

# Pacing Events Primer

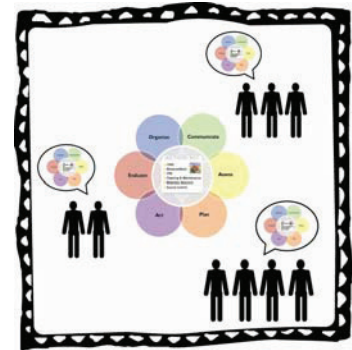
The process culminates with the melding of the knowledge-based and network assets with the unique characteristics of the Event Design Team to create a spectacular **Pacing Event** that they will host. The Pacing Event is a dynamic opportunity to demonstrate the power of collaboration to improve healthy indoor environments in schools.

## What is a Pacing Event?

Pacing Events are used to converge various streams of work and interests around a common vision or goal. They are action learning events designed to generate commitments. They can be specifically designed events for the purpose at hand. Or they can be routine events where the signature style is added for part of the meeting.

### Characteristics of a Pacing Event – Not Your Grandfather’s Meeting

- Converges activity and interests.
- Encourages participants to enroll in bold goals.
- Develops relationships.
- Synthesizes ideas – what works.
- Accelerates progress – big boosts in energy, activity.
- Features best practices – what works.
- Generates commitments.
- All speak, all heard.
- All teach, all learn.
- All leave in action.



PACING EVENT

## What Can Pacing Events Do?

**Produce Intentional Outcomes:** Pacing Events are designed with particular results in mind. These events are focused on the participants and how you want them *to be*, both during the event and as a result of the event. Here are some of the many possible outcomes that can be generated by a well-designed Pacing Event.

- Wow – Urgency
- Our Plan
- Leave in Action
- Educate – Learn
- Enroll – Endorse
- Acknowledge – Celebrate



WOW...URGENCY



OUR PLAN



ACTION



EDUCATE



BUY-IN / ENDORSE



ACKNOWLEDGE / CELEBRATE

**Event Methods:** There are several facilitation methods and techniques that can help transform a traditional-style meeting into a spectacular, results-oriented action learning Pacing Event.

## What are the Components of a Pacing Event?

Framing provides participants with a foundation for ensuring the intent of the event is realized. Framing is used in Pacing Events to:

- Set the tone – don't just let it evolve.
- Request that people “be” a certain way.
- Present a clear intent or charge (purpose).
- Request how you want the participants to listen.



**Requests and Offers:** Taken together, these two methods are the language of deal making, securing commitments and generating action. Requests and Offers can be used to:

- Promote strengths.
- Generate specific action on recommendations.
- Create the future.
- Unlock natural abundance with less effort.
- Knit participants together around outcomes and results.



OFFERS

**Declarations and Assertions** are used in Pacing Events to make your intent known to others and drive others to obtain your goal(s). They are *critical* for maintaining focus and creating will. They can also be used to solidify commitments.

**Assertions** give people context to create a common understanding of a thing or a situation. Assertions are rooted in the here and now, and they:

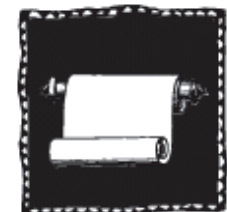
- Are based on data.
- Help to shape thinking in groups.
- Are powerful descriptors of the situation.



ASSERTIONS

**Declarations** bring forth new possibilities, a new way of seeing things, and/or a new playing field. Declarations are all about creating the world you want to see. They are:

- The most generative assessments.
- Pure leadership speech acts.
- Not based on data.
- Powerful motivators for action.



DECLARATIONS

**Effective Questions** are thought-provoking questions posed to participants to help create a particular mindset. They are focused on generating discussions, insights and ideas rather than definitive answers.

- Ask, “what” or “how” -- not “why.”
- Make you think.
- Can't be answered with “yes” or “no.”
- Are not about judgment.



EFFECTIVE QUESTIONS

**A Call to Action** is a rallying cry that identifies the commitments participants will make to one another and the community.

- Defines bold goals and objectives.
- Defines how to be.
- Employs request and offers.
- Generates community excitement and commitment.
- Creates accountability amongst the group.



CALL TO ACTION