

Master Facilitation Program (MFP) takes facilitation to a new level. It is a highly interactive 2-day program, based on best practices, that enables Trainers, Sales Managers and Sales Professionals to maximize their effectiveness at running training workshops, planning sessions or team meetings. They will learn to connect with the audience by building rapport and ultimately credibility with the group to maximize participation.

Research shows that people learn the most through debrief and activities so this is at the heart of MFP. The participants will learn framing techniques, how to avoid breaking rapport, how to ask and answer questions, how to overcome objections and handle conflict and how to effectively manage activities using adult learning techniques.

As a facilitator, you become the groups guide and coach. MFP helps you to do that in the most effective way.

Who should attend?

MFP is for anyone who has a need or desire to facilitate workshops, team meetings or to run planning sessions. It is for Trainers, Managers and Professionals.

Program Outline

- Principles of Facilitation
- Preparing for a Workshop or Planning Session
- Set up and Running the Workshop
- Aligning with the Audience
- Managing Activities
- Managing the Workshop or Planning Session
- Handling Objections and Conflict
- Concluding the Workshop

Business Benefits

The business benefits of the *Master Facilitation Program* are to:

- Maximize your return on investment from your training spend through effective facilitation.
- Increase participant's willingness to take on board new ideas, tools and techniques to improve their facilitation capabilities.
- Improve delivery skills to engage with your audience and to increase audience participation.
- Increase customer satisfaction from running effective customer planning sessions.
- Increase team participation and employee satisfaction from well run team meetings.
- Increase Sales Management effectiveness and credibility.
- Achieve desired outcomes from workshops, planning sessions or team meetings.



A fresh
perspective
on your
performance