

Learn from the Masters

International Institute for Facilitation

Master Facilitation Academy

May 13-17, 2019

A series of one-day, skill building programs taught exclusively by Certified Master Facilitators!

Monday, May 13

Engage, Excite and Energize your Participants!

Sheryl Trent, CMF

Owner, SBrand Consulting, LLC

Author, *The Community Building and Partnerships Toolkit*



resources and ideas.



Struggling with meetings that drag on and on? Are your participants bored? Are you getting the engagement and excitement you need to create amazing meetings? Attend this one-day workshop on How to Engage, Excite and Energize Your Participants and come away with specific activities, ideas, and tools to make your meetings amazing. You'll learn, share ideas, and practice techniques that will allow you to create fun, effective, efficient meetings that make your attendees want to come back. Includes 100-page workbook with details,

[\(Click for more\)](#)

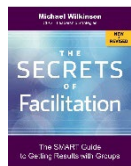
Tuesday, May 14

Engagement Strategies: 25 Strategies to Maximize Engagement

Michael Wilkinson, CMF

Managing Director, Leadership Strategies, Inc.

Author, *The Secrets of Facilitation*, *The Executive Guide to Facilitating Strategy*



Most facilitators are equipped with three or four techniques they routinely use to keep a group engaged. Some like brain-storming, others prefer small group break-out, still others mix it up alternating between open group discussion and structured round-robins. But are there other techniques? And what do you do if you are going to be with the same group for seven half-day sessions? In this workshop, the author of *The Secrets of Facilitation* will demonstrate over a dozen engagement strategies for taking a group through a process, including: brief encounters, dump and clump, rotating flip charts, forced analogies and last person standing. You will also have the opportunity to bring and share your best techniques for keeping groups engaged. Don't miss this opportunity to load up your tool box! [\(Click for more\)](#)

Wednesday, May 15

The Seven Separators of Facilitation Excellence

Richard Smith, CMF

Director, R&S Consulting

Co-Author, *CLICK – The Virtual Meetings Book, Buying Styles*



You won't want to miss this one-day version of the highly acclaimed four-day workshop, *The Effective Facilitator*. When you are a participant in a facilitated meeting or training workshop, you probably know within 10 minutes if the facilitator is strong enough to make it worth your time. So what is it that separates great facilitators from good ones? In this dynamic, highly interactive workshop, we will cover the seven key skills and over 20 techniques that you can begin using immediately, including: four keys to an engaging opening, the secret to asking questions that ignite a bonfire of responses, how to prevent



dysfunctional behavior, and how to effectively maximize energy. [\(Click for more\)](#)

Thursday, May 16

Creating Collaborative Impact Using Collaboration for Creating Positive Future Impact

Eileen Dowse, Ph.D., CMF

Organizational Psychologist, Human Dynamics

Co-Author, *The Agile Business Leader*



Successful results occur when you; develop interpersonal relationships to inspire commitment, create transparent contracts to form collaborative partnerships and lead effective meetings to improve strategic operations. During this session you be introduced to the essential components for becoming a competent facilitator who can; projects confidence, generate valuable dialogue and positively and appropriately impact others. You will learn approaches for facilitating open dialogue and establishing trust resulting in productive group work environments. This session focuses on a facilitator's presence and the competencies recommended for establishing supportive environments and building rapport with stakeholders. [\(Click for more\)](#)



CMF Candidate Video Day

The application for Certified Master Facilitator requires that you submit a video using an INIFAC-provided case study with designated role plays designed to test your skills against the INIFAC competency model. Once you apply you receive the case study and role plays and you can create the video at your own location.

However, if you are planning to apply, or considering applying at some point for this prestigious designation, this video day is your opportunity to create a video using an INIFAC case study and role plays that you can submit later with your application.

Facilitation is often a solo business. This is your opportunity to receive critical and candid feedback from other facilitators seeking to raise the bar on their skills. The Video Day is limited to 10 participants, so sign up soon!

Friday, May 17

Engage, Excite and Energize your Participants!

Sheryl Trent, CMF

Owner, SBrand Consulting, LLC

Author, *The Community Building and Partnerships Toolkit*

Workshop Objectives

As a result of this workshop, you will be able to:

- Create energy and enthusiastic engagement during meetings
- Have a set of ideas and techniques for any situation to turn boring meetings into fun and effective outcome driven events
- Implement the methods to deliver the meetings that clients will rave about

Workshop Agenda

A. Welcome and Introductions

Purpose for the Day

Outcomes

Agenda Approval: What are you hoping to learn today?

