



Facilitation Services

March 2009

Why do Organisations Need Facilitation?



How many times have you been to a meeting or workshop and left feeling

- a) you have not successfully achieved the objective , or
- b) that the objective that has been achieved is not representative of the group,
- c) or it is not the best outcome that could have been realised?

Today the requirement of business efficiency demands a reduction of the time people spend in training and meetings. At the same time group performances are required to be more effective and innovative. Traditional meetings are often inefficient discussions or one-way-presentations., with too many ego or subjective or emotional opinions.....

Facilitation is both a philosophy and a method of interactive working and learning with and in groups.

What are the Benefits of Using a Facilitator ?



- Neutral and objective, the facilitator has no vested interest in the outcome except that the group reaches its desired outcome
- Lets the attendees get on with focusing on the content not the process
- Ensures all attendees get their views heard and understood
- Embeds a culture of effective communication and meeting performance

SO WHAT?

BETTER, QUICKER, AND MORE ALIGNED OUTCOMES

Every time you run a meeting or workshop with your employees/members you are committing an investment in the cost of their time versus productivity of the meeting - why not maximise that!!

What Is Great Facilitation ?



The key attributes of great facilitation

- The visualization of every working step.
- Guiding the group through a clear structured and creative process.
- Good facilitation is knowing how to create the best atmosphere and climate for communication,
- Make sure everyone has their say
- Focusing the spotlight at the right level or content

The key attributes of great facilitators

- Great listening skills
- Effective comprehension skills and getting up to speed and understanding quickly
- Great peripheral sensory acuity – calibrate and engage
- Powerful questioning skills
- Fantastic judgement
- Confidence
- Flexibility

Moderating versus Facilitating



Moderating relates to **gathering as much information** or insight as possible within a designated timeframe about specific objectives. It is the moderator's job to keep respondents on target and to move through the discussion outline effectively.

- A moderator's skill is in ensuring the focus and 'chunk size' of information or insight gained is appropriate and probing where relevant probing is needed.
- Moderators seek the answers to specific questions.

In facilitation the skills are more about the process and getting the group involved over time to highlight key ideas that add to overall learning, whether it be for developing strategy, new initiatives or innovation.

- The facilitator acts **more as a guide versus** an information seeker. In facilitation it might also be a case of where the facilitator also is the expert on a particular process.

MCW - Our Facilitation Services



Facilitation where we bring the tools and process to enable you to get your outcome e.g. Culture, brand

- **Culture and leadership,**
- **Strategy & Vision setting**
 - **Ideation: NSD, NPD**
 - **Brand Development**

Facilitation where the process is agreed but you need our help to make it happen (more process versus content intervention) e.g. Conferences

- **Process engineering,**
- **Lean manufacturing**
- **Programme/Project kick offs**

Facilitation where you need the people not the content to make it happen e.g. Team building or stakeholder alignment

- **Stakeholder alignment**
 - **Mediation**
- **Team building events**

Moderation.

Where you need to seek information and understanding from a specific audience

- **Working parties**
- **Public consultations**
 - **Focus groups**

How do we Calculate our Fees



Facilitation where we bring the tools and process to enable get your outcome e.g. Culture, brand

• **As this involves more planning, and needs elicitation and includes IP on our process we charge by the intervention for this**

Facilitation where the process is agreed but you need our help to make it happen (more process versus content intervention) e.g. Conferences

• **Day Rates - varying from £450 to £2000 depending sector and level and numbers of consultants**

Facilitation where you need the people not the content to make it happen e.g. Team building or stakeholder alignment

• **As this involves more planning and needs elicitation we charge by the intervention for this**

Moderation.

Where you need to seek information and understanding from a specific audience

• **Either day rate if methodology and topic guide are already developed, or rate for the specific intervention**

What can it be used for?



- Strategic planning
- SWOT-analysis
- Team building
- Stakeholder alignment
- Problem solving
- Conflict resolution
- Action planning
- Implementation of systems
- Change of culture
- War gaming
- Generating ideas

- Program kick off
- Project Planning
- Role and Goal setting
- Scenario planning
- Disaster recovery
- Brand Visioning
- Organisation values setting
- Aligning the supply chain
- Silo Busting
- Working Parties