



# "The FoCuSeD™ Facilitator"

eNewsletter by Gary Rush, CPF

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

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## Making the Case for Facilitators

With a difficult economy, companies have to look at how best to use their resources to improve productivity at work. Facilitators are in a position to help make the most of organizational resources – Facilitators add value.

Organizations are cutting back in resources, laying off people, asking those who remain to do more with less, and cutting budgets for travel, training, and hiring. On the surface, this certainly makes the numbers look good – but is it the right approach? Organizations need to make the most effective use of their resources and human capital is the most important resource an organization has. Making employees productive is key.

- **Meetings** – meetings in general are notoriously unproductive, yet an important part of every business. In 1986, Roger Mosvik and Robert Nelson surveyed Fortune 500 companies and found that managers lost 240 hours a year in unproductive meetings. This translates to an average of \$71 million per company per year!
- **Projects** (especially IT projects) – cost a great deal of money and most is spent on salaries. An IT project today easily costs more than \$1 million and many are implemented with problems in quality creating poor relations between all parties involved.

### Solution

Businesses and organizations can work smarter through the use of Facilitators through facilitated workshops. Facilitators result in:

- Saving money – using facilitated workshops result in a 20% to 40% reduction in effort required to gather requirements.
- Saving time – reducing the time to complete projects to ¼ the time.
- Increasing quality – fewer mistakes and changes down the road.
- Enhancing communication between all parties involved.

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## The FoCuSeD™ Facilitator Academy – the 1<sup>st</sup> 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.

## The FoCuSeD™ Facilitator Academy

Our next available public class date:

**April 06 – 10**

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	09 – 13
December	07 – 11

\*All Public classes are held in Chicago.

\*Gary Rush teaches all of our classes.

### Gary's Upcoming Presentations:

- IAF North America Vancouver, BC
  - **April 21, 2009 – 1-day pre-conference session**
  - **April 22, 2009, 1:30 to 5:00 – concurrent session.**
- PMI SNEC Chapter Conference Hartford, CT
  - **May 1, 2009**

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

April 20 – 25, 2009.

## Making the Case for Facilitators, Continued

### Metrics?

I have been asked if there are metrics to support the use of Facilitators. Well, there are. I have participated in projects where productivity measurements were tracked. I have interviewed people to identify what types of improvements were gained using Facilitators.

What I found was:

- Meetings work better; significantly reducing the \$71 million wasted in *poorly run meetings*.
- Projects typically complete the requirements phase of work in ¼ the amount of time.

A typical facilitated workshop produces 8 weeks of requirements work in a 3-day workshop. Translated into dollars and cents, this means:

- If a Business Analyst makes \$70,000 per year, then 8 weeks of requirements gathering costs \$10,769. In a 3-day facilitated workshop, the cost is \$807. That means that gathering requirements in a 3-day facilitated workshop saves over \$9,961 for the one Business Analyst. When you include the actual number of Business Analysts along with the clients involved during the 8 weeks to gather requirements the savings are even greater.
- If an IT project costs \$1 million and the requirements phase requires one-third of the effort, then requirements cost \$333,000. Using facilitated workshops to gather requirements cuts the time to ¼, savings almost \$250,000. That amounts to one-fourth the cost of the project – just for requirements!
- In addition, because the requirements are consensus-based and more complete, development time is reduced and quality increases adding to the savings.

Using facilitated workshops brings additional benefits to an organization beyond financial benefits as the previous points illustrate. Using facilitated workshops provides intangible benefits such as engagement of their human capital. Engaging a greater portion of an organization:

- Increases the number of ideas an organization has to work with. This enables tremendous innovation.
- Increases morale – people feel more valued when asked to participate.

### Benefits of Training Employees

In addition to the benefits listed above, training employees to

become effective Facilitators benefits an organization by giving them:

- Employees with skills that are transferable to any area within the organization.
- Employees with leadership skills needed to be highly productive leaders. People I have trained have become:
  - Business leaders
  - CIOs
  - Vice Presidents

All because they can get a group of people to come together, step them through a process, and accomplish a task.


- A return on investment in the training. **Example:** *Looking at the Business Analyst described earlier, if an organization invests \$5,000 in training a Business Analyst (that includes salary, tuition, travel, and expenses), then they gain \$4,991 in benefits the first workshop the Business Analyst facilitates – an immediate return on investment.*

Those who attend complete and comprehensive Facilitator training (such as *The FoCuSeD™ Facilitator Academy*) benefit by:

- Gaining confidence in front of a group.
- Gaining skills and confidence in dealing with people.
- Learning “how to” prepare to make workshops and meetings productive.
- Understanding “how to” develop successful processes that enables a group of people to come together to accomplish a task.
- Developing collaborative leadership skills.

### So

If your organization is looking to save money, become more competitive, and increase the productivity of its most important asset – human capital – then creating a cadre of trained Facilitators is the way to go.

**Note:** *You will also want to consider having your Facilitators assessed to become IAF Certified™ Professional Facilitators (CPFs) – and if you are a consulting firm, many organizations require CPFs when they release RFPs. (The FoCuSeD™ Facilitator Academy covers the IAF Competencies and what students need to do to achieve them).* 

## **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.

## **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™ 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

### 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.*

### 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](http://www.mgrconsulting.com)

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