



The FoCuSeD™ Facilitator Academy – Gary Rush’s premier 5-day highly interactive class for training Facilitators. The most complete and comprehensive class available – it helps build your skills and confidence.

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Consultant versus Facilitator Role?

Confusion exists amongst clients regarding when to hire a “Facilitator” versus when to hire a “Consultant”.

When a client wants to hire me, I ask a lot of questions to determine what role the client really needs. Clarifying the role at the outset helps educate the client as well as helps glean what is expected of me so that I fill the appropriate role or guide the client to the right person who can.

In addition, clients often make the mistake that they need to hire a Facilitator with background in their business – as they would a Consultant. I address this to help them understand that a Facilitator does not need to know the business. A Facilitator needs to know how to facilitate.

We need to help educate the clients on the roles because when a client hires the right person, expectations can be met. To help, I use the following definitions:

A Facilitator is a content neutral guide enabling a group of people to come together and accomplish a task.

A Consultant is a professional who provides advice in a particular area of expertise (from Wikipedia).

A significant difference is that a Facilitator is a content neutral guide (Facilitators manage process) and a Consultant provides advice (advice about the business content). So, when is each appropriate?

Identify the Need

The overriding question that a client must answer is, “What is my need?” If the need revolves around the content of the business, the client needs a

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JAD? FAST? It’s time to get FoCuSeD™!

In 1978, JAD was created. In 1985, Gary created FAST. Until now, facilitation techniques have been either about structure or group dynamics. In 2007, Gary created FoCuSeD™ – a revolution in structured facilitation – a revolution from FAST. With FoCuSeD™, you get JAD, FAST, and more, bringing a holistic approach to structured facilitation – the first Holistic Facilitation Technique.

See us in April at the IAF Conference in Atlanta.

We will be at the IAF North American Conference on April 10 to 12, 2008. Attend the conference and check out our booth.

Join our Group Facilitation Forum.

This interactive Forum enables members to post ideas, questions, and comments.

(Professional Misfits expertly set up our Forum and Website.)

MGR Consulting Advanced Class

May 20 – 21, 2008
November 4 – 5, 2008

Spend 2 days with Gary to broaden your facilitation skills and knowledge. (See website for class abstract and agenda.)

“Thanks a lot for the wonderful days full of enjoyment and challenge.” – Åge, Senior Project Manager & Facilitator (Advanced Class alumni)

The FoCuSeD™ Facilitator Academy

Our next public class: December 3 – 8.

2008 Public Class Dates\*

January	14 – 18
February	11 – 15
March	10 – 14
April	14 – 18
May	05 – 09
June	09 – 13
July	14 – 18
August	11 – 15
September	08 – 12
October	13 – 17
November	17 – 21
December	08 – 12

\*All public classes are held in Chicago.

### Consultant versus Facilitator Role? Continued

Consultant. If the need revolves around getting groups to accomplish a task or the process to make that happen, the client needs a Facilitator. To answer the overriding question, ask the following:

- What problem are you looking to solve?
- What do you expect from me?
- How will we work together?

If the client answers the questions with, “*We need help developing our plan,*” “*We want you to help us stay on track to accomplish our plan,*” and “*You define the process for us*”, business knowledge exists (as it generally does), and the client needs a *Facilitator*.

If the client answers the questions with, “*We don’t know what the competition is doing,*” “*We need you to tell us about trends or what others are doing,*” and “*We are looking to you for industry knowledge*”, business knowledge is needed (as occasionally is the case), and the client needs a *Consultant*.

So ...:

If the need is to:	Hire a:
Advise on business subject matter, etc.	Consultant
Research on trends, competition, etc.	Consultant
Help with a particular area of expertise (programming, etc.)	Consultant
Guide a group to accomplish a defined task, e.g., strategic planning, data modeling, requirements gathering, design, problem-solving, etc.	Facilitator
Enable a group of people to change their behavior or to do team building.	Facilitator
Make a decision or develop a product ( <i>a Consultant, as a participant, may contribute content</i> ).	Facilitator

#### Summary

Educate the client:

- Define the real need – clarifying the role at the outset helps educate the client.
- Ask questions and clearly define what skill meets the need most effectively.
- Ensure that the client understands the role of the Facilitator versus the Consultant.
  - A Facilitator enables a group of people to come together and accomplish a task. A Facilitator does not need to know the business. A Facilitator needs to know how to facilitate.
  - A Consultant provides advice or skills about a particular area of expertise. A Consultant needs to know the business.


