



BURKE INSTITUTE

**Building Better
Facilitation Skills:**
Activation, Innovation, Co-creation

Seminar Q04

Building Better Facilitation Skills: *Activation, Innovation, Cocreation*

SESSION 1: GENERAL FACILITATION SKILLS (~4 hours)

- What hat are you wearing: How the roles of Facilitator, Moderator, and Teacher overlap and how they differ
- How to set the agenda, timing and alignment of responsibilities
- Planning for and establishing what success looks like for a facilitated session
- How to choose the right ice-breakers for your group
- Importance of setting the right guidelines for the session
- Having a note-taker and how to capture and report the information gathered during a session
- How to manage group dynamics including dominant or quiet participants and high energy groups

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SESSION 2: STAKEHOLDER-FOCUSED FACILITATED SESSIONS (~5 hours)

- Managing stakeholder conflicts or disagreements when setting objectives and goals
- Building a framework for insights and insights examples
- Leading insights work sessions or post-qual debriefs where we have collected the data and are looking for group consensus on what actions to take
- Planning for pre-segmentation objective setting and post-segmentation activation sessions
- Tips for running segmentation blueprinting sessions
- Tools and techniques for brand/marketing strategy sessions
- Workshop to practice facilitation skills for brand/marketing strategy workshops
- Overview of positioning workshops

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SESSION 3: INNOVATION-BASED FACILITATED SESSIONS (~3 hours)

- How to lead innovation and ideation (or brainstorming) sessions aimed at generating a range of ideas for new products/services
- How to develop framework and process for conducting activities that inspire innovation
- Divergent and convergent ideation techniques
- Facilitation tips for running co-creation workshops with internal stakeholders and external customers
- Extended ideation workshop to practice facilitation skills and ideation techniques