

# CCS.CARDS

Image cards for facilitation,  
coaching and self-discovery



*“Powerful, elegant and easy to use tools that take communication to a whole new level. And with no complicated training, no tricks, no aversion and no fear.”*

Dr Stephanie Burns  
Adult Education Expert



CCS CORPORATION  
w: [ccs.cards](http://ccs.cards)

# What are CCS Cards?

Shuffling or swiping through a pack of image cards as you think about a given topic, activates your brain.

It stimulates all kinds of thoughts, memories, new ideas and emotions — even things that may not have come to you without the cards.

The Compatibility Communication System cards (or CCS Cards for short), are sets of photos, illustrations and words that have been expertly chosen for their capacity to trigger such responses in group facilitation, teamwork, coaching, relationships and self-discovery.

- easily create trust and open communication
- promote mutual disclosure
- tap tacit knowledge
- improve listening, sharing and collaboration
- ensure participation from the whole group
- stimulate creativity

*“Completely changed the nature of the communication”*

Assoc Prof Paul Bennett  
Study: *Using images to communicate the hidden struggles of life on dialysis*





Developed in Australia by **CCS Corporation**, following its beginnings as a world-wide award-winning board game, the CCS is a unique communication product with a well-established capacity to stimulate conversation, interaction and clarity in group facilitation, coaching and self-discovery.

By using the power of imagery to tap emotions, new ideas, tacit knowledge and lived experiences, the CCS promotes full participation, clearer communication and a non-threatening, light-hearted atmosphere. This makes it easier for people to uncover, openly share and communicate their thoughts and feelings.

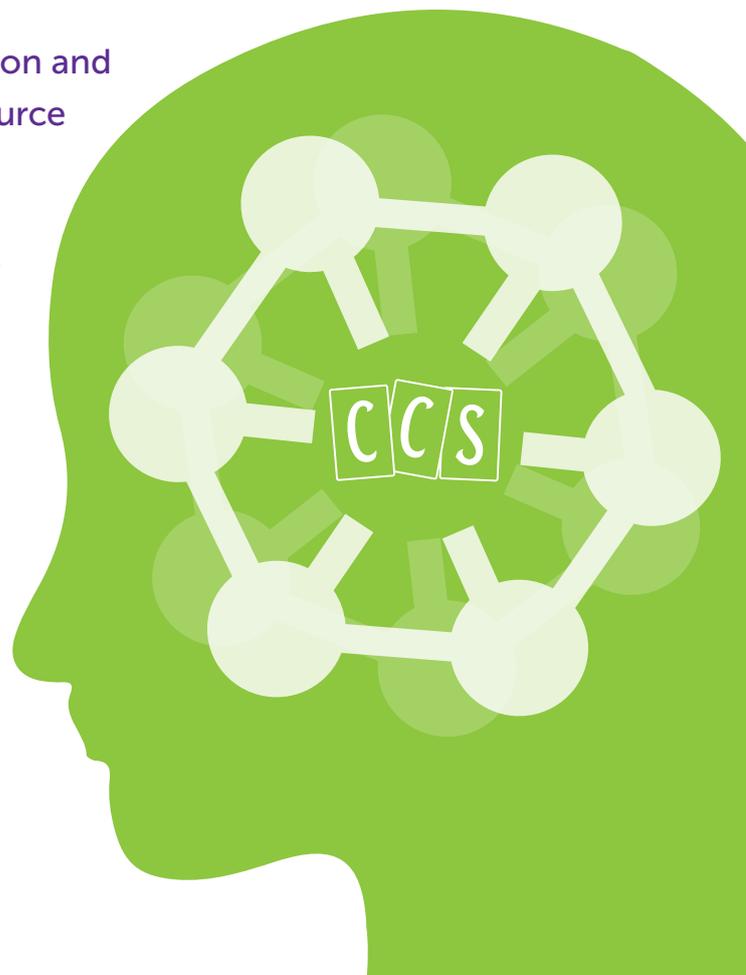
For over 20 years, the CCS has been used in more than 70 countries around the world — crossing all manner of language and cultural boundaries.

The CCS is used in programs for education and training, organisational and human resource development, team management, coaching, counselling, relationship development, conflict resolution, career development and self-discovery.

It is currently being used in a wide variety of organisations and industries such as: leading banks, major retailers, key accounting and legal firms, training companies, airlines, management consultants, universities, engineering, manufacture, media, defence and telecommunications.

*“We include the CCS Cards as triggers for enabling people to be truly present, pay deep attention and to be intentional.”*

Janet Sernack  
Innovation coach



# How CCS Cards work

- 1** Everyone gets their own pack of CCS Cards. *Any card can mean anything to anyone at any time — there are no set meanings for the images.* So, everyone is free to pick whatever images they feel best represent the topic for them.
- 2** A topic is given and everyone shuffles through their packs to select cards.
- 3** Everyone shares their choices to reflect, connect and create.

## HERE'S A FEW EXAMPLES



### FACILITATING TEAM COLLABORATION

"Go through your pack and find 5 cards that, for you, describe what you believe are the elements of an ideal team."



