

**NAME**

Facilitator Criteria

**AUTHOR/OWNER**

Shape

**SOURCE**

Shape resource

---

## INTRODUCTION

Generating opportunities is an important part of the creative process and can come from many different sources. The role of the strategic team is to both generate and capture these opportunities. Because of this it is recommended to appoint someone to facilitate the opportunity generation, either from within the organisation or an external expert. For more information about opportunity generation and facilitation have a look at the "Generate" stage in the Shape resource.

---

## NOTES

### Recommended criteria for a facilitator

A facilitator should be someone who:

- Is able to express authority over every person in the room, even superiors
- Is experienced in facilitating the Mind map technique
- Is able to think on their feet, generating and mapping ideas simultaneously
- Is able to steer the conversation if it gets off track
- Will not dominate the room in a negative way
- Is encouraging to all and able to stimulate contributions
- Has a wide range of business experience but is not necessarily an expert in this area

### Facilitator Responsibilities

- Intervene if the discussion starts to fragment
- Identify and intervene in dysfunctional behavior
- Prevent dominance and include everyone
- Summarize discussions and conversations
- Bring closure to the meeting with an end result or action

### Facilitation Challenges

- Continually focusing on and attending to the group
- Being comfortable with ambiguity and information overload
- Processing misperceptions and emotional reactions
- Focusing exclusively on process rather than content
- Helping the group develop so they can ultimately work without facilitation

---

## USEFUL LINKS

- <http://oqi.wisc.edu/resourcelibrary/uploads/resources/Facilitator%20Tool%20Kit.pdf>