

# From a note on a napkin to the next big thing — how a big idea becomes a major breakthrough



# 25

## A Little Camp with a Big Idea Becomes a Global Model of Excellence

Just as *Southwest Airlines* changed our perceptions of flying, *Subway* changed our perceptions of fast food, and *Starbucks* changed our perceptions of coffee shops — *SuperCamp* has changed our perceptions of school and smarts.

QLN's learning and life skills expand the definition of literacy from reading, writing and 'rithmetic'—to reading, writing and *readiness*. QLN's differentiating product is readiness through personal and academic excellence.

**QLN knows the keys to shift a youth's self-perception into positive mode, unlock a teacher's passion, revive a parent's hope, and dynamically focus an adult's inner vision.**

"I feel overwhelmed and amazed at times looking back. We started with an idea and one small program. We had a two-page business plan talking about grand ideas of making a difference worldwide. Here I am today with 43,000 SuperCamp graduates around the globe and more than 2 million children impacted through our Quantum Learning methods in schools around the world. We are living our vision to facilitate a shift in learning that results in creative, educated, and responsible citizens participating in a global community."—SuperCamp cofounder and QLN President Bobbi DePorter.

Why do some ideas ignite our imaginations? How do certain concepts find their own momentum and change the world, while others are disregarded in the side notes of history? How exactly does a little camp with a big idea become a global model of excellence?

Imagine sitting at your favorite café when—all of a sudden—an idea so original, with so much potential, pops into your head that you scribble it on your napkin. Pure genius! How did you not think of this sooner? A moment later, you decide to recite your epiphany to the entire table, fully expecting a toast to your brilliance. But somehow the thought has already lost its luster. It sounds as tantalizing and fresh as the wilted iceberg lettuce on your garden salad.

## The breakdown of a breakthrough idea

All big ideas—including Bobbi DePorter's SuperCamp—have both a function and a form.

The function of an idea refers to its specific purpose. For example, the UN was designed to promote world peace, electricity to bring light into our homes.

But ideas have form long before they find an expression and purpose in our lives. The form of an idea is what allows it to grow and travel from one person to another, building momentum until it realizes its function and purpose in our world.

Every idea has both form and function. So what? The question remains: What makes a big idea a breakthrough? What is the common denominator that allows certain concepts to take hold and change the lives of millions?

## Form over function for breakthrough ideas

Great ideas serve myriad purposes and fulfill numerous needs in our daily lives. From salvation to silverware, you'd be hard-pressed to find any continuity in the function of breakthrough ideas. But the form of these ideas is another story—a story that starts with SuperCamp cofounder Bobbi DePorter.

Bobbi recognized that breakthrough ideas resonate on both the individual and collective levels. They connect people through increased self-awareness. Connection through personal empowerment is the distinguishing mark of most any breakthrough idea, whether it's a musical phenomenon like the Beatles, or a communications revolution such as the Internet. It's also how a little camp becomes a global model of excellence.

The tipping point is when the big idea becomes a reference point of public consciousness, giving a voice to something within each individual while providing a way to carry this self-knowledge out into the world.

## The process is the product

Many companies promote the complementary processes of self-discovery and connectivity through their products and services—from Apple Computer to Harley Davidson. But QLN's product *is* this process.

QLN helps you bring more of your quantum self, your passion and your potential, to the world—and in turn brings the world closer to you.



**Bobbi DePorter**  
2006 Fast 50 Nominee  
Fast Company Magazine

From Bobbi DePorter's nomination to Fast Company Magazine's Fast 50 – a global reader's challenge to find leading creative thinkers who have made significant accomplishments:

### The big idea: In 25 words or less, please highlight why readers should care about this Fast 50 nominee

In 25 years, Bobbi DePorter's worldwide camps and classrooms for youth and adults have become the preferred source for educating future leaders and global citizens.

### Please describe the creative and business achievements of the Fast 50 nominee

Bobbi DePorter's vision of schools, families, and businesses producing creative, educated, responsible people who participate in a global community, has not wavered since 1981. She imagined how much better people's lives would be if they had the positive environment, social skills, and empowering self-awareness to take ownership for their life choices and actions. Her flagship program SuperCamp® is now a standard for learning and life skills that fills the social and leadership gaps of our institutions.

To read more, go to: [www.QLN.com](http://www.QLN.com)

### Fast, and Socially Responsible

**QLN may be a fast company, but it's not leaving anybody behind. Its non-profit organization Learning Forum Foundation has provided scholarships to SuperCamp for hundreds of youth nationwide for nearly 20 years**

To learn more, go to: [www.LearningForumFoundation.org](http://www.LearningForumFoundation.org)

