

FACILITATION AND CONNECTION



Understand yourself. Build your skills. Understand others.



Ideas...

Get your message through

Professional Development in Client Communication and Facilitation Skills

COURSE OUTLINE

SEPTEMBER 2016

What you'll get from attending

An integrated package consisting of *practically focused* programs that will directly address your identified needs long after the final workshop is completed.

The course package consists of the following programs:

- Crash Course in Facilitation (2 days)
- Designing Effective Events (1 day)
- Presentation skills (1 day)
- Marketing, Promotion and Communication in the Rural Sector (1 day)

These programs have been:

- Developed and refined based on participant demand and feedback
- Run for a range of sectors throughout Australia and New Zealand
- Designed to comprise robust theory with practical experience
- Planned to include scheduled follow-up processes to embed learning.

Focus of each program

The key to the success of any program is having a clear (and agreed) purpose and outcomes. These are outlined below...

Program	Purpose	Participant outcomes
Crash Course in Facilitation	To provide participants with a clear understanding of how people behave in group situations and equip them with core tools and processes to manage and work with groups of people.	<ul style="list-style-type: none">• Understand the role of a facilitator• Build stronger awareness of self• Participate in a range of facilitated processes as a learning model• Have tools to understand and manage team dynamics• Be able to plan and facilitate meetings and workshop processes.
Designing Effective Events	Participants have the knowledge and understanding to select and design an event that best meets the needs of their target audience.	<ul style="list-style-type: none">• Be able to clearly define the purpose and outcomes for their event and match the activities to these• Know how to make their message 'stick' through understanding the basic Adult Learning principles to successfully engage people• Have some simple evaluative tools to measure the success of their events.

Program	Purpose	Participant outcomes
Designing Effective Presentations	Build the capacity and confidence of participants to develop and deliver effective presentations.	<ul style="list-style-type: none"> • Have a clear and structured approach to the design of their presentation • Create interesting presentations • Utilise adult learning principles in the design process • Engage their audience • Deliver confidently.
Marketing, Promotion and Communication in the Rural Sector	Participants understand the key marketing principles used in relationship building and how to use them.	<ul style="list-style-type: none"> • Better understand and connect with clients • Understand how to target messages to make sure they get through • Better highlight the value in their projects • Make their project (even more) interesting to clients and potential clients.

Draft program outlines

Suggested program content has been developed and can be refined based on your needs.

Program	Proposed outline
Crash Course in Facilitation	<ul style="list-style-type: none">• Building group rapport• The role of a facilitator• Facilitation process design tools and planning processes• Understanding behavioural styles using the CLICK!™ Colours Cards• Debrief models for strategic conversations• Workshop design and delivery 'one percenters'• Workshop design, practice and feedback sessions.
Designing Effective Events	<ul style="list-style-type: none">• Elements of Successful Events• Adult Learning Principles• Common pitfalls and how to overcome them• Engaging participants• Designing your next event• Evaluating your event.
Designing Effective Presentations	<ul style="list-style-type: none">• Presentation structure• Connecting with your audience• Utilising learning modalities• The importance of story• Slide design• Visual and vocal communication strategies• Practice and feedback sessions.
Marketing, Promotion and Communication in the Rural Sector	<ul style="list-style-type: none">• Profiling your target market• Structuring your message• Build anticipation and reciprocity• Using the 'message-market-media' triangle• Understanding and catering to generational differences• Maintain interest and connection.

Got questions?

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