



"The FoCuSeD™ Facilitator"

eNewsletter by Gary Rush, CPF

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

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Creativity Skills

Creativity is the engine of innovation. Creativity is generating something new, surprising, unusual, novel, or original that solves the problem, is useful and meaningful. Creativity can be introduced to participants through process and exercises. To do this, you must first understand the skills needed:

- Fluency – lots of ideas
- Flexibility – many different kinds of ideas
- Originality – uniqueness of the ideas
- Elaboration – developing the ideas

Fluency

Fluency is what Alex Osborn developed with brainstorming. Clearly separate ideation (the generation of ideas) from evaluation (narrowing and analyzing the ideas). The trick to engaging participants and making them fluent is to define and enforce rules of ideation that encourage fluency – i.e., lots of ideas.

- *Brainstorming* – helps fluency by following ground rules during listing.
- *Cognitivity* – helps fluency by accepting all ideas – new and old.
- *Creativity Breaks* – helps fluency by tapping a different way of thinking.

Fluency requires P.T.S/P.T.F. (Permission to Suck / Permission to Fail). Organizations need to adopt the concept that all ideas are needed – the good, the bad, and the ugly and that people need permission to fail. The following tips come from Improvisation and help build fluency:

- Stay in the moment
- Suspend judgment – P.T.S.
- Accept the offer – don't block

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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, 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:

August 10 – 14

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, CPF teaches all of our classes.

The FoCuSeD™ Advanced Class

"Facilitating Change and Innovation"

October 13 – 14, 2009
in Chicago, IL

Attend the IAF North America Conference in Chicago, Illinois

April 20 – 25, 2010.

The Art & Mastery of Facilitation



IAF North America Conference Week April 20-25

Skills Needed for Creativity, Continued

- Know how to Follow
- Build on/out ideas – “Yes and...”

“I have not failed. I’ve just found 10,000 ways that won’t work.” – Thomas Edison.

Flexibility

Flexibility is the ability to generate different kinds of ideas. Repeating the same idea, with only slight differences, doesn’t help creativity as much as generating different kinds of ideas. Ways to help increase flexibility are:

- *Cognitivity* – helps look at the common in an uncommon way.
- *Creativity Breaks* – helps to use a different learning style to bring out ideas.
- “*What if...*” – this powerful question helps change paradigms.

*“When people think about creativity, they think about artistic work – unbridled, unguided effort that leads to beautiful effect. But if you look deeper, you’ll find that some of the most inspiring art forms, such as haikus, sonatas, and religious paintings, are fraught with constraints. They are beautiful because creativity triumphed over the “rules”. Constraints shape and focus problems and provide clear challenges to overcome. Creativity thrives best when constrained. But constraints must be balanced with a healthy disregard for the impossible. Too many curbs can lead to pessimism and despair. Disregarding the bounds of what we know or accept gives rise to ideas that are non-obvious, unconventional, or unexplored. The creativity realized in this balance between constraint and disregard for the impossible is fueled by passion and leads to revolutionary change.” – Marissa Ann Mayer – VP Search Products and User Experience at Google published in *Business Week*, February 13, 2006.*

As a Facilitator, establishing constraints, in the form of visual aids, mediums to work in, etc., you help participants to be creative. Using a variety of visual aids and exercises in the workshop helps to bring in multiple intelligences (visual-spatial, bodily-kinesthetic, interpersonal, and intrapersonal). Engaging the different ways people think and learn helps bring out a variety of ideas. Examples are:

- Role playing exercises – can affect all intelligences depending on how you structure it.

- Musical Chairs – affects bodily-kinesthetic intelligence.
- Post-its and other colorful visual aids – affect visual-spatial intelligence.
- Creative Introductions – can affect both interpersonal and intrapersonal intelligences.
- Building structures – affects visual-spatial and bodily-kinesthetic intelligences.
- Creativity Breaks – affects visual-spatial intelligence.

Originality

Originality is about uniqueness of ideas. In generating ideas, using tools such as *Cognitivity* help stimulate new ideas. In analysis of the ideas, using tools such as *Affinity Diagramming* and *Mind-Mapping* help synthesize similar or related ideas into one unique idea. Questions, such as, “*Why not...?*” help in assessing ideas without dismissing those that are unique and original.


Elaboration

Elaboration is about how well you can develop an idea. Questions, such as, “*Why not...?*” and “*What if...?*” help get participants to fully describe their ideas and flush out gaps and inconsistencies. Be very clear on what the final result is to look like – define this before the workshop and ensure that it is something that can be taken further. Participants need to be able to take an idea and turn it into an actionable solution, product, etc.

Summary

The skills needed by the Facilitator enables the Participants to use these skills through the processes and workshop environment they bring.

The FoCuSeD™ Advanced Class, October 13 and 14, discusses creativity as an engine of innovation in more detail along with the processes needed to enable creativity and innovation in your organization.

“If everybody is thinking the same thing, nobody is thinking.” – General George Patton 

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; providing detailed training on the concepts of *Holistic Facilitation*. 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 – one without the other is fruitless. 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. A comprehensive 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 others working in Project Management, Business Analysis, Six Sigma, TQM, and other Quality Initiatives. **Read more...**

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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	<p>Gary Rush's 2-day highly interactive class steps you through “how to” use your <i>Facilitator skills</i> 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 skills and processes, we are in the best position to help. Let Gary show you how. Topics include:</p> <ul style="list-style-type: none"> • 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
Audience	Experienced Facilitators	Class Agenda – see website
Attendees Receive	<i>Facilitating Change and Innovation</i> by Gary Rush	

About MGR Consulting



We are a recognized leader in the field of facilitation, training, Facilitator training, collaborative leadership, strategic planning, data modeling, team building, problem solving, decision-making, and facilitating 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, business analysis, data modeling, process 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 also teach effective "soft" skills – *facilitative skills* to Project Managers, Business Analysts and others who want to become successful collaborative leaders and successfully improve communication to achieve commitment and support from stakeholders – so needed for business success. Our effective Facilitative Skills class teaches "how to" use facilitative skills to improve team performance to meet project needs. It enhances whatever you do wherever you go in business and in life.

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

MGR Consulting is dedicated to providing the highest quality in training, content, materials, and experience. Our experience shows in all that we do. Our mission is to share what we learn enhancing the lives of others.

About Gary Rush, CPF

Gary Rush, IAF CPF, heads *MGR Consulting*. He is amongst the most successful and influential Facilitator trainers in the world and continues to be the leading edge in the industry by continuing as a practicing Facilitator. He is Chair of the International Association of Facilitators (IAF). As a Facilitator trainer he teaches *The FoCuSeD™ Facilitator Academy* and *FoCuSeD™ On...* 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 1985, Gary created *FAST*. In 2007, Gary created *FoCuSeD™* – a revolution from *FAST*. It is the most complete and comprehensive facilitation class available; providing detailed training on the concepts of *Holistic Facilitation* (see "*It's time to get FoCuSeD*" on our website). Gary's structured 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 and the successful growth of facilitation in Northern Europe is directly related to his alumni.

Gary has been in business since February 1985 when he founded MG Rush Systems, Inc. Gary ceased operations of MG Rush Systems, Inc. in June 2004 to become a restaurateur. In June 2005, after a one-year absence, Gary returned re-instating his company MG Rush Systems, Inc. and changing the name to *MGR Consulting, Inc. Millie (M) and Gary (G) Rush are now MGR Consulting*.

Contact Gary directly at +1 773-330-2064 • email at grush@mgrconsulting.com