



# The Global Flipchart

JULY 2009

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## Member of the Month July 2009

### **GFC: How long have you been a member of the IAF?**

I joined the IAF in 2006 and quickly realised that this professional association is what I'd been looking for. The IAF grew while I was living abroad and not working as a facilitator, so I really only became aware of it when I started to call myself a facilitator again in 2006. In January 2007 I gained my CPF certification at the first certification event in Australia. It was an intense period of concentrated reflection for me. I'd been doing this "stuff" for years, before I even knew it was called "Facilitation" but now I was putting myself on the line ...

- What does it mean to be a "Professional Facilitator"?

- How would I demonstrate my capabilities against the IAF's very comprehensive core competencies?

- How would I measure up?

The CPF is a journey I recommend to others.

### **GFC: Tell us a little about your current business?**

In February 2009 I established Illuma Consulting. Our role is to act as a catalyst for exploring and attaining positive change, through facilitation, coaching, training and development and stakeholder engagement. The main plank of the business is facilitation – providing facilitation services to our clients and training and coaching facilitators.

Prior to this I worked in a number of consulting positions: in my own business and as a partner in a small international consulting firm. I've also done stints of working in fields very different from consulting and facilitating.



**Rhonda Tranks**

**Melbourne,  
Australia**



### **GFC: How do you use facilitation in your line of work?**

Everything we do with clients involves working in a facilitative way or working in a professional facilitator capacity. Be it strategic planning, team development projects, exploring contentious issues and conflict, focus group and training and coaching facilitators: facilitation is the life blood of Illuma Consulting.

### **GFC: Share a recent facilitation experience.**

A new government road safety strategic plan sets ambitious targets for reduction of the road toll. My client has carriage of this within the Victoria Police. He needed to engage key internal people and get their commitment to work together across disparate areas to achieve this challenging task.

Firstly I worked with him "to help clarify his thinking (his words) which involved exploring possible approaches, thinking through who should be involved, scoping the assignment and my involvement. I've trained a cohort of 70+ internal facilitators in the Victoria Police and helped establish a Facilitator Community

of Practice so I was able to bring in someone internal to work with me which was great.

With the goals of gaining commitment and generating innovative ideas a one day meeting was organised with a good cross section of key people. A mini “world café” was useful for sharing perspectives, raising questions and getting everyone involved in robust discussion. We also used a method I’d seen demonstrated by Bettye Pruitt, Minu Hemmati and Phillip Thomas (Generative Change Community) at the IAF Africa Conference a few months before. It’s a method for achieving dialogue across 4 broad dimensions of change: personal transformation, transforming relationships, culture and structures and systems. It was extraordinarily powerful tool for developing an understanding of the need for systems thinking and also for building trust and commitment.

My only regret from this assignment is a disappointing level of creativity in the ideas generating phase (squillions of ideas but nothing really innovative). The organisation is undergoing major cultural change, moving away from a traditional command and control culture that stifles innovation, so that’s probably an on-going journey.

**GFC: We’ve heard that the IAF has just introduced a Mentor Program in the ANZ Region-can you tell us more about it?**

The program is about to start in earnest. We’ve now matched 8 mentees and their mentors who will be part of this pilot program over the next 6 months. 5 of the mentoring relationships will be long distance- so that will add another dimension to the project. The next step is a virtual training session for the mentors.

It’s an exciting project and we expect it will be a rich learning experience for both mentees and mentors. If successful we hope it will be picked up by other IAF regions. Watch this space for further news from the IAF Australia / New Zealand Region.

**GFC: What do you think are the major challenges and/or opportunities for the IAF in Australia/NZ?**

I’d say it is increasing the awareness of the IAF and all it has to offer facilitators including: its role as the peak international body; the value of the CPF; promoting the growing professionalism of facilitation; its very internationalism and the conferences around the world.

Now that the Mentoring Program is almost up and running the local IAF leadership Group will turn its attention to an Outreach Strategy.

**GFC: If you could share one thing you’ve learned with other facilitators around the world, what would it be?**

That facilitation is not just about what you do it’s about a way of being when working with a group. Thanks to all who have helped me over the years to come to this realisation.

**GFC: Thank you, Rhonda. The IAF values your membership!**

## Method of the Month Sculptures

The Method of the Month is a monthly feature of the Global FlipChart.

