

## **PossibilityNOW! Cafés Tap "the Genius in the Room" as a Fresh Alternative to the Keynote Speech**

*By FutureWave Consulting*

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*FutureWave Consulting offers dynamic PossibilityNOW! Cafés as a fresh alternative to the usual keynote address, bringing full participation and collaboration to meetings and conferences.*

DURHAM, NC & DENVER, CO – From industry to industry, keynote speakers have long been a universal staple of conferences and large meetings. Typically, a lone individual holds forth from the stage while captive event participants sit quietly for the duration—receiving a single stream of information and insights, returning none to the speaker, and exchanging little among themselves.

Though such a one-directional broadcast can be stimulating and stirring, it usually does not integrate the diverse talent, knowledge or wisdom of audience members. And more than one keynote speech has even put its listeners to sleep.

As a fresh alternative to this over-used and limited format, FutureWave Consulting has developed PossibilityNOW! Cafés. FutureWave co-founder Janine Underhill says a PN! Café intentionally harnesses the group genius that's already present in the room but that traditionally went untapped. "Think about all the meetings you've attended where the top thought leaders in your field were assembled together in one place. All this power and potential, right there! Yet we missed the opportunity for deliberate work, dialogue, interaction and innovation."

PossibilityNOW! Cafés work by sparking large-scale generative conversations that lead to real and significant problem-solving breakthroughs. FutureWave's expert group of designers, facilitators, story-tellers and catalyzers guide event participants in collaboratively imagining, exploring and mapping out new solutions to the complex challenges of today and tomorrow.

Through a blend of innovation process models (including Future Search, Appreciative Inquiry and Open Space Technology), FutureWave consultants ask participants key questions in a highly dynamic, interactive format. This ignites both individual and group creativity, ultimately producing answers that matter.

"Squinting" is one particular Café technique pioneered by FutureWave. Co-founding partner Wendy B. White describes it this way: "We all do it. It's when you close your eyes and start looking for something that you sense is there, but it's fuzzy. You don't know exactly what it is. But, with enough folks talking about what they're squinting at—where their organization or sector is heading, what's the next hot product that people need—all of a sudden you get direction. You suddenly see what's out there and know where you need to head. We call this a Squint Breakthrough: that collective 'Ah-ha!' moment of clarity when everybody gets it. Then, you can take action. We help folks reach this clarity and learn how to maneuver through these wildly uncertain times."

Whether replacing the traditional speaker feature or bringing additional dimension to your program, a PossibilityNOW! Café can be a ground-breaking and unforgettable way to open or close an event. Underhill calls Cafés "a sparkling antidote to 'dull speaker syndrome.'" They can really breathe new life into your conferences and association meetings."

To download a brochure on PossibilityNOW! Cafés as the Speaker Alternative, visit <http://>

[www.futurewaveconsulting.com/blog/2009/07/speaker-alternative.html](http://www.futurewaveconsulting.com/blog/2009/07/speaker-alternative.html)

**For more information or to book a PossibilityNOW! Café, contact FutureWave Consulting:**

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#### About FutureWave Consulting

We are world-class experts in human engagement—the People component. We design, facilitate, capture and catalyze Conversations that Matter. We specialize in creating highly interactive, collaborative engagements designed to bring out the Genius In The Room.

Category	Consulting, Coaching, Leadership training
Tags	Innovation, collaboration, keynote, alternative, dynamic, catalyze, possibility, conference, meeting, event
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