EnoMAX Handbook
**Table of Contents**

1. About the Handbook 5

2. Background Information 5
   - About Eno 6
   - About EnoMax 6
   - EnoMAX Funding and Time Commitment 7

3. MAX Overview 9
   - Learning Objectives 9
   - Agency Goals 9
   - EnoMAX Roles 10
     - Agency CEO 11
     - Eno Office Staff 12
     - Eno Facilitator 13
     - Agency Facilitator 14
     - Participant Role 15

4. Participant Selection 16
   - Profile of Typical Participant 16
   - Represented Employees 17
   - Admission Options 18
     - Nomination by Senior Executives 18
     - Open Application 19
     - Leadership Academy Prerequisite 19
5. The Course Year
   Facilitator Conference 20
   Pre-Coursework 21
   Class Sessions 21
   Traveling Weeks 22

6. Hosting the Site Visit
   Agency Facilitator Responsibilities 24
   Orienting a cohort 24
   B. Facilitator Conference Year Planning 24
   C. Leading a Cohort 24
   D. Business Project Information Exchange 25
   E. Meet Your Match 26
   F. Communication among Facilitators 26

Planning the Host Week 26
   A. Selecting Dates 27
   B. Host Week Agenda 27
      1. Meet Your Match and Business Project 27
      2. Allotting Down Time 28
   C. Classroom Sessions 28
      1. Host Agency Speakers and Presentations 28
      2. Senior Executive Presentations and Roundtables 28
      3. Guest Lectures from Industry Experts 29
      4. Skill Building Workshops 29
   D. Tours 29
   E. Speakers 30
      1. Speaker Recruitment 30
      2. Speaker Prep 30
      3. Day-of Speaker Management 31
   F. General Host Week Logistics 31
      1. Hotel RFP and contracting 31
      2. Daily Management 32
      3. Welcome and System Overview 32
   G. A/V 32
   H. Networking Activities 32
   I. Meals 34
   J. Evaluations 34

7. Eno Week 35
## Appendices: Sample Material and Checklists

<table>
<thead>
<tr>
<th>Appendix</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appendix A. Business Problem Outline</td>
<td>36</td>
</tr>
<tr>
<td>Appendix B. Meet Your Match FAQ</td>
<td>36</td>
</tr>
<tr>
<td>Appendix C. Eno Week Agenda (Sample)</td>
<td>42</td>
</tr>
<tr>
<td>Appendix D. Site Visit Daily Agenda (Outline)</td>
<td>44</td>
</tr>
<tr>
<td>Appendix E. Site Visit Agendas (Samples)</td>
<td>46</td>
</tr>
<tr>
<td>Appendix F. Facilitator Host Week Planning Checklist</td>
<td>47</td>
</tr>
<tr>
<td>Appendix G. Guest Speaker Tips</td>
<td>61</td>
</tr>
<tr>
<td>Appendix H. Pre-Visit Handout</td>
<td>64</td>
</tr>
<tr>
<td>Appendix I. Sample Hotel RFP</td>
<td>69</td>
</tr>
<tr>
<td>Appendix J. Sample Evaluation</td>
<td>70</td>
</tr>
<tr>
<td>Appendix K. Table Top Presentation Guidelines</td>
<td>72</td>
</tr>
<tr>
<td></td>
<td>73</td>
</tr>
</tbody>
</table>