Brainstorming Workshop: Making **'ACMA R.I.C.E'**

*(**R**esponsive, **I**nclusive, **C**ommunicative and **E**ngaging)*

Date/ Time: 10.00am, November 14, 2019

Venue: Taj Bangalore, Airport

Facilitated by: Kavan Mukhtyar, Partner, Management Consulting, PwC (Knowledge Partner)

Duration: 60 minutes

Objective: Our goal is to build a strong and credible image of ACMA in the interest of all our stakeholders including Customers, Government, Foreign Partners, Media and our esteemed Members. To achieve this ACMA EC will have to be cohesive and well aligned in terms of our priorities.

Through a workshop we will be able to capture inputs on challenges of our members which need immediate attention. We would also deliberate on creating a more engaging and interactive framework of ACMA activities for strengthening our association's outreach. Workshop will end with:

- Expectations of Members from ACMA
- Top 3 Challenges for ACMA members that need addressal
- Top priorities over the next 100 days
- 1 year and 2 year.
- Co-create ideas and serve the purpose of aligning the EC on the way forward.

Workshop approach and structure:

All ACMA Executive Committee members are encouraged to actively participate in the workshop by putting forward their perspectives. EC participants will be divided into 4 different groups. Each group will deliberate on the topic assigned to them for 25 minutes. Following this each group will present their groups consensus view on the way forward. PwC will play the role of a facilitator by asking relevant questions and guiding the discussions.

Structure:

1. Introduction and objective of the session - PwC Facilitator **[3 minutes]**

2. Theme introduction RICE - (President ACMA) [**6 minutes]**

3. Each EC member will be pre-assigned to one of the 4 Groups. Each group will deliberate within their team on the topic assigned to them from the RICE theme **[25 minutes]**

Key discussion focus: Top 3 pain points/ 100 days plan/ 1-2-year plan

Group 1- **Team R**: *Responsive* - How can ACMA be more responsive to members' needs?

Group 2 – **Team I**: *Inclusive* How can we be more inclusive and take the entire industry forward together?

Group 3 – **Team C**: *Communicative* How can ACMA have effective, relevant and ongoing communications with its members?

Group 4 – **Team E**: *Engagement*: Approach to improve the engagement with the members and support their priorities?

4. Each group presents using flip charts: 4 minutes per group. **[16 minutes]**

5. Conclusion: PwC facilitator + President ACMA/ DG ACMA **[10 minutes]**

Pre-Workshop preparation required:

1. Nominate yourself to one of the 4 groups as per your area of interest.
2. Reflect on what you believe are the top 3 pain points, and top priority for ACMA in 100 days, 1 year and 2 years. Get inputs from other ACMA members in your network.
3. Be prepared to engage and discuss with an open mind. We need to conclude the workshop with a practical and well aligned way forward.