

# Facilitation Masterclass

Natalie Koussa

Programme Lead – Wellbeing Our Way

@nataliekoussa



#WOWhealth

@NVTweeting

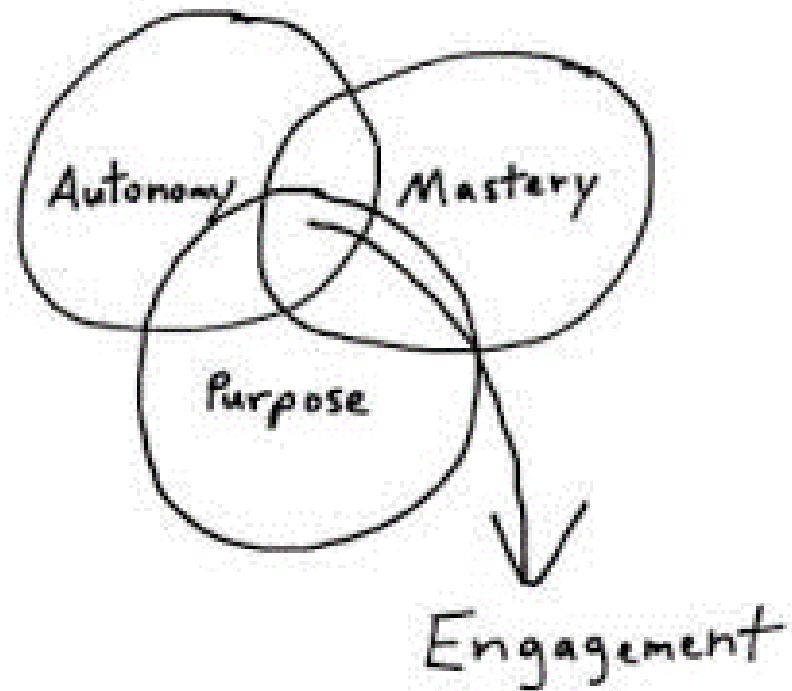


facilitator 

*noun* | fa·cil·i·ta·tor | \fə-'si-lə-tā-tər\

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...



Source: Cooperrider et al

Image reference: <http://flickrriver.com/photos/chriscorrigan/381482236/>

# 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.**



## 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

## FACTS

- \* 27 years old
- \* Lives in San Francisco, CA
- \* Works as an iOS developer
- \* Lives with 2 roommates
- \* Loves excel and data

## NEEDS & GOALS

- ♥ Create playlists of songs for different occasions.
- ♥ Discover new music
- ♥ Get updated with show info
- ♥ Share music between friends
- ♥ Follow artist's he likes for their updates.

Image credit: <http://www.sparkpage.com/the-beginners-guide-to-data-driven-marketing/>



