

## EVENING PROGRAM WORKSHOP SERIES - AIC PROGRAM

### **Why do Two Thirds of All Projects Fail? A Fundamental Rethink of the Basis of Organizational Performance and What each of Us Can Do About It**

**Presenter:** William Smith    **Location:** Silver Spring Civic Center    **Time:** 6:15pm – 8:45pm

**Register:** <http://cbodn.org/eveningprograms>

#### REGISTRATION FEES

CBODN Member	Non Member
Individual Session: \$20.00	Individual Session: \$30.00
All Three Sessions: \$50.00 ( <i>\$10 Discount</i> )	All Three Sessions: \$80.00 ( <i>\$10 Discount</i> )

These three sessions give you an understanding and experience of the AIC—*appreciation, influence and control*—process. The process was originally developed to reduce the two-thirds failure rate of World Bank projects. Accomplishing this has required a fundamental rethink of what is really at the base of organizational performance and development. Each of these three sessions is centered in one of the groundbreaking ideas that have enabled implementation not only to avoid the two-thirds failure rate but also to ensure exponential gains in project performance.

Each session also provides you with personal feedback in the form of maps that show you how these ideas affect, respectively, your purpose, your power and your leadership. They demonstrate the origin of the concepts in our own genetic makeup and the way in which our brain and nervous system work.

Each session can stand on its own; however, completion of all three exponentially increases the value of any one session. While each session focuses on one major breakthrough, it also shows how concept and practice fit into the whole AIC framework. Each session involves practice of the concepts.

The final session will give participants their own leadership map with recommendations for improvement. It will also produce a culture map that shows CBODN’s pattern of purpose, power and leadership.

### Tuesday, July 28

#### **Making the Invisible Visible: Purpose and Appreciative Power**

The first session introduces the original idea that *purpose is the source of our power*. This idea does more than any other to help us re-conceptualize and reform our organizing processes. We can now design organizations as means of harvesting purpose and the power it creates. In practice this approach has the most impact on reducing project failure rates and increasing returns.

This session requires the use of two maps: the **Introductory Map** which is designed for lay people and gives an overall view of your natural as opposed to your learned pattern of purpose, power and leadership. This map is provided free. The second map the **Purpose Map** is designed more for professional use and focuses on all five dimensions of the new concept of purpose. It provides the base for understanding the three primary powers *appreciation, influence and control* and the systemic reasons why two thirds of all complex projects fail. It is available at a 50% discount. These Maps are available at the time of registration and completing them before the session will really enhance what you gain from the sessions.

#### **How to obtain your maps?**

Go to <http://aic-3.com/maps.php> Click on Purpose Map. To receive this 50% discounted price of **\$9:50** enter the discount code **CBODN-PUR-50**. Complete the instrument. You will receive an e-mail directing you to both Maps. Once you complete the instrument you will not need to repeat it again to obtain any other maps.

**Tuesday, August 11**

### **The Dance of Power: Influence**

The second introduces a much more holistic view of power that arises from the understanding that purpose is our source of power. *Power is our capacity to achieve purpose.* This session shows how all organizational and systems relationships are power relationships. The AIC process is named after the three primary powers it identifies: *appreciation, influence and control.* Just as the three primary colors of light—green, red and blue—can define any color, so can (A), (I) and (C) define any power. Learning to use these three powers equally provides the second major factor in reducing project failure rates and leveraging project returns.

This session also uses two Maps: the full **Individual Map** which adds the learned dimension and greater depth to your pattern of purpose, power and leadership. This comprehensive map is available at the discounted rate for \$19.50. An additional more professional **Power Map** focusing on the five dimensions of power is provided free.

#### **How to obtain your maps?**

Go to <http://aic-3.com/maps.php> Click on Individual Map. To receive the 50% discounted price of **\$19:50** enter the discount code **CBODN-IND-50**. If you have taken the color instrument there is no need to take it again just enter your login information. For your **Power Map** follow the same procedure but select Power Map and use discount code **CBODN-POW-100**. You will receive an e-mail directing you to both Maps

**Tuesday, August 25**

### **Leadership as the Integrator of Purpose and Power**

The third and final session builds on the new concepts of purpose and power to introduce leadership as a process. *Leadership is the process that integrates purpose and power within a particular space and time frame.* This simple, powerful, holistic approach to leadership draws on everyone with a related purpose as a leader. It is the third factor that accounts for the reduction of failure rates and the exponential returns that implementation of these ideas has produced in every size of project in every region of the world.

This session also uses two maps: The **Leadership Map** integrates all others to produce a full description of your leadership in all five power dimensions. It also produces a parallel pattern of your leadership potential and makes recommendation of how best to develop that potential with the least possible energy expenditure.

The **Group Map** synthesizes the results from all CBODN members that have taken the map to produce a culture map illustrating CBODN's pattern of purpose, power and leadership.

#### **How to obtain your maps?**

Go to <http://aic-3.com/maps.php> Click on Leadership Map. To receive the 50% discounted price of **\$19:50** enter the discount code **CBODN-LED-50**. If you have already taken the color instrument there is no need to take it again just enter your login information.

To add your information to the CBODN **Group Map** and receive a copy of the results go to **Your Membership** page ([www-aic-3.com](http://www-aic-3.com)) and login at the top. Enter the discount code **GroupAdd100** and Group Name **CBODN2015** and click on Group Participation.