Each month a method will be highlighted and links will be made to relevant sites.

### Title: Sculptures

Intent: This technique entails physical production of a 3-dimensional theoretical "sculpture" of a problem and promoting physical activity, collaborative work and the playful attribution of new meanings to physical material

### Procedures:

1. Familiarization of the problem with open group discussions, including any work they may already have been attempted on the problem.
2. The facilitator clarifies the task and sets an overall time limit.
3. 4. A little time can now be spent by the group experimenting to see what can be done with the tools and materials they have so far.
4. The group then starts to assemble a sculpture that is felt to characterize some feature or property of the problem situation. It is probably best if the sculpture simply 'emerges' in a relaxed and crude way as the group collectively and individually work with the materials, rather than being formally designed and planned. There is no requirement for an explanation as to why they think it represents the problem situation, and can be as serious or as light-hearted as the group wish.
5. A break would be appropriate when the time limit is up.
6. Participants then return to the work area and spend a few moments considering their sculpture, writing down privately

any solution ideas that the sculpture and the experience of building it suggest to them.

7. Once the flow of ideas slows down, those that they have come up with are shared with the rest of the group via a round robin, leading to open discussion and brainstorming.

### References:

Sculptures was originally described by Ole Faafeng of the Norwegian Management. It was found at <http://www.mycoted.com/Sculptures>.

Do you have a method you would like to share with readers of the IAF Global FlipChart? If so please send a description of the method to [editor@iaf-methods.org](mailto:editor@iaf-methods.org)

The IAF Methods Database is run as an independent organization under agreement between the IAF and the IAF Methods Database. If you have any questions about the Database, please contact [editor@iaf-methods.org](mailto:editor@iaf-methods.org).

To go to the website: <http://www.iaf-methods.org>

## Facilitation Library

### ***Made to Stick: Why Some Ideas Survive and Others Die***

By Chip Heath and Dan Heath; 2007, Random House

Mark Twain said, "A lie can get halfway around the world before the truth can even get its boots on." Why do urban legends, conspiracy theories, and bogus public health scares circulate effortlessly, meanwhile those with important ideas struggle to make their ideas gain currency? Chip Heath, a professor of Organizational Behavior in the Graduate School of Business at Stanford University, and his brother Dan Heath, a consultant at Duke Corporate Education and a former researcher at Harvard Business School, tackle this question and come up with six key ingredients to make an idea STICK.

One ingredient to making your idea stick: Tell Stories. We tell stories all day long. It's how humans have always communicated. We tell stories with our words and even with our art and music. We express ourselves through the stories we share. We teach, we learn, and we grow through stories. Stories get our attention and are easier to remember than lists of rules. People love Hollywood, Bollywood, and indie films. People are attracted to "story." Why is it, though, that when the majority of smart, talented story-loving people have the chance to present, they usually resort to generating streams of vaguely connected information rather than stories, or examples and illustrations? Great ideas and great presentations have an element of story to them.

### ***The Back of the Napkin: Solving Problems and Selling Ideas with Pictures***

By Dan Roam; 2008, Penquin

From IAF Member Duane Berger of Community-at-Work, "I've found my

latest favorite new book for consultants and facilitators: *Back of the Napkin* by Dan Roam. It's about how to 'draw your ideas'. It has been great for helping me to get my logic models out of my head and onto paper. By the way, I don't know the author, and he has no idea that I'm giving him this plug. I just feel this book is worth recommending."

From an Amazon-published review by a reader: "If you have ever scribbled on the back of a napkin or for that matter any piece of paper while explaining something to a cohort, this book might help you. Mr. Roam's main premise is that pictures on the back of a napkin are a most effective way to solve problems and sell ideas. He takes you through his process in this quick read and convincing book."

## IAF Resources for Facilitators

### MARKETING TOOLS

**IAF logo** - MEMBERS ONLY! Here's a special version of the IAF logo that you can use in your marketing materials. The logo is available in both color and in black and white, and is in "jpeg" format.

**Certified Professional Facilitator Listing**- If you are a Certified Professional Facilitator, post your information in our Listing to advertise your qualifications.

**IAF Training Directory**- Want to grow in your facilitation knowledge and skills? Here's a list of companies that can help.

