



9 Reasons to Use a Facilitator

Jerry, the CEO, decided to facilitate a recent strategic planning session with his executive team.

The morning was off to a rocky start with the meeting beginning 20 minutes late. As Jerry and his executives dove into the agenda, they immediately stalled in the vision discussion. Two executives dominated the discussion with strong opinions while the others barely participated.

Jerry lost perspective in documenting input and struggled to integrate ideas. The vision discussion ran through lunch, leaving less than half the allotted time for a SWOT discussion.

By mid-afternoon, the group's participation and interest was fading fast in frustration and exhaustion. The day ended without accomplishing the meeting objectives.

Jerry was exhausted and wondered why he even bothered.

Have you ever found yourself in Jerry's shoes?

Using a facilitator would have addressed the challenges Jerry faced by -

- Providing a neutral third party voice not influenced by history, emotions or office politics.
- Keeping everyone on track and make sure objectives are understood and met.
- Offering constructive challenges, direct feedback, and direction that creates forward progress.

- Observing behaviors and direct participant involvement into constructive content that builds relationships even when differences and difficult topics are surfaced.
- Giving all participants the opportunity to have a voice by creating a safe place for quiet team members to speak and redirecting outspoken team members productively.
- Maintaining the flow and energy in the room through questions, activities, idea tracking, and summarization of decisions and action items.
- Managing event planning, in partnership with the business leader, to create a relevant meeting in the right space that allows for the full engagement of the participants.
- Allowing the business leader to participate, observe, and reflect on the meeting rather than running the event.
- Delivering follow-up to participants and the business leader regarding meeting outcomes, actions items, and accountability to continue the forward momentum.