



"The FoCuSeD™ Facilitator"

eNewsletter by Gary Rush

"Stop looking for solutions – when you're FoCuSeD™, you find them."

January 2009

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With Change Comes Opportunity

Change is inevitable – especially in today's economic environment. This calls for a new way of doing business. As Facilitators, through the use of effective processes, we are in the best position to help.

Facilitating: Creativity, Innovation, and Change

First, it is necessary to clarify the difference between Creativity, Innovation, and Change.

- **Creativity** – thinking of something new – a new idea, a new solution, a new product, etc.
- **Innovation** – doing something new – implementing a creative idea.
- **Change** – the result of something new – making it work.

All three work together to create opportunity. *Creativity* without *innovation* goes nowhere and *innovation* without *change* fails.

The FoCuSeD™ Facilitator Academy – the 1st Holistic Facilitation Technique

Gary Rush's 5-day highly interactive class teaches "how to" be a successful Facilitator. It's the most complete and comprehensive facilitation class available, providing detailed training on the concepts of *Holistic Facilitation*. It helps build your skills and confidence. It develops Collaborative Leaders. With *FoCuSeD™* you get JAD, FAST, and more bringing a *holistic* approach to structured facilitation.

Gary's Upcoming Presentations:

- IIBA NE Wisconsin Chapter
 - Neenah, WI
 - **January 28, 2009**
- IAF North America
 - Vancouver, BC
 - **April 20 – 25, 2009**

Begin with a Need

In structuring workshops to facilitate change and innovation, the first workshop must be to define the common understanding about the need for change and to create a compelling reason to change. A compelling reason must identify an *opportunity*.

- Change doesn't happen "just because". There must be a *need* – a compelling reason for change. Organizations sometimes *identify* a need, but often *struggle* until someone *sees* the need or some event causes *reaction* to the need. Changing for the sake of change is expensive and pointless – i.e., without opportunity, the need isn't compelling. Changing to take advantage of an opportunity leads to progress. The opportunity helps build support within the organization.

Facilitation helps by enabling groups to create a common understanding about the need and develop a compelling reason for change including a well-defined opportunity.

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The FoCuSeD™ Facilitator Academy

Our next available public class date:

February 09 – 13

2009 Public Class Dates*

February	09 – 13
March	09 – 13
April	06 -10
May	11 – 15
July	13 – 17
August	10 – 14
September	21 – 25
November	9 – 13
December	7 – 11

*All Public classes are held in Chicago.

*Gary Rush teaches all of our classes.

Attend the IAF North America Conference in Vancouver, British Columbia, Canada

April 20 – 25, 2009.

With Change Comes Opportunity, Continued

- Without a need, organizations resist change, “Why bother?”. Organizations commonly jump to solutions that sound great, but don’t address the problem resulting in solving the wrong problem.

Facilitation helps by keeping organizations from jumping to solutions before they agree on a problem.

Create a Compelling Solution

In structuring workshops to facilitate change and innovation, the second set of workshops need to focus on creative ideation – generating creative ideas. This is “how” the organization will take advantage of the opportunity. People in organizations often judge ideas too quickly and they lose wonderfully creative ideas as a result – allowing the opportunity to slip away.

- Organizations seldom get behind a change unless the *solution* – where they are going – inspires them. An obvious solution of “duh” doesn’t motivate. Unless a solution excites the organization, people in the organization will resist – passively or aggressively – and solutions won’t work or won’t have the desired impact.

Facilitation helps by enabling creative ideation and keeping organizations from dismissing ideas too quickly.

Note: Developing a compelling solution is one of the major reasons that facilitation exists. Alex Osborne (the creator of Brainstorming) and Syntectics (early developers of creative ideation) spearheaded facilitation tools, such as Brainstorming, to generate creative and compelling solutions – in facilitated workshops.

Make it real – Innovation

In structuring workshops to facilitate change and innovation, the Facilitator must fully prepare and understand the profile of the organization as well as barriers and fears to make it work. This requires developing the implementation plan.

- People in organizations talk of change – it is safe, but when it is time to make the change, it becomes more difficult. People resist because of fear, lack of understanding, lack of commitment, lack of a common goal, and even greed.

Gaining buy-in from the organization – through involvement, addressing barriers and fears, and developing common understanding – is required for real innovation to work. When organizations rally behind a compelling solution, they make it work even if it has flaws.

So...

In today’s economic environment, facilitating change and innovation is required to take advantage of an opportunity. Approach it as three distinct steps:

- Begin with a Need
- Create a Compelling Solution
- Make it real – Innovation

As a Facilitator, you will enable significant innovation to occur that’s supported by the organization. (See “Facilitating Change and Innovation” below for how *The FoCuSeD™ Advanced Class* can help **you** enable change and innovation through effective processes.)

The FoCuSeD™ Advanced Class – “Facilitating Change and Innovation”

Class Abstract

Gary Rush's 2-day highly interactive class steps you through “how to” use your Facilitator skills to enable change and innovation in your organization. Change **is** inevitable – especially in today’s economic environment. This calls for a new way of doing business. As Facilitators, through the use of effective processes, we are in the best position to help. Let Gary show you how. Topics include:

- Change – what are the phases of change?
- What workshops do you conduct and what processes do you use?
- How do you define compelling needs, solutions, and implementation plans?
- How do you overcome barriers, deal with groups, and manage expectations?