Ground Rules

Introductions (use an example of engagement)

B. Brainstorming

Shared Examples of:

Lack of Engagement

Apathy and Boredom

Dysfunction Hiding as Something Else

Breakout Sessions to Brainstorm Ideas

Report Out/Share Ideas

C. Using Your Presence and Appearance to Engage and Motivate

Know Your Audience!

Verbal and Non-Verbal Engagement

Dress

Voice

Room Set Up

Tools in the Room

Presentation Style

Writing and Listening Style

D. Practice Session #1: Practice, feedback and report out

E. Top 20 to Engaging Your Audience

Review the Top 20 Ideas in the Workbook

Shared Participant Experience

Demonstrate the Engagement Techniques

F. Losing Your Audience?

Questions to Ask - workbook
Thank for Feedback (use names)
The Use of Humor in Facilitation
Writing Techniques
Props

- Toys
- Cards
- Post Its
- Music

Engagement Activities
Brainstorming
Round Robin
Icebreakers
Decision Making

Energizing Activities
Group Work
"Play Ball"
Team Work

Pacing

G. Practice Session #2: Practice, feedback and report out

H. Come Prepared!

- Have a Back Up Plan
- Have the Back Up Plan Ready to Go
- Problem Solving on the Fly
- Dysfunctional Behavior and What To Do

I. Promoting Creativity

- How People Think and Learn
- Use Strengths
- List of Creative Engagement Techniques (Workbook)

J. Impacting Energy

- Your Own Energy
- Food
- Breaks
- Starting and Ending a Section of Your Meeting
- Energy "Kicks"

K. Action Steps and Implementation Moving Forward

Participants will be asked to make a self-commitment, write down that commitment, and be prepared to take specific action steps around that commitment.

L. Wrap Up and Close

About the Presenter

Sheryl has been providing strategic planning and facilitation services for over 25 years. Her clients have included cities, counties, state agencies, economic development organizations, non-profits, and private clients across the United States. She specializes in facilitating complex

issues affecting entire communities such as strategic plans that get results -these plans don't sit on a shelf! She has helped clients increase revenue, finish long standing projects, create exciting visions for the community, launch new initiatives, and complete comprehensive efforts. Her work results in enthusiastic support for critical programs and efforts. She is a Certified Master Facilitator and a Certified Life Coach. Originally from the Seattle area, she and her family make their home in Fort Collins, Colorado.

Engagement Strategies: 25 Strategies to Maximize Engagement

Workshop Objectives

As a result of this session, you will have three key results:

- You will be able to hold more engaging and focused sessions by using your expanded toolkit of engagement strategies
- You will have seen engagement strategies in use and will have had an opportunity to share an engagement strategy yourself.
- You will have a manual with 25 engagement strategies that you can use right away and copies of descriptions of engagement strategies brought by your classmates.

Workshop Agenda

A. Opening

You will be immediately engaged right from the opening: starting with examples that the instructor provides of engagement strategies, you and the other participants will work in small groups to identify approaches you have used to increase engagement in facilitated sessions. During this time, your group will identify at least one of the techniques you will want to hear more about later.

- Workshop objectives
- Your best engagement techniques
- Our agenda for today
- Ground rules

B. Principles of Engagement

The facilitator will build a foundation for discussing engagement by reviewing key principles of successful engagement and providing an engagement framework that defines various functions of engagement and demonstrates how to vary an engagement strategy by changing the process grouping and the process order. In addition, the facilitator will provide a strategy for effectively delivering directions.

- Eight principles of engagement
- Engagement functions
- Process grouping
- Process order
- Giving directions

C. Engagement Strategies

During this segment you will review 25 engagement strategies and see the facilitator demonstrate those strategies selected by the group.

The 25 engagement strategies are listed below.

- Appreciations
- Basic brainstorming
- Brainstorming in teams
- Breakout groups
- Brief encounters
- Dot voting
- Dump and clump
- Dyads/triads
- Elevator speech
- Forced analogies
- Future letter
- Group questioning
- Grouping
- Informed majority
- Introductions
- Journaling
- Last person standing
- Lobbying
- More of or less of
- Rotating flipcharts
- Start/stop/continue
- Talking stick
- Think-pair-share
- Whip

D. Sharing Your Best

You and the other participants will have an opportunity to learn from each other by sharing your favorite engagement strategies.

E. Practice, Practice, Practice

You will select one or more engagement strategies you want to practice and split into small teams to exercise your new skills.

F. Action Planning

The workshop will close with a question/answer session, followed by you identify your jewels from the workshop and creating an action plan for incorporating one or more of the engagement strategies in your work.

