

# Service Brief

# BootCamp

## BootCamp

The name "BootCamp" is a play on the term "booting" or starting a computer. BootCamp serves as an opportunity to load new mental software for effective team formation and the product development cycle. We also refer to it as ResultsCamp to avoid any military connection.

At BootCamp, the instructors do not "teach" you with slides and lectures. You are given a special edition handbook, which contains everything you need to know to succeed at BootCamp. The attendees themselves comprise a self-directed team. The instructors intermittently play the role of their managers, and of consultants to the team, during the simulation.

On the last day of BootCamp, the team is to deliver their assigned product. This invariably occurs on time, and the development of it is invariably judged by the students to be the greatest project with which they've ever been involved.

## Methodology

We take the most effective practices that have been used by previous campers, provide them to the current team, refine them based on what works, and give them to the next set of BootCampers. The complete set of these practices is called The Core Protocols.

Before you arrive at BootCamp, your team receives the latest version of The Core Protocols. After you leave, whatever was learned from your BootCamp team will be passed on to all teams that come after yours.

The original version 1.0 of The Core is detailed in *Software for your Head*, Jim and Michele McCarthy, 2002, Addison-Wesley.

## Audience

Anyone who works with others to produce results.

If you are an executive, we recommend inviting the top executives who want to make the most difference in your organization, and the people who want to achieve the highest success.

The only prerequisite is that each student must want to attend. Mandated, or even mildly coerced attendance is not accepted. The material has no "technical" content or prerequisites, so there is no knowledge that a student must have prior to attending the course.

## Objectives

- To have the team learn how to use The Core Protocols™ - the new mental software
- To have the team use these practices naturally and automatically
- To enable the individuals of the team to enhance the effectiveness of any future team of which they are a part

## General Benefits

Attendees consistently report that the BootCamp experience not only teaches them about forming teams, applying results-oriented leadership, and shipping great products on time, but that it is a life-changing and life-affirming experience.

By committing to results instead of effort, teams have developed interpersonal protocols that always work for any team, in both BootCamp and in the workplace.

Because of this iterative, evolving improvement process, many original,

## Overview

BootCamp is a 5-day, 5-night, experience that leads any group to a state of shared vision, while also having them learn and use tools to determine the best course of action, make effective decisions, resolve conflict, and perfect their results.

This is an experiential workshop in that it is a simulated work environment where a team must reach a shared vision to complete a product on time. Participants learn by doing, and producing the assigned product by the end of the workshop.

# Service Brief

and genuinely effective practices have evolved for consistently getting a team into a state of Shared Vision so they can create great things whether it be products, services or organizations.

## Leadership Benefits

BootCamp creates an environment wherein leadership must emerge before results do. There is no hierarchy on a BootCamp team, only the meritocracy of good ideas. The boss = leader mythology gives way to vivid examples of bold leadership from any and every member of the team.

## Personal Benefits

The focus in BootCamp is on delivering results. The behaviours learned for product/service development and delivery are practised and honed during BootCamp in order to deliver the assigned product. These practices are then directly transferable to life after BootCamp. Commitment, responsibility, accountability to oneself and the team are all attributes of this focus on results.

## Results

McCarthy-Tech, the creators of BootCamp, has consulted and worked with top executives of corporations all over the world, such as Microsoft, InstallShield, Hyperion Software, Cadence, HP, Symantec and Halliburton Energy Services. BootCamps have been experienced by work teams, families, volunteer groups, individuals meeting for the first time—you name it.

With 2500+ students over 14 years, our average student course evaluation is greater than 9, where 10 is a perfect experience.

In a 2001 survey of 100 BootCamp graduates, 61% said that they were

between 2 and 10 times more effective in their life as a result of attending BootCamp.

## After BootCamp?

BootCamp teams are encouraged to stay connected, with each other and with us. They create historically great results in any area on happier and wiser teams, with less effort than previously spent. To spread adoption of The Core Protocols, employees of your organization can be certified to conduct your own BootCamp with further experience and BootCamp Instructor training. Or The Core Protocols can simply be used by the original team to help lead the organization.

## Ordering Information

For more information, to receive a free copy of the Core Protocols, or to register for a BootCamp, please contact Vickie Gray, President of V Gray Service Management Consulting, or Paul Reeves, Principal of Business Improvement Results.

Vickie Gray:

vgray@vgray.ca

902-521-8483

www.vgray.ca

Paul Reeves:

paul@businessimprovementresults.ca

902-521-8493

www.BusinessImprovementResults.ca

The Core© and BootCamp© are copyright McCarthy Technologies, Inc., all rights reserved. The Core Protocols TM and Software For Your Head TM are trademarks of McCarthy Technologies, Inc.

Copyright V Gray Service Management Consulting. All Rights Reserved. Reproduction, adaptation, or translation without prior written permission is prohibited, except as allowed under the copyright laws.