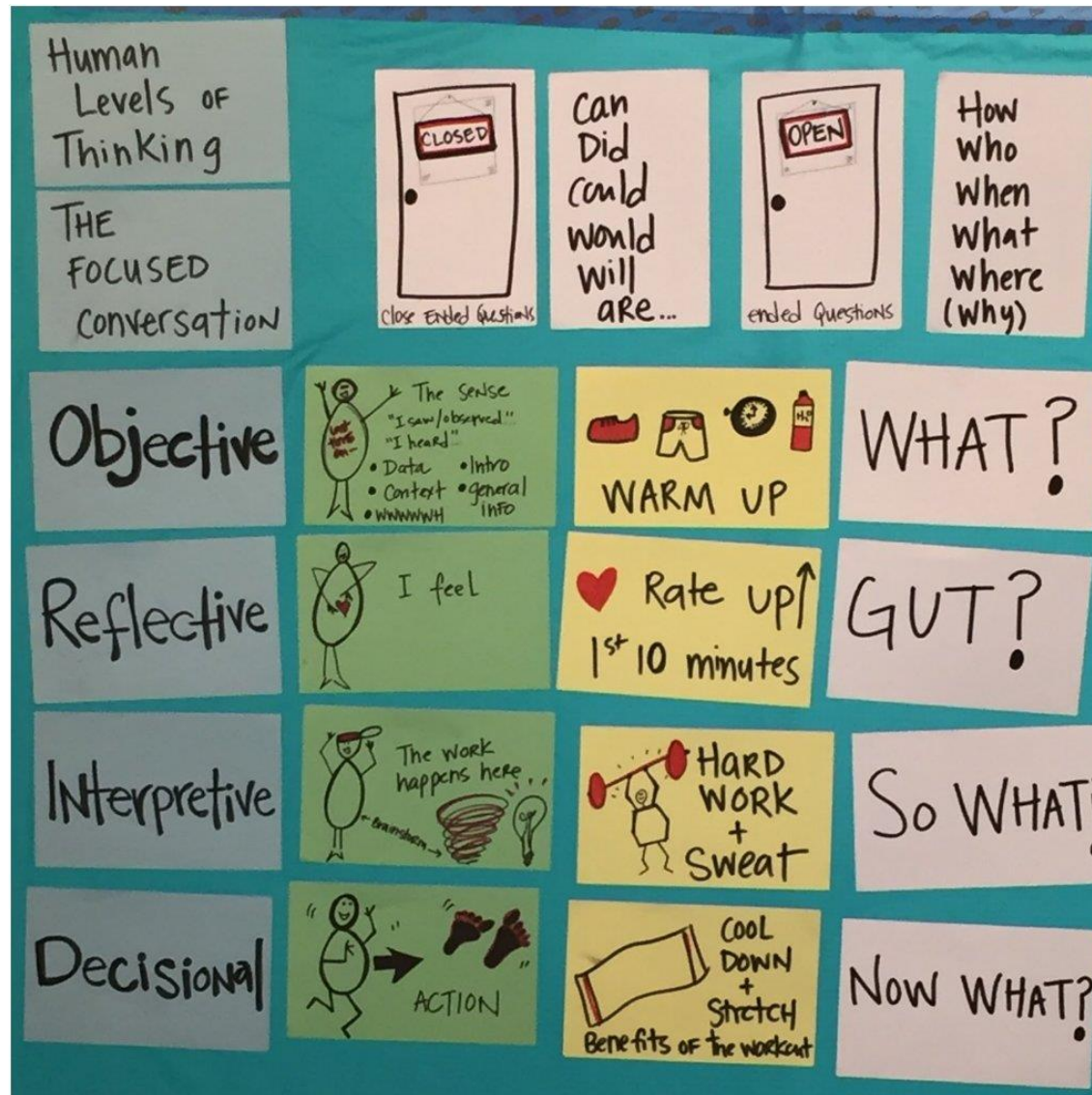


Image credit: [thedesigngym.com](http://thedesigngym.com)

# Strategy / campaigns planning

Hacking  
iterative,  
community-building

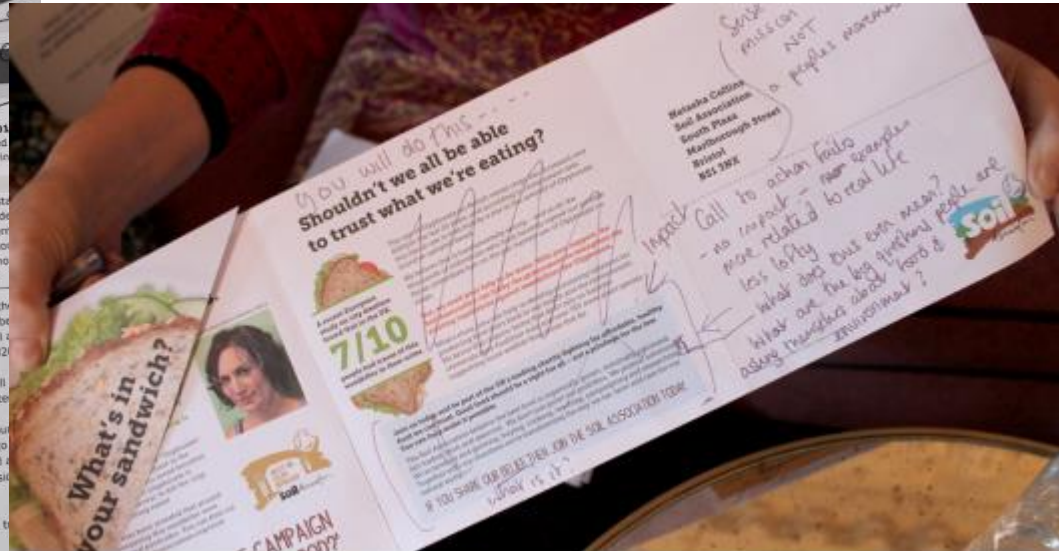
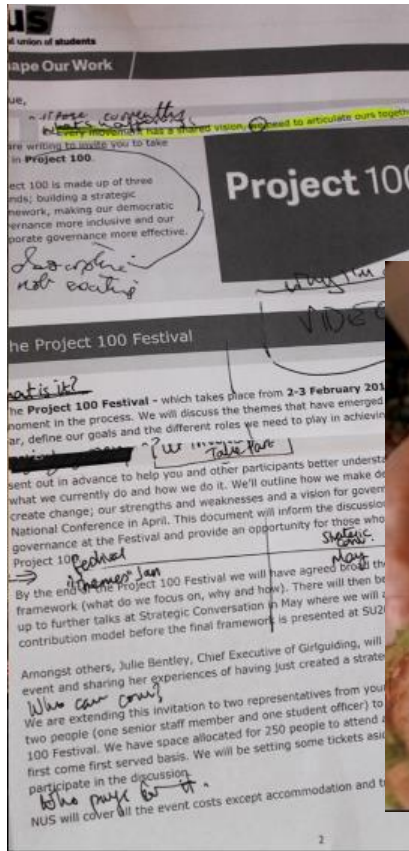


