Facilitation Masterclass

Natalie Koussa
Programme Lead – Wellbeing Our Way
@nataliekoussa

#WOWhealth
@NVTweeting

National Voices
one that helps to bring about an outcome (as learning, productivity, or communication) by providing indirect or unobtrusive assistance, guidance, or supervision
What else can it be?

http://www.danpink.com/
Taking an appreciative enquiry approach...

Before the session…

• **Practicalities** (venue, refreshments, R&R, timings, feedback, info to participants)
• ‘less heard’ groups (communications, partnerships)
• **Diversity** - monitoring
• **Outcomes** – what do you want to achieve? Who for?
• Feedback loop / keeping engagement going
• **Learning styles** – eyes, ears, bodies
• **Plan, plan, plan… then adapt!**
yes, i am an introvert.
no, i am not shy.
**FACTS**
- 27 years old
- Lives in San Francisco, CA
- Works as an iOS developer
- Lives with 2 roommates
- Loves Excel and data

**BEHAVIORS**
- Listens to music everyday
- Goes to shows 2-3 times a month
- Throws house parties once in a while
- Reads music blogs
- Uses iPhone & desktop to listen to music

**NEEDS & GOALS**
- Create playlists of songs for different occasions.
- Discover new music
- Get updated with show info
- Share music between friends
- Follow artists he likes for their updates.
Human Levels of Thinking

THE FOCUSED CONVERSATION

Objective

Reflective

Interpretive

Decisional

Can did could would will are...

How who when what where (why)

CLOSE ENDED QUESTIONS

ENDED QUESTIONS

WHAT?

WARM UP

GUT?

1st 10 minutes

So WHAT?

Now WHAT?

I feel

The work happens here

ACTION

HARD WORK + SWEAT

COOL DOWN + STRETCH

Benefits of the workout

THINGS I SAW/HEARD/THOUGHT

Intro, Context, General Info

Image credit: thedesigngym.com
Strategy / campaigns planning

Hacking
iterative, community-building

Photo credit: New Citizenship Project (https://www.newcitizenship.org.uk/)
Strategy / campaigns planning

Theory of Change
What’s your story?

Input → Output → Outcome → Impact

Image credit: https://brightideasconsulting.co.uk/
Strategy / campaigns planning

Stakeholder mapping

- Keep satisfied
- Work together
- Minimal effort
- Show consideration

Image credit: The Health Foundation, Q Method Cards
Strategy / campaigns planning

Photo credit: http://www.theworldcafe.com/
Strategy / campaigns planning

Open Space
(try combining with another approach – hacking or asset mapping)

Image credit: http://www.lokale-demokratie.de
Team meetings

SOAR (using world café?)

Image credit: http://stillwater.smartcommunitysource.com
Team meetings

Simple way of finding out group strengths: head (knowledge), hands (practical skills), hearts (values) led by @what_claire_did #WOWhealth

Asset mapping (Heads, Hands, Hearts)
What's important to people?

"When you are a young carer, sometimes you don't take in what's around you because the stress makes it feel like blur around you."

- Georgia
What’s important to people?

1. What task is the customer trying to complete?
2. What questions do they have?
3. What touchpoints do they encounter?
4. What emotions are they feeling?
5. What weaknesses are there in the brand's ability to help?

Questions credit: https://econsultancy.com/blog/68681-mapping-the-customer-journey-doesn-t-have-to-be-difficult/
What’s important to people?

Focus groups
Energisers
Wrapping up…

Photo credit: Mellisa Fietsman
Get in touch:
natalie.koussa@nationalvoices.org.uk

#WOWhealth
@NVTweeting