When you do that, the right skill set will be used and the client will be happier. ☺

**Footnote:** Because clients already know their business, they need Facilitators more often than they need Consultants. In preparation, a Facilitator will pick up enough of the business jargon to effectively facilitate any business. **Note:** Clients should check to see if the Facilitator is an *IAF Certified™ Professional Facilitator (CPF)* to ensure their expectations are met.

Consultants provide more value when they are trained Facilitators, because they provide advice when needed, use facilitative skills to bring out the knowledge from within the client, and can switch roles to become a Facilitator. That provides more value-added service to the client.

## **The FoCuSeD™ Facilitator Academy**

### **Class Description**

This premier 5-day highly interactive class is the most complete and comprehensive facilitation class available for training **Facilitators** – it helps build your skills and confidence. **FoCuSeD™** delivers Collaborative Leaders. It guides you enabling you to plan the emotional process along with the process to develop the product. Gary believes that theory is needed and teaches it to provide a background. He teaches specific “how to” providing detailed facilitator and process tools and as a CPF Assessor, he covers the *IAF Facilitator Competencies* and what students need to do to achieve them. To be an effective Facilitator you learn by doing. In his class, students practice 40% of the class time and receive comprehensive assessments along with recorded sessions (See our website for Class Abstract, Class Agenda, and 2008 dates). Attending **The FoCuSeD™ Facilitator Academy** confers 40 PDU’s for Project Management Professionals. 

*“Just couldn’t resist the opportunity to say thank you again. I am so glad that Diane decided to reach out to you for this course and that you happened to be re-entering your profession with the FoCuSeD, Holistic Technique. A few of us already have had an opportunity, or two, to put our new skills, techniques, and tools into practice. We are loving it! ...”*

*And “thanks again”,*

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

### **The FoCuSeD™ Facilitator Guide**

A radical departure from previous work. It consists of 5 books containing 24 chapters. You can get *The FoCuSeD™ Facilitator Guide* by:

- Attending our 5-day “*The FoCuSeD™ Facilitator Academy*.”
- Attending the *MGR Consulting “FoCuSeD™ Advanced Class”*.

### **Tip for the Month**

Our November *Advanced Class* students provided the following tip (“*Thank you.*”). The exercise is called “Logo and Slogan”.

#### **Logo and Slogan**

- **Directions:**
  - Break your participants into small groups of no more than 5 people and ask each small group to draw a “Logo” to represent their project or business along with a verbal “slogan” to accompany their drawing. Give them 30 minutes to do this.
  - After time is up, each small group presents their logo and slogan. Capture key words and ideas as each small group presents – write these on a flip chart. After the small groups present their logo and slogan, pull together one that captures the overall message – do this with the entire group.
- **Uses:**
  - Use for any “visioning” type of product – vision, scope, etc.
  - The logos and slogans can be printed onto tee shirts if the group really wants to take advantage of this.

## Our Courses



MGR Consulting is a PMI Global Registered Education Provider (R.E.P.). Our core classes confer Professional Development Units (PDUs) to attendees who are certified Project Management Professionals (PMPs). Core classes are:

- The *FoCuSeD™* Facilitator Academy
- The MGR Consulting *FoCuSeD™* Advanced Class
- Business Presentation Skills
- Collaborative Leadership
- Data Modeling Made Easy
- Diversity – How Business Succeeds
- Productive Meetings
- Strategic Planning & Organizational Design

Other classes are:

- Team Building Seminar
- Collaborative Leadership for Young Leaders

*(Gary Rush teaches all of our classes. We can bring our classes on-site anywhere in the world for organizations or companies.)*

See our web site –  
[www.mgrconsulting.com](http://www.mgrconsulting.com)

For additional Information on:

- “It’s Time to Get *FoCuSeD™*”
- Products and Services and Course Descriptions
- Facilitation and Strategic Planning
- eNewsletters and Articles written by Gary Rush
- Books and Additional Resources

Contact Gary at  
(773) 330-2064 or  
[grush@mgrconsulting.com](mailto:grush@mgrconsulting.com)  
to:

- Register for Public classes.
- Get Pricing Information.
- Schedule an On-Site class.
- Discuss our products and services or answer any questions you have.

Group Facilitation Forum

- [http://www.mgrconsulting.com/forums/index\\_vba.php](http://www.mgrconsulting.com/forums/index_vba.php)

*Gary Rush, IAF Certified™ Professional Facilitator (CPF) and CPF Assessor, has been training Facilitators since 1985 and he continues to be the leading edge in the Facilitation Industry. Gary has trained over 3500 Facilitators worldwide and his alumni are amongst the most successful.*