Location:

The class is held at the Orrington Hotel near Chicago, IL

Dates: October 13 – 14, 2009

Attendees:

Experienced Facilitators

FoCuSeD™ On...

Project Management, Business Analysis, Quality Management

Class Abstract

Gary Rush's 3-day highly interactive class teaches "how to" successfully use facilitative skills and tools necessary to drive the overall business management strategy into the product solutions so needed for business success – achieving support and commitment from their stakeholders. It guides you, enabling you to plan the people side along with the process side to successfully accomplish a task. It is targeted for Project Managers, Business Analysts and Quality Analysts working in Project Management, Business Analysis, Six Sigma, TQM, and other Quality Initiatives. **Read more...**

MGR Consulting is a PMI Global Registered Education Provider (R.E.P.) and an IIBA Endorsed Education Provider (EEP).

This class is available **on-site** anywhere in the world. Please contact Gary for additional information, pricing, and scheduling.

Attendees Receive

FoCuSeD™ On... Guide – A comprehensive reference guide in which Gary shares his step-by-step process so that students can replicate his practices.

The FoCuSeD™ Facilitator Academy

Class Abstract

Gary Rush's 5-day highly interactive class teaches "how to" be a successful Facilitator. It is the most complete and comprehensive facilitation class available. It helps build your skills and confidence. It develops Collaborative Leaders. Until *FoCuSeD™*, facilitation techniques have been either about structure or group dynamics (see *It's Time to Get FoCuSeD™*). With *FoCuSeD™*, you learn to proactively plan the emotional group cycle along with the workshop process to build a product. Gary believes that the process to build agenda and deal with people is the same whether you are dealing with business, technical, or any type of subject. He believes that theory is needed and teaches it to provide a background. Gary teaches specific "how to"; he provides detailed facilitation and process tools and as an *IAF CPF Assessor*, he covers the *IAF Facilitator Competencies* and what students need to do to achieve them. In his class, students practice 40% of the class time and receive comprehensive assessments along with recorded sessions. **Read more...**

MGR Consulting is a PMI Global Registered Education Provider (R.E.P.) and an IIBA Endorsed Education Provider (EEP).

This class is available publicly in Chicago and on-site anywhere in the world. Please contact Gary for additional information, pricing, and scheduling.

"Best session I've had in 30+ years of classes!"

Michael, Project Manager & Facilitator (*FoCuSeD™* Facilitator Academy alumni)

Attendees Receive

The FoCuSeD™ Facilitator Guide – A radical departure from previous work. It is a comprehensive 600-page reference manual in which Gary shares his step-by-step process so that students can replicate his practices.

About MGR Consulting



MGR Consulting is dedicated to providing the highest quality in training, content, materials, and experience. Our experience shows in all that we do.

We are a recognized leader in the field of facilitation, Facilitator training, collaborative leadership, strategic planning, data modeling, team building, problem solving, decision-making, and innovation. Our core classes give you effective leadership, business, and interpersonal skills.

We are uniquely qualified to assist you in understanding, managing, and implementing facilitated workshops supporting your methodology in your organization. We facilitate many types of workshops including strategic planning, analysis, data modeling, design, problem solving, team building, and product ideation. Our primary job is to get a group of individuals to form as a team, learn to communicate, and achieve a goal or accomplish a task.

We are a *PMI Global Registered Education Provider (R.E.P.)* and an *IIBA Endorsed Education Provider (EEP)*.

Our mission is to share what we learn enhancing the lives of others.

Coming Soon: The FoCuSeD™ Facilitation Forum

MGR Consulting will provide a Forum for alumni of *The FoCuSeD™ Facilitator Academy*, *FoCuSeD™ On...*, and *The FoCuSeD™ Leader – Collaborative Leadership*, engaged in facilitation and Facilitator issues as well as continued learning.

- http://www.mgrconsulting.com/forums/index_vba.php

(Professional Misfits – www.professionalmisfits.com – set up our Website and Forum.)

About Gary Rush

Gary Rush, IAF CPF, heads *MGR Consulting*. He is amongst the most successful and influential Facilitator trainers in the world. As a Facilitator trainer he teaches *The FoCuSeD™ Facilitator Academy* and *FoCuSeD™ On...*

In 1985, he created *FAST*. In 2007, Gary created *FoCuSeD™* – a revolution from *FAST*. Gary's facilitation technique is used widely around the globe. He has implemented his technique in some of the largest companies and government agencies. His clients are many of the Fortune 500 companies. His alumni are amongst the most successful and influential leaders.

Gary Rush, IAF CPF, has been in business since 1985 when he founded MG Rush Systems (*with which he is no longer associated*). Gary closed MG Rush Systems in June 2004 and, after a one year sabbatical, Gary returned as *MGR Consulting* – www.mgrconsulting.com

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