



BURKE INSTITUTE

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

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Seminar Q04

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

## SESSION 1: GENERAL FACILITATION SKILLS

- 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
- How to manage group dynamics including dominant or quiet participants and high energy groups
- 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

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## SESSION 2: STAKEHOLDER-FOCUSED FACILITATED SESSIONS

- Leveraging the right tools to help align the group on common ground issues and ways to avoid group bias
- Managing stakeholder conflicts or disagreements when setting objectives and goals
- Leading insights 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
- Tools and techniques for brand/marketing strategy sessions

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## SESSION 3: INNOVATION-BASED FACILITATED SESSIONS

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

## SESSION 4: BRINGING IT ALL TOGETHER: APPLIED WORKSHOP

- Practice applying the skills learned during the program running mock facilitated work sessions
- Participants will have opportunities to role play various facilitation skills
- Group discussion and feedback will be held after each mock breakout activity
- Overall wrap-up and next steps for how to continue to practice the skills learned during the program