**Member Directory** - The Directory is an easy way of finding IAF members or IAF Certified<sup>®</sup> Professional Facilitators in your company or region.

### OPPORTUNITIES FOR INVOLVEMENT

**Become an IAF Certified<sup>®</sup> Professional Facilitator** - By completing the IAF Facilitator Certification program, you can join a select group of facilitators. This designation indicates your attainment of the foundational competencies in facilitation. Attaining the IAF Certified<sup>®</sup> designation demonstrates your level of professionalism and offers clients the assurance that you are qualified to design and provide basic group facilitation services.

**Be An Author** – IAF needs people who are interested in writing chapters and books. If you'd like to share your experience in print, click here to find out how.

### **Facilitation Discussion Groups**

- IAF sponsors English, Spanish and French on-line listservs which are open to anyone. These listservs are intended for sharing among facilitation-oriented professionals and have become valuable resources enabling people for all different industries and roles to dialog over facilitation-related issues and needs.

### **The Global Facilitator's Service Corps**

– This organization channels facilitators to situations where communities need help in recovering from emergencies. Click here to join the international effort!

## Upcoming IAF Events

### Conferences

**29 - 31 August 2009 - Asia**  
Taipei, Taiwan

**18 - 20 September 2009 - Europe**  
Oxford, England

**24 - 26 September 2009 - Latin America**  
Bridgetown, Barbados

**23 November 2009 - AUS/NZ**  
Nelson, New Zealand

### Certification Events

**27 - 28 August 2009 - Asia**  
Taipei, Taiwan

**16 - 17 September 2009 - Europe**  
Oxford, England

**22 - 23 September 2009 - Latin America**  
Bridgetown, Barbados

**16 - 17 October 2009 - North America**  
Kennesaw State University - Kennesaw, Georgia

**2 November 2009 - Europe (in Dutch)**  
Rossum, The Netherlands

**23 - 24 November 2009 - AUS/NZ**  
Nelson, New Zealand

## Welcome to New Members!

We extend a warm welcome to our colleagues from around the world who joined or returned to IAF from June 11th through July 10th. (We only list those members who have chosen to be listed in our online membership directory. If you are concerned about having been included in this list, please contact the office via email at [office@iaf-world.org](mailto:office@iaf-world.org)).

### **Current Membership from 70 countries: 1238±**

#### **Australia**

Dale Healy, Melbourne, VIC  
Kate Lawrence, Macedon, VIC  
Kim Bowen, West Footscray, VIC  
Lee-Ann Adams, Hobart, TAS  
Michael Walsh, Richmond, VIC  
Rajesh Krishnan, Merrylands, NSW  
Sandra Stubbings, Blackmans Bay, TAS

#### **Austria**

Markus Lang, Vienna

#### **Canada**

Joan Parks-Hubley, Halifax, NS  
Mary Knowles, New Westminster, BC

#### **China**

Bill Yi, Beijing  
Moses Ping, Beijing

#### **Finland**

Mikko Syrjänen, Helsinki

#### **Germany**

Valérie Saintot, Frankfurt am Main

#### **Hong Kong**

Stacey Shirra, Hong Kong

#### **Nigeria**

Agbaje Ebenezer, Lagos

#### **Netherlands**

Maria Falaleeva, Amsterdam

#### **Singapore**

Adam Chan, Singapore  
Alastair Johnson, Singapore  
Noel Tan, Singapore

#### **Sweden**

Ann Orshammar, Västra Frölunda  
Ase Thorsén, Göteborg  
Christine Granholm, Skanör  
Sara Sjöblom, Göteborg

#### **Taiwan**

Ko-chen Lo, Taipei  
La-min Mao, Taipei  
Sophia Lee

#### **Thailand**

Ruben van der Laan, Bangkok

#### **United Kingdom**

Darren King, Peterborough  
David Warren, London  
Emma Langman, Knutsford  
Helen West, Sheffield  
Irene Xanthaki, London  
James Hudson, Devon  
Justin Bridge, London  
Laura Gould, London  
Laura Ovenden, London  
Penny Malik, London  
Stephen Farrell, Hebden Bridge

#### **United States**

Becky Pettitt, College Station, TX  
Beverly Lutz, Minneapolis, MN  
Patricia Hawkins, Virginia Beach, VA  
Ron Thomas, Chicago, IL