: csalum@saluminternational.com</p>
<p>About Carlos Salum</p>	<p>Carlos Salum is the President of Salum International Resources, Inc., a management consulting firm based in Charlotte, North Carolina, USA. For the past 15 years, he has focused on Performance Acceleration applied to executive training and corporate events' management.</p> <p>His clients are located in the United States, Europe and Latin America. Salum regularly lectures on Performance Acceleration for corporate audiences, which include ABN AMRO Private Banking, Benfield Group, Manres AG, Information Management Group, Neurology Consultants and Vogeles, among others.</p> <p>He has participated in ground-breaking research in peak performance training with some of the world's leading sport scientists, such as Dr. Jim Loehr, Dr. Nick Hall, Dr. Jack Groppe and Pat Etcheberry This work involved some of the world's top athletes. Salum contributed to the careers of outstanding tennis players such as Gabriela Sabatini (U.S. Open champion, 1990) and Sergi Bruguera (French Open champion, 1993-94) and the Italian Davis Cup Team, among many others.</p>

In the area of event management, Salum has organized corporate events featuring world-renowned creative thinking experts like Dr. Edward de Bono, Richard Saul Wurman and Dudley Lynch. He is currently developing a sponsored conference in Europe in association with Promostudio (Italy), which will feature several Nobel Prize Laureates in Economics and top Economics' professors from Harvard, Yale, MIT and Stanford.

Salum is also an international tennis coach, a radio and television journalist, a produced playwright (London, Tampa, and Buenos Aires) and a documentary film producer.

Successful Change Management

Michael Beer of Harvard Business School offered a perspective on the issue of successful change in his classic book, *"Organization Change and Development: A Systems View."* He summarized a successful organizational change process with a simple formula:

Successful Change = (D x M x P) > C

D = Dissatisfaction with the Status Quo

M = A new model for how the Organization will be run

P = A planned process for managing the change

C = Cost of the change to individuals and groups

Beer's insight into successful change states that the multiplicative effect of the dissatisfaction, the new model and the planned process must be greater than the cost to people and groups. If any one of them is missing, there will be a zero value and the cost will be far too great. Result: no successful change.

Hence, the importance of the "Beyond Personal Best" Off-site Meeting to identify the essential components of successful change based on a philosophy of **Team Responsiveness and Performance Acceleration**.

We can deconstruct the "**Beyond Personal Best**" theme into the key elements required to coach a team towards peak performance:

- **Recognize the potential to increase the team's performance**
- **Find new ways to instill confidence in the team**
- **Develop a shared vision and setting high performance goals**
- **Encourage the team to visualize the successful execution of tasks**
- **Adapt to upcoming changes with positivism and resiliency**
- **Obtain commitment to provide constructive feedback when necessary**
- **Promote the desire to positively reinforce each other for a job well done**

Dudley Lynch and Paul Kordis, authors of *"The Strategy of The Dolphin,"* emphasize **the power of a shared vision**:

"The power of visionary leadership comes from knowing that you already are what you want. The task you are now involved in is to develop your strategy for dealing with your arrival and to help others understand and act on your new reality."

Without a strong, shared vision, the danger is that most team members will continue to perform at a set level, one they feel unconsciously is correct for them. If they exceed that level of performance, they will usually sabotage themselves later on to maintain their "average" (for example, a 10% percent improvement).

The importance of having a strong, shared vision is this:

If they visualize themselves performing at a much higher level (100% above of what they consider is as high as they can go), they will subconsciously interpret that as the new level of expected performance and will cause them to correct positively toward the vision without harmful repercussions.

The team's shared vision can be crafted by establishing the following parameters:

- Develop a clear sense of Purpose
- Create a positive environment through Energy and Motivation
- Design a Strategy that allows confident steps in a specific Direction
- Help players grow as Individuals while nurturing the Team
- Generate Responsiveness through Focus and Speed
- Foster Cooperation, Co-opetition and Communication
- Implement Accountability and provide ample Rewards

Performance Acceleration

According to Dr. James Loehr and Tony Schwartz, authors of *"The Power of Full Engagement,"* **the corporate body is a living, breathing entity formed by individual cells of dynamic energy.** The total capacity of the corporate body to do work is the sum of all capabilities of the individual cells within the organization. The same principles of energy management that apply to an individual's peak performance also apply to the organization.

From this perspective, **the most important resource of the organization is energy.** Organizational energy capacity increases as individuals increase their collective capacity. The foundation of energy mobilization in the corporate body is physical. The quality of fitness and mental toughness among individuals plays a fundamental role in determining overall organizational capacity.

Great leaders are experts in mobilizing and focusing all of the energy resources in the corporate body in the service of the corporate mission. Alignment drives performance. Lack of alignment significantly restricts the quantity, quality, direction and force of available energy.

Performance Acceleration is a process for clarifying and dynamically aligning your **purpose, mission, and values** and then developing the physical skills, mental skills and training resources that enables peak performance on demand, under pressure.

Performance Acceleration combines two important aspects:

- the behaviors used by **world-class athletes** to win in sports applied to winning in business
- the behaviors used by **peak performing teams** (both in sports and business) to go "beyond personal best" and combine their skills, passion and creativity.

The key marker of Peak Performers in both sports and business is Responsiveness. Peak Performers resort to the **Challenge Response** when confronted with problems and opportunities to respond with both focus and speed. The Challenge Response is the learned ability to move from how I really feel to how I need to feel on demand, under pressure. It's the ability to summon all their physical and emotional energy to solve the issue at hand effectively.

Peak performers working under the umbrella of creative collaboration understand that **clients and colleagues are media** who can amplify their abilities, not just creatures who require them to compromise who they are.

Beyond Personal Best: A Measure of Success

The proposed slogan for the Off-site Meeting is:

"Value the Individual. Strengthen the Team"

The slogan represents the key objective of the meeting: to create **a strong team identity and bond** which will help the team design its future.

The success of the Off-site Meeting will be measured by the way employees exercise the characteristics of a peak performing team:

- **A strong, Shared Vision**
- **Mutual Trust among team members**
- **Responsiveness: Client-focused and Quality-based**
- **Managers act as Coaches**
- **Appropriate use of Communications' Technology**
- **Rewards coincide with company and team Goals**

Value-driven profits are the result of the successful balancing of internal marketing and external marketing. When the team lives its **vision, values and goals**, their responsiveness is evident to the client (both internal and external), who rewards them with **long-term loyalty** -- an essential condition to **sustained profitability**.

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