



Understanding Culture Facilitation©

Culture Facilitation is a facilitation method that focuses on meeting client outcomes while simultaneously exploring, understanding, and resolving root, human-centered issues. This method is utilized to assist clients in several areas of need including:

1. Enabling students to understand and master learning objectives without using traditional teaching methods.
2. Enabling people to discuss and respond to difficult topics and focus areas that are often personal or sensitive in nature.
3. Enabling the execution of strategic objectives by focusing jointly on technical and human aspects of problem solving.

There are critical differences between traditional strategic facilitation and culture facilitation. The most important differences are:

1. Traditional strategic facilitation relies on ground rules, agendas, and lots of pre-planning sessions whereas culture facilitation relies on a facilitators ability to facilitate irrespective of structured, organized, and pre-planned rules, agendas, and talking points.
2. In traditional strategic facilitation, there is more focus on getting to the end-state than on where participants are in reaching the end-state. In culture facilitation, there is more focus on where people are as a critical facet of reaching the end-state with true understanding and buy-in.
3. Culture facilitators are focused on reaching a desired end-state by identification and addressal of root issues whereas strategic facilitators are focused on reaching a desired end-state by identification and addressal of pre-determined topics and focus areas.

The key to culture facilitation is that it is in-the-moment, human-centered, and focused primarily on how to change hearts and minds without disregarding participants or the desired end-state. Successful culture facilitators may use ground rules or agendas but are able to deviate from or scrap them altogether. Additionally, Culture facilitators understand the value and criticality of facilitating in ways that do not require knowledge or experience in the topic as they are able to pull information and ideas from the group and translate it into workable and productive outcomes.

Because of their away from structure and towards the participants, culture facilitators reach client goals by eliciting authentic trust and ensuring participant understanding and buy-in along the way.

The core tenets of Culture Facilitation are:

1. Listening to Understand.
2. Eliciting Authentic Trust.
3. Maintaining Neutrality Throughout.
4. Focusing on Root Issues and Root Solutions.
5. Being Genuinely Curious.
6. Focusing on the 'Why' More Than the What.

These core tenets are foundational to testing a facilitator's capability to become a Certified Culture Facilitator. This certification is administered by a Certified Master Facilitator (1 of 79 in the world) who co-created the culture facilitation discipline and has facilitated more than 6,000 times. The certification process does not include written or multiple-choice exams. Instead, all applicants for the Certified Culture Facilitator must facilitate using sensitive, real-world examples and demonstrate their proficiency across the tenets.