The **INTELLICONFERENCE** Breakthrough
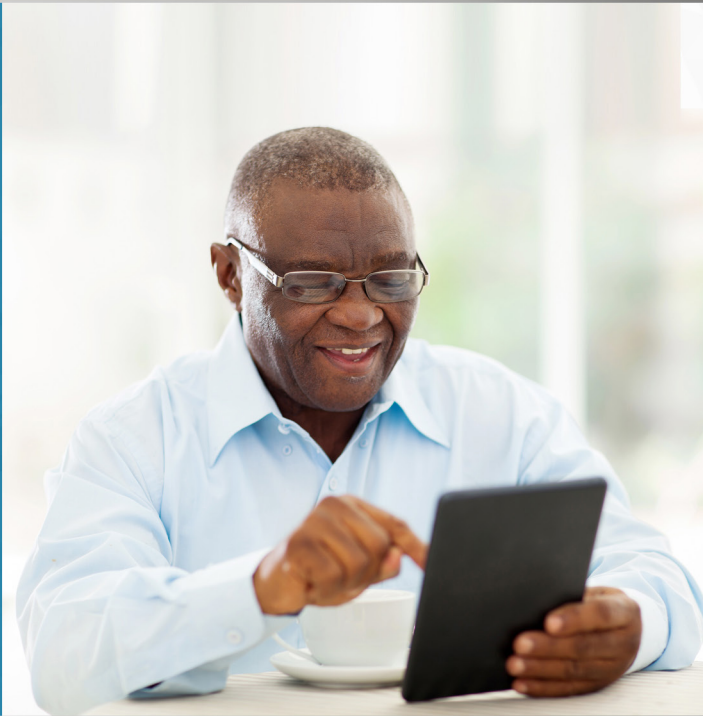# Crafting Collective Intelligence

The IntelliConference is a revolutionary approach to small- and large-group dialogue that greatly reduces participants' time commitment while increasing the creativity and impact of the interaction.

The complexity of our world's challenges and opportunities require our collective intelligence more than ever. There is an urgent need to turn multi-stakeholder interests and perspectives from a burden into an asset. The IntelliConference does that efficiently and productively!

IN-PERSON MEETING CHALLENGES

The traditional approach of convening interest group stakeholders face-to-face is fraught with challenges:

- The issues come with history, and stakeholders come with baggage

- The dialogue process hovers above the most contentious issues in polite but fruitless conversation

- Participants are more bound by allegiances outside the room than by a spirit of collaborative dialogue

- The room tends to cleave into "sides", often with a prevailing mainstream perspective that excludes outlier perspectives

- Individuals with more power or standing often dominate the dialogue process

Created by Michael Sussman, founder of OnTrackNorthAmerica, the IntelliConference is a principled "software+method" system that overcomes the most debilitating aspects of online and in-person stakeholder conversations, generating extraordinary clarity, alignment, and action.

The IntelliConference integrates the kind of strong facilitation that we most like during in-person meetings with the efficiency of online, asynchronous interaction.

Compare these online collaboration challenges with the key features of the INTELLICONFERENCE:

❌ ONLINE FORUM CHALLENGES	✅ INTELLICONFERENCE
Inadequate facilitation. The role of the facilitator, so important in successful face-to-face meetings, has not been designed into previous online dialogue systems.	**Call and response.** The IntelliConference Moderator asks a set of questions, each Participant writes back with their responses, and the facilitation team sends out the Synthesis and interacts with participants individually as needed.
Too much content. Reading and making sense of large numbers of online comments is both exhausting and time consuming.	**Facilitator summaries.** Participants are provided with a digested synopsis of the entire group's input.
Attrition. Inefficient, time-consuming, and contentious processes lead participants to drop out or pull back.	**Participation agreements.** Registrants agree to a set of reasonable agreements and to have their adherence tracked and cheered.
Unproductive rudeness. People often bring past-based slights and fears into their communications.	**Participant coaching.** The Moderator coaches participants, as needed, to express themselves fully without unnecessarily confusing or offending other participants.
Reactive. When participants respond directly to previous posts, interactions tend to devolve into tit-for-tat squabbles.	**Inquiry-based.** The IntelliConference utilizes questions for an "inquiry-based dialogue" that focuses the group on the end-game.
Speaking can be risky. Participants are sometimes reluctant to say what they think and feel about the issues at hand.	**Anonymity is an option.** IntelliConference methodology accommodates participant's choice of attribution or anonymity on all or some of their input.

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