



"The FoCuSeD™ Facilitator"

eNewsletter by Gary Rush

November 2008

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

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Reinventing Yourself

I've reinvented myself three times in my career – so far. I went from a corporate employee, to an independent consultant, to becoming a chef, and back as an independent consultant. I've watched others do the same; and recently I've advised a number of friends to do the same – with great success.

Times change and the work may not be there, we may get bored with what we are doing, our choices may not work out, or the jobs may just go away – we have a choice. If something is not working, then moving in a different direction is the key. Reinventing yourself can make all the difference.

I attended a very informative session at the IAF Conference in The Netherlands last month, presented by Marcelino Sanchez of Textron. This got me thinking about how we, as individuals, make significant changes in our lives – e.g., reinventing ourselves. Marcelino described the four phases of change as:

- Shock
- Denial
- Identity Crisis
- Search for Solutions

Change happens – sometimes triggered by us and sometimes triggered by outside influences. When change happens, we generally go into *Shock* and disbelief, "I can't be losing my job!" or "I'm really bored with my job!" These triggers and our reactions are important – most people don't change themselves just because – it's in response to a need.

Once we recognize the need, our first response is *Denial*, "It's really not happening." or "It'll pass." It doesn't pass until we do something about it. That's when reinventing comes into play.

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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. 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.

The FoCuSeD™ Facilitator Academy

Our next available public class date:

November 17 – 21

2008 Public Class Dates*

November	17 – 21
December	08 – 12

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

*Public classes are held in Chicago.

*Gary Rush teaches all of our classes.

Gary's Upcoming Presentations:

- Midwest Facilitator Network (MFN)
 - Chicago, IL
 - **November 7**
- IAF North America
 - Vancouver, BC
 - **April 20 – 25, 2009**

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

April 20 – 25, 2009.

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Reinventing Yourself, Continued

Identity Crisis

In the change stage of *Identity Crisis*, we begin to worry, "Who am I?" We have self-doubts, "What can I do?" Keep one thing in mind, "*Whether you think you can or can't, you're right.*" (Henry Ford). Our greatest asset in reinventing ourselves is our self. We must first believe that each one of us is valuable. Help yourself step through this stage by making an *inventory* of your:

- Passions – where are your passions?
- Strengths – what do you do really well?
- Weaknesses – what are you not very good at?

This inventory helps you focus on what to do. Begin with your *passions*. Don't list your hobbies. List what gets you excited. When you are passionate about something, you do better at it. Your *strengths* will give you the capabilities to pursue your passions. Look at your *weaknesses* to see if any will be a hindrance in pursuing your passion. Narrow down to one or two areas that you are passionate about and have sufficient strengths to support that passion and your weaknesses won't get in the way. This passion helps you move from an *Identity Crisis* to *Search for Solutions*.

Search for Solutions

Once you've identified your passion, look at your potential audience. Your audience is those people who will be interested in your product. Ask yourself:

- What are their needs?
- What problems are they dealing with?
- How can I help?
- What do I have to offer that will make a difference?

Be honest with yourself about your capabilities, always remember, you can make a difference – you add value. When you find something you can do to help, identify what makes you different and unique. How is what you offer different than what someone else offers? This is important because you are competing with others.

Implementing the Solution

So you have a passion, you know who your potential customers are, you know what their needs are and how you can help, and you know what makes you unique. Now what?

- Make a plan:
 - Set clear goals. Make them measurable. "*Get more customers*" is not measurable. "*Sign up 20 new customers this year*" is measurable. Be realistic.

- Set out tasks to reach the goals – and identify clear dates for completion.
 - *If you are self-employed* – you may want to *rename* your business. Sometimes changing a name makes a difference and triggers you to re-brand yourself. If you work for a company, *recast* your role – write a job description of the role you want and go for it.
 - *Continue Learning* – you will have to learn new skills to bolster your strengths. Keep up with current trends, ideas and thinking. Continuous learning is how you keep your product fresh.
 - *Re-brand yourself* – redo your marketing materials (including your resume if you are looking for a job in a company). Define what you want to portray to your customers and ensure that it is clear and consistent. This becomes your "brand".
 - *Get input* – is your message clear?
- Monitor your plan. Don't be afraid to change as you move ahead. If something doesn't work, then change it until it does.


