

Campfire Content Framework

At Campfire, we structure our conversation cards, assessments, and session content around measuring and improving connection to self, team, and company. Connected people, teams, and organizations feel good, have clear direction, and regularly achieve results.

	SELF	TEAM	ORG
FEEL	<p>WELLNESS</p> <p>My own personal needs are being met. I feel my healthy and balanced self.</p> <p>“What does it look like when I’m at my best?”</p> <p>RECOMMENDED CAMPFIRES Burnout, Resilience, Time Management</p>	<p>TRUST</p> <p>I experience trust in my team relationships.</p> <p>“When it comes to trust on our team, what is missing?”</p> <p>RECOMMENDED CAMPFIRES Trust, Conflict, Listening, Expectations</p>	<p>CULTURE</p> <p>It feels great to work here. I belong and I am valued.</p> <p>“How does it feel to work here?”</p> <p>RECOMMENDED CAMPFIRES Recognition, Inclusion, Belonging, Tone</p>
DIRECTION	<p>AWARENESS</p> <p>I understand how my actions affect others and I respond intentionally.</p> <p>“What does it feel like to spend time with me?”</p> <p>RECOMMENDED CAMPFIRES Awareness, Strengths, Brand, Career</p>	<p>COACHING</p> <p>I receive regular quality direction on expectations and my performance.</p> <p>“What have you done recently that you’re really proud of?”</p> <p>RECOMMENDED CAMPFIRES Coaching, Expectations, Feedback, Goals</p>	<p>PURPOSE</p> <p>I understand our company mission and goals and how my team contributes to them.</p> <p>“Why does the company exist?”</p> <p>RECOMMENDED CAMPFIRES Vision, Strategy, Change</p>
RESULTS	<p>PROGRESS</p> <p>I am making progress in my job. I often accomplish the goals I set out to do.</p> <p>“How might I get more things done?”</p> <p>RECOMMENDED CAMPFIRES One-on-Ones, Delegation, Plans</p>	<p>OUTCOMES</p> <p>My team frequently achieves aligned business results.</p> <p>“What could I do to empower people on the team?”</p> <p>RECOMMENDED CAMPFIRES Autonomy, Decisions, Expectations, Goals</p>	<p>RESULTS</p> <p>Our company moves steadily towards our outlined mission and goals.</p> <p>“How can I help others to understand company goals?”</p> <p>RECOMMENDED CAMPFIRES Vision, Strategy, Decisions, Change, Goals</p>