Photo credit: New Citizenship Project (<https://www.newcitizenship.org.uk/>)

# Strategy / campaigns planning

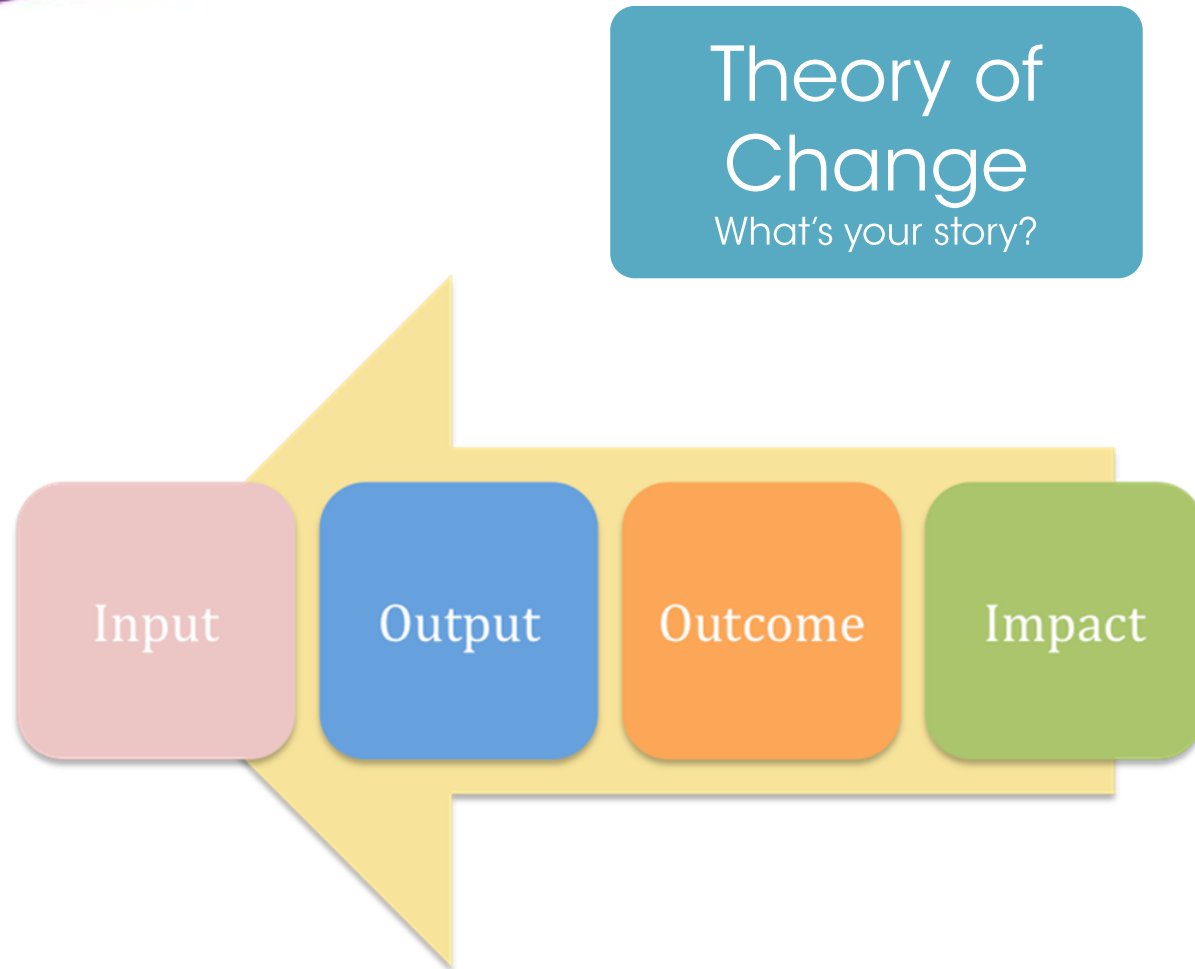


Image credit: <https://brightideasconsulting.co.uk/>

# Strategy / campaigns planning

## Stakeholder mapping

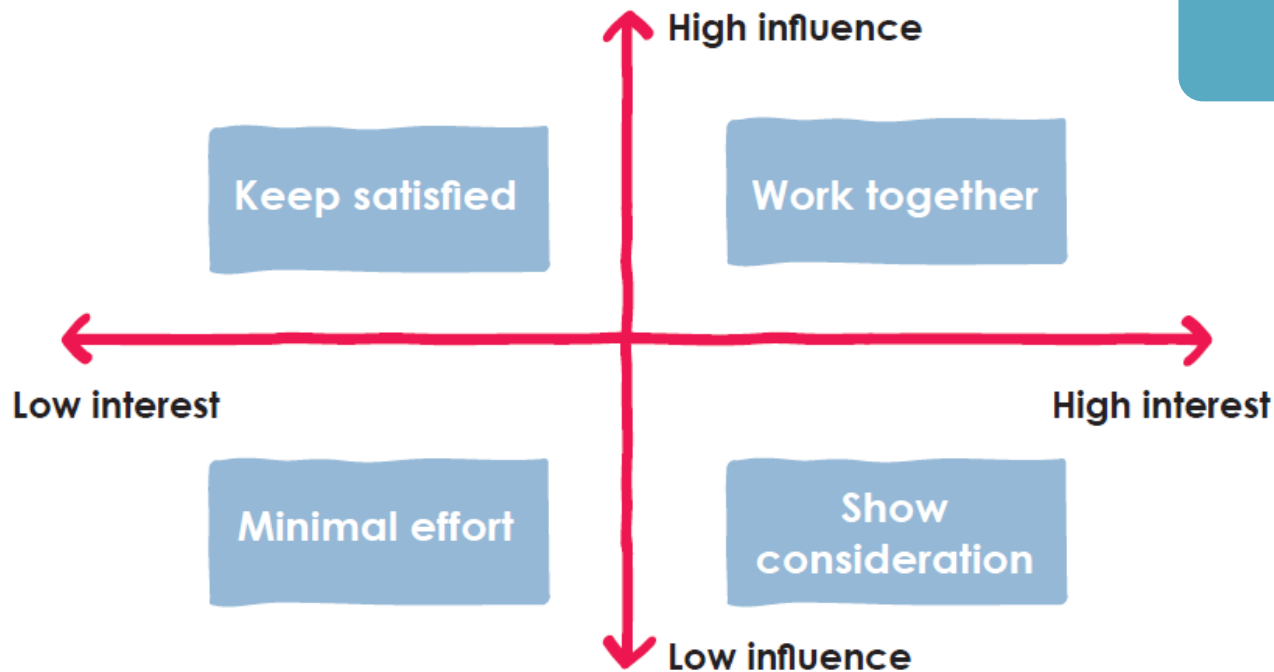


Image credit: The Health Foundation, Q Method Cards



# Strategy / campaigns planning

World Café



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?



"Untitled " © Georgia / Fotosynthesis, Camden Council and Family Action 2014

A day in the  
life...

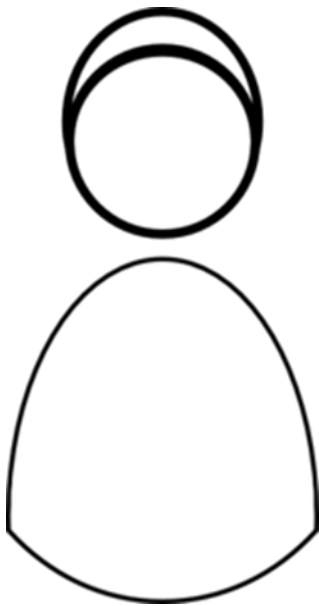
Image credit:  
Fotosynthesis

"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?

## Customer Journey mapping



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](mailto:natalie.koussa@nationalvoices.org.uk)



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