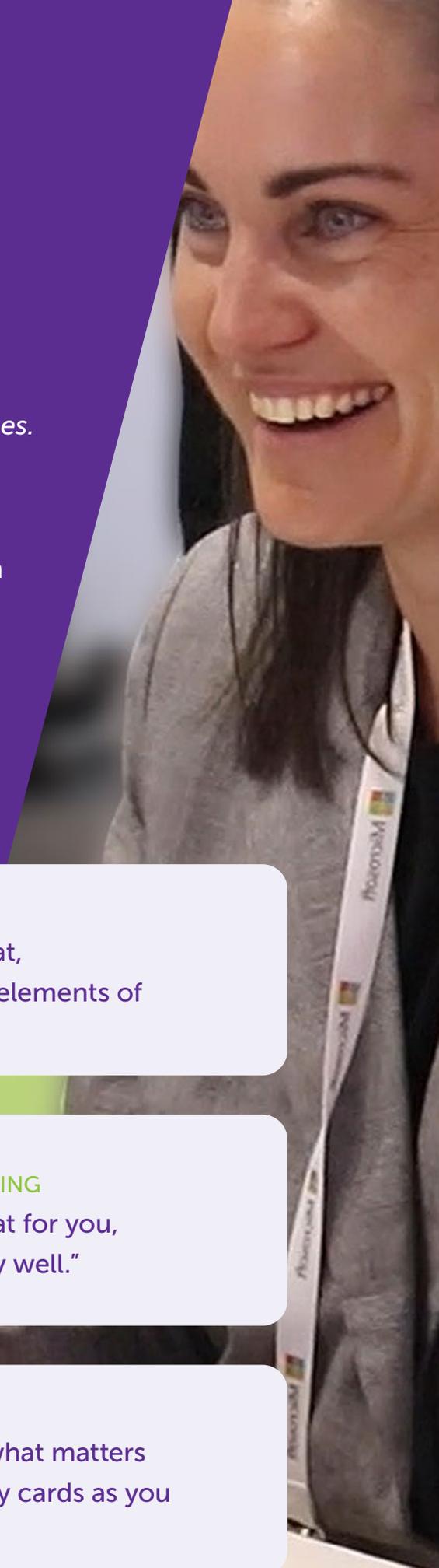
### CREATING MOTIVATION FOR CHANGE IN COACHING

"Go through your pack and find 3 cards that for you, best represent when things are going really well."



### CRITICAL SELF-REFLECTION

"Go through your pack with the thought 'what matters most to me right now' and pull out as many cards as you like that seem to represent this for you."



# Why are CCS Cards used?

Regular users of CCS Cards have provided the following key reasons for making them a part of their facilitation, coaching and self-discovery activities:

it enables you to achieve an outcome of shared understanding more quickly than traditional dialogue

encourages diversity, spontaneity, creativity and non-judgement

gives participants a way to visually capture the key outcomes from a session or a critical reflection experience

CCS Cards make it 'safe' to share thoughts that otherwise might not be mentioned

it's a great communication leveller to encourage equality of contribution

promotes an environment of respect and appreciation

rapidly and naturally produces two-way, open, honest exchange

provides an opportunity for deeper understanding and self reflection

taps tacit knowledge and emotion

provides a way for participants to step outside themselves, to reflect and to uncover what they truly think or feel about a subject

creates an enjoyable, trusting and non-threatening atmosphere

it is a ready-made meaning-making system

# Who uses the CCS?

CCS Cards have been used by tens of thousands of national and multinational organisations, independent facilitators, trainers, educators, counsellors, team leaders and individuals, all over the world, in pretty much every field.

- banking, finance, legal, accounting
- local and federal government
- defence, police, correctional
- clinical and allied healthcare
- school and higher education
- engineering, mining and manufacturing
- marketing and design
- pharmaceutical and cosmetics
- hospitality and retail
- web, telecoms, social media
- software and communication technologies

*"We had an excellent response to the cards with our week-long HR/Training Workshop in China. We had 55 participants from China, Hong Kong, Macau, Taiwan, Korean and Guam. Most had English as a second language, and a few had very limited, or even no English. We used the cards in the very opening session of the week and very quickly created an environment of open discussions, involvement and lively debate. The cards assisted many of the participants in communicating their ideas and thoughts, where language differences would normally have slowed this down. Participants very quickly identified commonalities within what seemed at first to be a very diverse group."*

HR General Manager  
Global Hotel Chain



# About the images

While the use of imagery as a communication tool is not new, the CCS is developed around a unique and proprietary image selection criterion we call the *common image communication concept*. The 'common' in our selection criteria, has a two-fold meaning:

**common (1):** the images are typically of a 'common', everyday nature — both in the subject matter and the way the images are cropped and presented. The CCS image collection could be described as 'snap-shots on life' or 'a well-travelled photo album'. The images are chosen for their ability to remind us of our own lived experiences and to become metaphors to help us describe these experiences.

This contrasts with the more 'crafted' imagery used in advertising and motivational products such as posters. This kind of imagery has the purpose of priming us to receive a particular message. As such, the imagery is 'loaded' to ensure we get that message and we have an almost learned response to these types of pictures and symbols.



**common (2):** everyone has the same set of illustrations, photographs and words — the images are 'common' to all participants. This approach allows for better comparison, sharing and identification of shared and unique ideas.

Key to the tool's success is its capacity to help people to describe and understand their lived experiences and to apply what they discover to the professional or personal task at hand. It helps individuals readily tap into their well of knowledge — both tacit and explicit. And it helps people in groups and teams to quickly identify common and unique views, and to understand and connect deeply with one another.

In fact, by varying the topics and selection and recording processes, this disarmingly simple tool can be used to profoundly impact the quality of almost any communication experience.

CCS Cards are available in real and virtual formats



## Visit us at [ccs.cards](https://www.ccs.cards)

- listen to interviews with expert users
- see videos of the CCS in use
- explore our full range of CCS products
- free downloads
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The Compatibility Communication System is designed and developed in Australia by CCS Corporation Pty Ltd.

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