- Questions and answers
- Identifying your personal jewels (individual)
- Incorporating the jewels into the day-to-day

About the Presenter

Michael Wilkinson is the Managing Director of *Leadership Strategies, Inc. – The Facilitation Company*, the largest provider of professional facilitators and facilitation training in the U.S. He is an international leader in the facilitation industry.

- Author of five books, including Amazon best seller, *The Secrets of Facilitation*, and *CLICK: The Virtual Meetings Book*
- Board member of the International Institute for Facilitation
- Founder of the FindaFacilitator database
- One of the first five Certified Master Facilitators in the US

- Inducted into the International Facilitation Hall of Fame in 2016

Active in both the private and public sectors, he is a much sought after speaker, trainer and facilitator. He has provided workshops to hundreds of organizations across a variety of industries and has facilitated sessions in over 15 foreign countries, including Russia, China, Germany and Australia.

The Seven Separators of Facilitation Excellence

Richard Smith, CMF

Director, R&S Consulting

Co-Author, CLICK – The Virtual Meetings Book, Buying Styles

As a result of this workshop, participants will be able to:

- Establish and maintain a high energy level
- Ask starting questions that draw a vivid image
- Have a full toolkit of follow-up question types
- Respect the “power of the pen”
- Carry the group through the process
- Prevent, detect and resolve dysfunction
- Isolate and address sponsor’s key needs

In this engaging workshop each of the seven separators is facilitated with an engagement for each of the techniques so that the participant have the opportunity to employ the techniques and receive feedback from their colleagues in smaller groups

Agenda

A. Opening

- Workshop objectives
- Key facilitation skills
- The Principles of Facilitation – A methodology for facilitation

B. The Seven Separators of Facilitation Excellence

- Establish and maintain a high energy level
- Ask starting questions that draw a vivid image
- Have a full toolkit of follow-up question types
- Respect the “power of the pen”
- Carry the group through the process
- Prevent, detect and resolve dysfunction
- Isolate and address sponsor’s key needs

About the Presenter

Richard began his career as a naval aviator. He then joined Accenture where is consulted with a broad range of clients. Most recently Richard was with Leadership Strategies, where he remains a part of their Core Team of facilitators.

He has worked with clients including Coca-Cola, The Southern Company and Equifax as well as many federal and state governmental agencies and several non-profit organizations.

Richard received his B.S. from the U. S. Naval Academy in Annapolis, MD and his M.B.A. from The Ohio State University in Columbus, OH. While with Accenture, he earned his CPA in the State of Georgia.

Creating Collaborative Impact *Using Collaboration for Creating Positive Future Impact*

Eileen Dowse, Ph.D., CMF

Organizational Psychologist, Human Dynamics

Co-Author, The Agile Business Leader

As a result of this workshop, participants will be able to:

- Leverage the knowledge and wisdom of your natural strengths to project confidence.
- Effectively engage others.
- Develop strategies work working through the levels of collaboration and engagement.
- Recognize and value the diversity of a group.
- Facilitate valuable dialogue to create open environments.
- Use the SOLVETM method for improving collaboration.

Agenda

1. Welcome
Why Spend Time?, Goals, Introduction, Operating Principles, Agenda
2. Let's Get Our Terminology Straight
3. CMF Competence- Presence
Learning in Action- Amy Cuddy Ted Talk
4. Collaboration and Engagement Model
Learning in Action: Defining Your Strength
Theory: 3 C's For Communication
5. Demonstrates warmth and caring and the neurotransmitters involved in the process.
6. The SOLVE MODEL™ - Step 1: Stop and Analyze
Learning in Action: Alligator River
Theory: Values

7. Step 2: Open the Discussion Communication Process
Learning in Action: Push/Pull Model and Cultural Fluency
Theory: Essentials for Creating an Open Environment
8. Step 3: Listen and Validate
Learning in Action: Interests vs. Position
Theory: What is Validation?
9. Step 4: Verbalize Your Perspective
Learning in Action:
Theory: How to Get Listeners to Listen
10. Step 5: Evaluate and Create Options
Learning in Action: How to make the right decisions
Theory: How to Get Listeners to Listen
11. Practice and Learning Reflections
12. Check out

About the Presenter

Eileen Dowse Ph.D. is a recognized global business consultant and Organizational Psychologist specializing in organizational health and effectiveness through; education, consulting, facilitation and executive coaching. She fosters productive relationships for organizations and strengthens employee commitment for ensuring greater collaborative impact. Eileen has extensive practical experience in the field of global communications, global leadership and cultural competency development. She works with key industries including, high-tech, manufacturing, non-profit and government agencies throughout North America, Europe, Australia, Africa and Asia. Eileen is a co-founder and current Chair of INIFAC. She is a member of the UN Peace Coalition to help develop leaders for promoting peace.