Making it work

After you reinvent yourself, things don't change immediately. It takes time and effort to make it work. You must:

- "*Find that one thing.*" – Sometimes we think that changing a name is enough. You must find that one thing that sets you apart from others. Hang on to it – it is a key element in marketing yourself.
- *Persevere* – Changing your business can take two to three years. Finding the right job can take six months to a year. You need support – surround yourself with those who believe in you and won't discourage you.
- *Maintain a positive attitude.* – When you have small victories – your first new customer, your first recall for an interview – celebrate the victories, and when there are setbacks, remember the victories.

Conclusion

We all need to reinvent ourselves periodically. Doing this three or more times in your life is not unusual – in fact, it helps us realize that we have more to offer than we know.

In the current economical instability, "change" and reinventing yourself can make the difference. 

FoCuSeD™ On...

Project Management, Business Analysis, Quality Management

Class Description

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. **FoCuSeD™ On...**:

- Develops teams and builds enthusiasm.
- How to deal with people – the good, the bad, and the ugly.
- Improves communication and support.
- Uses Leader skills to effectively run meetings and structured workshops.
- Builds your skills and confidence and develops collaborative leaders.

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

FoCuSeD™ On... Guide

A comprehensive reference guide in which Gary shares his step-by-step process so that students can replicate his practices. It consists of 4 Sections covering:

- People and Teams
- Model Meetings and Structured Workshops
- FoCuSeD™ Holistic Parallel Process Development model and Process Tools
- Reference

The FoCuSeD™ Facilitator Academy

Class Description

Gary Rush's 5-day highly interactive class teaches "how to" be an 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. With **FoCuSeD™**, you learn to proactively plan the emotional group cycle along with the workshop process to build a product. Gary believes that theory is needed and teaches it to provide a background. He 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 (see our website for *Class Abstract*, *Class Agenda*, and *"It is time to get FoCuSeD™"*).

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

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

The FoCuSeD™ Facilitator Guide

A radical departure from previous work. It is a comprehensive reference manual in which Gary shares his step-by-step process so that students can replicate his practices. It consists of 5 books containing 24 chapters. You can get *The FoCuSeD™ Facilitator Guide* by attending our 5-day "The FoCuSeD™ Facilitator Academy."

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MGR Consulting – Products and Services



We are a **PMI** Global Registered Education Provider (R.E.P.) and an **IIBA** Endorsed Education Provider (EEP). Our Core Classes confer Professional Development Units (PDU's) to attendees who are certified Project Management Professionals (PMPs). *The FoCuSeD™ Facilitator Academy*, *FoCuSeD™ On...*, and *Data Modeling Made Easy* classes confer education credits to attendees who are members of IIBA pursuing their Certified Business Analysis Professional (CBAP) certification.

Core classes are:

- *The FoCuSeD™ Facilitator Academy*
- The MGR Consulting *FoCuSeD™* Advanced Class
- *FoCuSeD™* On...
- The *FoCuSeD™* Leader – Collaborative Leadership
- Data Modeling Made Easy
- 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

For additional information on:

- Gary Rush
- Our Products and Services
- Client List
- *It's Time to get FoCuSeD™*
- Keynote Presentations
- Facilitator Training and Courses
- Public Class Information
- Facilitation, Strategic Planning, and Data Modeling
- The *FoCuSeD™* Facilitator eNewsletters, articles, and books written by Gary Rush
- Becoming an *IAF Certified™ Professional Facilitator (CPF)*

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

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

MGR Consulting – Products and Services, continued

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*.

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

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

Note: Call Gary to find out how we can help your organization become a *Collaborative Organization* through our **FoCuSeD™** suite – **The **FoCuSeD™** Facilitator Academy**, ***FoCuSeD™* On...**, and **The **FoCuSeD™** Leader – Collaborative Leadership** – consulting, and facilitating.

About Gary Rush

Gary Rush, IAF Certified™ Professional Facilitator (CPF), IAF CPF Assessor, and IAF Chair, heads **MGR Consulting**. Gary is a recognized leader in the field of facilitation and Facilitator training. He has managed projects since 1980, been a Facilitator since 1983, and a trainer since 1985. In 1985, Gary created *FAST* – a structured facilitation technique. In 2007, Gary created **FoCuSeD™** – a revolution in structured facilitation – a revolution from *FAST* – the **1st Holistic Facilitation Technique**. Gary's facilitation technique is used widely around the globe. His alumni are amongst the most successful and influential Leaders. They often tell us how much his class has changed their lives.

Gary has been in business since 1985 when he founded *MG Rush Systems, Inc. (with which he is no longer associated)*. We ceased operating *MG Rush Systems, Inc.* in June 2004. In June 2005, after a year sabbatical, we returned as **MGR Consulting**.