

EO's evolving Forum terminology

Entrepreneurs' Organization is evolving the Forum terminology that we use within the organization. After consulting EO Forum facilitators and taking into account the insights of EO members who participate in Forums, it's clear that the terminology we use needs to be simplified, updated and improved to better reflect the true essence of Forum. With this development, Forum will maintain and keep the fundamentals of the programme intact, while achieving better participant understanding of these terms.

PREVIOUS TERM NAME	NEW TERM NAME	REASONING
EO Gestalt Mindset	Forum Mindset (Gestalt)	<p>The term "Gestalt" has other connotations in the psychology field, and does not represent what we do in Forum: "Gestalt maintains that the whole has a reality of its own, independent of the parts." When members ask for books or references, there are none to show as accurate sources.</p> <p>The Forum Mindset is a more accurate term that includes the experience share approach, no judgment, no advice. Leaving "Gestalt" in parenthesis is important to keep context for past members.</p>
Updates	5% Reflections	<p>The term "updates" suggests a report of things that happened. It also takes the focus away from introspection, and it focuses on "updating" the group with tasks that are not significant.</p> <p>The term "Reflection" invites the member to reflect on things and not only to report them.</p> <p>The widely understood 5% term is added as a descriptor to suggest we should only be speaking about the 5% in Forum.</p>
Forum presentation	Deep dive	<p>The term "presentation" suggests that a subject matter expert prepares a PowerPoint and presents in front of a room, which is contrary to the essence of what happens in Forum.</p> <p>Deep dive represents going below the surface, with a support system for success (since one should never dive alone in open waters). This term offers great analogies, such as: Going under the surface (diving deeper), going down to the core of the issues (ie, iceberg, 80 percent of the mass is underneath), needing to be certified to dive, sharing your oxygen with people in need, having a diving buddy who shines light under corals, etc.</p>
Advanced Forum Series (AFS) Shift into high gear (AFS) Fired up (AFS) Fast track (AFS) Dive deep (AFS)	Forum workshops Forum essentials Forum tools Goal setting and accountability Deeper connections	<p>EO is filled with acronyms and most members don't understand what an AFS is.</p> <p>The previous AFS names were picked from a driving them, but that is no longer relevant.</p> <p>We simplified the terminology to accurately represent what is covered during each workshop.</p>

