



Who might benefit from this training?

- Team members from any function who want to run more productive meetings and tap into more of the team's creativity.
- Innovation Leads.
- Relevant to B2B and B2C markets.



"A very thorough training. ... planning, workshop design, lots of tools and really how to make it all work with energy and inspiration."

**Senior Marketing Manager
Firmenich SA**

Facilitation Skills Training.

"We achieved three months work in a day!" That's a frequent comment after a well-facilitated meeting.

A good facilitator has to balance a number of seemingly contradictory tasks :-

- ◆ Facilitate discussion and also **keep the group moving forward** so that they achieve their objectives.
- ◆ Facilitate an approach that has been agreed with their client or project manager, and also to be able to **respond effectively to the unexpected** that emerges in the workshop.
- ◆ Facilitate individuals to voice opinions and also seek to achieve group consensus.
- ◆ Facilitate **creativity, idea generation and speculation** and also to **gain commitment to action**.

Anatello's training offers you the personal and professional development to handle all these things and to develop an impactful facilitation style that is authentically yours.

Overview of Training.

1. Proven **processes** to help groups work together on innovation or strategy and planning workshops.
2. **Tools and techniques** to stimulate fresh thinking, challenge individuals to go beyond their self-imposed boundaries.
3. Access the **resourceful mindstates** for facilitation.

Great Returns on Your Training Investment.

- Improved productivity from meetings.
- Increased capacity for teams to problem-solve and innovate.
- Improved decision making and greater levels of commitment to action.
- More enjoyable, lively and satisfying meetings.
- The creative thinking capability of your teams is released and can be channelled into value-creating projects for the organisation.
- Better use of your people's potential.
- Better use of research and data as they can be brought into well-designed workshops as stimulus and planning material.

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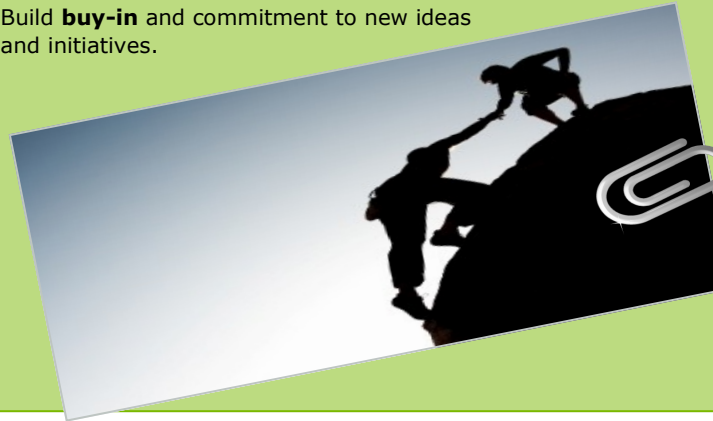
Learning Highlights : Facilitate :-

Innovation Meetings

- Anatellô's **five-stage creative thinking/ problem solving process**. (proven repeatable methods for producing creativity on demand)
- **Designing** workshops that deliver results.
- **'Beyond brainstorming'**. Selecting and developing the right ideas.
- Tools and techniques to stimulate creativity.
- Creating **climates** that support creativity
- Managing both the **process** and the **content** that is generated.
- Facilitate **provocations** and **excursions**.
- Tools and techniques for **'unblocking'** the group.
- Managing **group dynamics**.
- Handling difficult situations
- Access your own energy reserves and help the group access theirs.

Strategy and Planning

- **'Power processes'** for strategy and planning.
- Dealing with **ambiguity** and **uncertainty** for self and the group.
- Helping groups stay **open-minded** to new thinking.
- Build **buy-in** and commitment to new ideas and initiatives.



Why Choose Anatellô for Your Innovation Training?

- We are specialists in innovation. We have our own body of knowledge and also draw on world class research in our field.
- Other innovation trainings focus mostly on processes. In addition to processes, we also train in innovation tools and techniques and the resourceful mindstates for facilitation.
- Our courses are experiential which keeps participants engaged.
- Our trainers and facilitators are senior people who have extensive experience of the theory and practice of innovation. They can respond to the unique interests and aspirations that participants bring to the training.

Learning Format

- Highly experiential
- Balance of theory and practise.
- Live practise sessions.
- Choose your facilitation focus : Innovation meetings or strategy and planning.

Course Formats

- Custom designed to exactly meet your needs.*
- Beginners to advanced levels.
- Typically:-
 - 1-day masterclass
 - 2 or 3 day sessions.
 - "Marketing University" courses.

Want to know more?

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