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How to Influence HR or Your Boss You Should Be at Camp CAS

Sample Talking Points

I WILL RETURN A STRONGER TEAM MEMBER. Camp CAS is an experiential learning environment. That means I'm actually DOING as well as learning. There are activities for team building as well as awareness of who I am being during various stages of a project. It's a creative approach to business that will help me break out of my day-to-day thoughts which can lead to faster innovation, better communication with my co-workers and allow me to build on our company ideas.

I WILL RETURN READY TO FOCUS AND ABLE TO BRING MY IDEAS INTO ACTION FASTER. Camp CAS is about implementation as well as creativity. Camp is designed to offer a range activities that move me from idea to action - not just more and more ideas. There are workshops that offer practical business skills in addition to some fun, creative approaches. Because of this, I will be able to better understand my natural leadership abilities and where I can continue to develop.

I WILL MAKE VITAL CONNECTIONS FOR THE COMPANY WITH OTHER BUSINESS LEADERS AND CHANGE-MAKERS. At Camp CAS, participants and workshop leaders learn side-by-side for 3 ½ days. It's not just me learning and the speakers on stage. All of the industry leaders and keynote speakers are committed to being at Camp CAS the entire time so I will have time to really connect with participants AND mentors. Also, drugs and alcohol are not allowed at camp so you know you're sending me to a place to really learn, not just party.

I WILL SHARE MY NEW KNOWLEDGE OF HOW TO STAY CURRENT AND RELEVANT IN BUSINESS WITH THE COMPANY. Camp CAS is about implementing ideas as well as being creative. Everything I learn at camp can directly impact my role at the company and I will be able to share that knowledge with others. Because it's a really different environment, I will gain a new perspective on my current projects and be able to spark new conversations with my co-workers to bring about new results.



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Baffle with brilliance - here are quotes, statistics and studies to help you influence:

Camp CAS: \$995, all inclusive

Average cost of attending a conference: \$1,820 - \$3,370 (on a budget!)

Hotel: \$210 x 3 = \$630

Meals: \$60/day x 4 = \$240 (and that's a small budget!)

Conference: \$750 - \$2300

Rental Car: \$200

Leadership and Executive-level skills (Critical Thinking, Problem Solving, Effective Communication, Motivating others) is still considered the #1 skill missing that causes the skills gap. -- *Bridging the Skills Gap, American Society For Training and Development, 2012*

Leaders are not adequately prepared for the future. Today's leadership capacity is insufficient to meet future leadership requirements. The four most important future skills — leading people, strategic planning, inspiring commitment, and managing change — are among the weakest competencies for today's leaders. - *The Leadership Gap, Center for Creative Leadership, 2009*

"...recent IBM poll of **fifteen hundred CEOs identified creativity as the number-one "leadership competency" of the future.**" — Clayton M. Christensen, *The Innovator's DNA: Mastering the Five Skills of Disruptive Innovators*

66% of business leaders say they are more aggressively educating employees on their role in delivering on the value proposition. --*Grant Thornton, February 2006*

Camp CAS is about helping you define value proposition.

75% of executives say good physical fitness is critical for career success at the executive level. --*TheLadders.com, November 2005*

Camp CAS is an active environment that allows you to move and learn