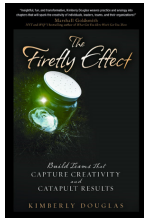




THE FIREFLY EFFECT



[The Firefly Effect: Build Teams That Capture Creativity And Catapult Results \(Wiley\)](#)

Would you like an excerpt from Ch. 12 - *Team Decisions: Fact or Fiction*? Send an email to [Kimberly Douglas](#) and put Chapter 12 in the subject line.

Want to hear Kimberly discuss 10 pitfalls to pitiful meetings - and how to fix them?

[Click here](#)

Ready to get your own copy of *The Firefly Effect*? It's easy! Just [click here!](#)

[Forward to a Friend](#)

Does your team have "Swarm Intelligence"?

September 24, 2009

Dear Kimberly,

As humans, we assume our problem-solving skills trump those of our feathered, four-legged, and finned counterparts. Yet when we look at the animal kingdom, we can find ample instances of incredibly effective group decision-making taking place.

Read on to learn more!

Through a phenomenon known as *swarm intelligence*, beehives, schools of fish, and flocks of birds ingeniously navigate complex problems, even though their individual members are relatively simple-minded and unintelligent.



Scientists are applying swarm intelligence to improve traffic patterns, responses to 911 calls, and searches of earthquake-damaged buildings for survivors. **What about swarm intelligence has the brightest scientific minds searching for ways to imitate animal behavior?**

1. *Members of a swarm equally contribute knowledge and expertise to the whole.*

Regrettably, in our team dynamics, we divide into decision-makers and decision-doers. A select few control conversation and dominate the direction of the entire team.

2. *In a swarm, members communicate by making countless interactions with one another.*

Contrast that to our organizations in which silos develop and information gets trapped. Whereas swarms transmit what they know in real-time, we operate on a need-to-know basis in which rivalries and infighting restrict the flow of information.

3. *Members of a swarm are hard-wired with a sense of mission: build a nest, forage for food, or avoid predators.*

Our teams oftentimes are torn apart by competing missions. Or, even if a single mission exists, people aren't clear about it, and the mission fails to guide their behavior.

In **Team Decisions: Fact or Fiction...Chapter 12** of my book, *The Firefly Effect*...there are concrete tips and tools for bringing swarm intelligence into your meetings. Send me an email at [Kimberly Douglas](#) with **Chapter 12 in the subject line**, and I will send you an excerpt to get you started applying these principles right away!

In the coming weeks, I will also be posting on my blog, [The Whiteboard](#), information about...

- How to avoid the "bobble-head" syndrome
- What the Vroom-Yetton decision-making model can teach us
- Sample team conflict norms

FireFly's 90-minute Team Effectiveness "Mini" Session

Knowing everyone is extremely busy and budgets are tight, we have developed a **new 90-minute mini session** to address what our clients tell us are their highest priorities.

Which of these is your team's most critical need?

- Productive Conflict & Decision-Making
- Trust Building & Interpersonal Communications
- Business Replanning
- Creative Problem Solving
- Team Meeting Effectiveness

Call us today at 770-989-7030 to discuss how we can dramatically improve your team's effectiveness in your chosen area.

P.S. Here's what Haven Riviere, VP of Marketing Operations at Coca-Cola, had to say about his team's FireFly session...

"Kimberly has a special talent for understanding the unique challenges faced by teams in today's business environment. Her talent transcends awareness of issues and barriers to implementing solutions tailored to the individual or team. She is a valuable coach in the creation of high-performing organizations."

Upcoming Speaking Events

[SRHM-Atlanta Webinar](#)

October 7 1:00 - 2:00 pm

Build Your Business Through Facilitation Skills

[Institute of Management Consultants](#)

October 7 7:00 - 9:15 am Perimeter Garden Hilton Inn

Build Your Practice Through Better Facilitation

[Bob Littell's Don't Have to Read the Book Book Club](#)

October 7 6:00 to 8:30pm plus book signing Roam Atlanta

The Firefly Effect

[American Society of Training & Development](#)

October 13 5:30 - 7:00pm Knowledge Development Centers

Innovation. It's a Team Sport!

[Kettering Education Session](#)

October 14 9:00 - 11:30am

Putting Your Whole Brain to Work

[Southeast Association of Facilitators Conference](#)

October 15 10:15 to 11:30am Kennesaw State University

Bring the Future into Focus: Catapult Effectiveness & Capture Creativity with Strategic Planning

[19th Annual SHRM-Atlanta HR Conference](#)

October 19 12:30 to 1:30pm Cobb Galleria Centre

Five Ways to Ignite Innovation inside Your Company and Light Your Way to Outstanding Business Results

[The Financial Warrior - CNN Live Radio Interview](#)

November 6 4:34pm

Operation Firefly: Nine Ways to Ignite Innovation Inside Your Company

[Virginia Healthcare Conference](#)

November 15 The Homestead Resort

More Demand, Less Money: How to Cope & Avoid Burnout

To visit our website or contact us:

To learn more about our services, visit our website at [FireFly Facilitation](#) for the latest updates.

To find out how we can help your team or organization with an impactful team building session, facilitating a critical meeting, or speaking at your next event contact:

FireFly Facilitation, Inc.

770-989-7030

info@FireFlyFacilitation.com

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