



TERRA NOVA Learning Outcomes

Terra Nova is an extraordinary training program designed to deeply imprint participants with the experience of achieving more than they could imagine by learning to think and behave as a cohesive group of shareholders. Participants learn to add value to others by stepping into their frames of reference and seeing their needs and goals the way they see them. By the time they are done, participants clearly understand that the only way to see individual missions flourish is to create a climate where the entire group's mission is realized. The learning outcomes of the program include:

- Achieve more than you could imagine by remaining focused on the common mission, your team's mission and the mission of other teams. Integrate the three to produce cohesive decisions and actions.
- To be successful you need to think like shareholders, see beyond your own area of concern and take ownership of big picture results.
- "Sharing the pie" becomes a clear 'revelation' in Terra Nova. Teams start out competing for a big piece. They end up with a big piece but a very small pie. They learn by experience that it's better to have a 25% piece of a \$100,000 pie than a 50% piece of a \$25,000 pie.
- There are clear and measurable milestones built into the exercise that allows participants to see quantifiable links between the behaviors that drive results and the behaviors that dry up results.
- Self-authored behaviors that work in the experience can be replicated into real world work applications.
- Stepping out of your own frame of reference and into others' allows you to create value as defined by the customer. A very quantitative measurement occurs (the revenue of the kingdom) that opens the eyes of participants to the direct connection between being able to step into each others' frames of reference and being able to achieve what's possible.

TERRA NOVA Environment

The Emperor has commissioned participants to open up a freshly minted tract of land within the empire. Four guilds have been chosen - Rulers, Builders, Entrepreneurs and Innovators. Guild-members are now charged with making Terra Nova as prosperous as possible by fulfilling their missions.

Rulers have a passion for achieving what's possible. **Builders** get jazzed by building as many structures as possible. **Entrepreneurs** love to generate as much revenue as possible. **Innovators** live to implement as many value-adding ideas as possible.

TERRA NOVA **What Participants Experience**

When everyone understands each others' missions, focuses on the big picture, works collaboratively and communicates effectively, Terra Nova becomes a burgeoning kingdom. This, however, is rarely the experience at the outset of Terra Nova.

Participants typically assume it is a competition. They assume their goals are in conflict. Rulers begin to control Terra Nova instead of freeing up the system. Innovators become information-brokers and lose sight of the big picture and their role in it. Builders demand too much for their services and Entrepreneurs fail to optimize the opportunities or capital at their disposal.

Then something happens. Participants intuitively realize that there has to be a better way to achieve the results they are seeking. They begin to understand each others' goals and look out for each others' interests. They begin to look at the big picture and Rulers start to free up the system. Entrepreneurs use their resources to free up builders and other guilds begin to listen to the Innovators. Their technical innovations and cultural innovations begin to speed up the flow of results. Terra Nova starts to take shape before everyone's eyes.

In the end, there is a gratifying feeling as the physical kingdom of Terra Nova is spread out on the map in the form of silos, bridges, mega-bridges, telecommunications systems and a university.

Discussion Highlights

- Clearly understanding each others' goals, needs and roles unlocks seemingly irreconcilable differences
- Time spent gaining clarity on the big picture channels peoples' behaviors into optimized outcomes
- Freeing up the system allows Rulers to achieve what's possible
- Making needs known in a way that appeals to others' interests allows Builders to build as much as possible
- Discovering how to get peoples' true needs met quickly allows Entrepreneurs to generate as much revenue as possible
- Understanding the overt benefit of their value-adding idea as defined by the end-user allows Innovators to implement as many Value-adding ideas as possible

By design there is no standard debrief. We will leverage the principles that emerge from Terra Nova in original and customized debriefing designed to address your specific business needs.

TERRA NOVA **Logistics**

Our preferred time is a full day with a minimum of 15 participants. The Terra Nova exercise is approximately 2½ hours. The customized debrief can be as short as 90 minutes. Please contact us at Juice for complete details. We will work with you to select the most effective blend of services designed to ensure you achieve targeted and sustainable results.

