



# "The FoCuSeD™ Facilitator"

eNewsletter by Gary Rush, CPF

"Stop looking for solutions – when you're FoCuSeD™, you find them."

<p><b>August 2010</b></p> <p><b>Table of Contents</b></p> <table border="1"> <thead> <tr> <th>Topic</th> <th>Page</th> </tr> </thead> <tbody> <tr> <td>Facilitator Certification</td> <td>1</td> </tr> <tr> <td>Chicago Professional Association Conference</td> <td>3</td> </tr> <tr> <td>Core Classes</td> <td>3</td> </tr> <tr> <td>About MGR Consulting</td> <td>4</td> </tr> <tr> <td>About Gary Rush, CPF</td> <td>4</td> </tr> </tbody> </table>	Topic	Page	Facilitator Certification	1	Chicago Professional Association Conference	3	Core Classes	3	About MGR Consulting	4	About Gary Rush, CPF	4	<p><b>Facilitator Certification</b></p> <p><i>On September 17, 2010, the Chicago Professional Association Conference, sponsored by IAF, PMI, IIBA, DAMA, IMC, and BAA, will focus on industry certification and what it means to your career. It's timely given that I have received a number of inquiries regarding Facilitator certification. I will be presenting and I wanted to set the stage by briefly reviewing Facilitator Certification.</i></p> <p><b>Industry-Wide Facilitator Certification</b></p> <p>The <b>only</b> certification widely recognized in the Facilitator industry is the <i>IAF Certified™ Professional Facilitator (CPF)</i>. (An IAF Certified™ Professional Facilitator (CPF) is a credentialed Facilitator who has demonstrated evidence of meeting the IAF Core Facilitator Competencies.) You can only get this certification by applying to the <i>International Association of Facilitators (IAF)</i> and passing a practical evidence-based assessment. (See <i>Becoming an IAF CPF</i> on our website for additional information.) This remains the <b>industry standard</b> as it is based on a practical assessment against 6 defined <i>IAF Core Facilitator Competencies</i> and is completely independent of facilitator style, training background, or technique used. It assesses practical competency (i.e., evidence-based) and requires that a Facilitator have facilitated at least 7 workshops within the past 3 years. Those achieving the IAF CPF must be recertified every three years showing that they have maintained their IAF Core Facilitator Competencies and continue to practice facilitation. There are over 800 IAF CPFs in over 35 countries today. (<i>This is the <u>only</u> certification that is accepted by many agencies and organizations. The Canadian Government requires a CPF before being hired as a Facilitator.</i>)</p> <p>The <i>International Institute for Facilitation (INIFAC)</i> is an association that confers a <i>Certified Master Facilitator (CMF)</i> designation. Five IAF members created this association and certification in 2003 out of a desire to have a higher level of certification than the IAF CPF certification. The IAF did not pursue this certification because of insufficient demand and a need to roll out the IAF CPF program first. This</p> <p style="text-align: right;"><i>Continued on page 2</i></p>	<p><b>The FoCuSeD™ Facilitator Academy – the 1<sup>st</sup> Holistic Facilitation Technique</b></p> <p><b>Gary Rush's 5-day highly interactive class</b> teaches the "how to" with an understanding of the "why" to perform as an effective Facilitator. It's the most complete, most comprehensive, and most effective facilitation class available, providing detailed training on the concepts of <b>Holistic Facilitation</b>. It helps build your skills and confidence. It develops Collaborative Leaders. With <i>FoCuSeD™</i> you get JAD, FAST, and more bringing a <i>Holistic</i> approach to structured facilitation. <b>Read more...</b></p> <p><b>The FoCuSeD™ Facilitator Academy</b></p> <p>Our next available public class date:</p> <p><b>August 9 – 13</b></p> <p><b>2010 Public Class Dates*</b></p> <table border="1"> <tr> <td>February</td> <td>08 – 12</td> </tr> <tr> <td>April</td> <td>12 – 16</td> </tr> <tr> <td>June</td> <td>14 – 18</td> </tr> <tr> <td><b>August</b></td> <td><b>09 – 13</b></td> </tr> <tr> <td>October</td> <td>18 – 22</td> </tr> <tr> <td>December</td> <td>06 – 10</td> </tr> </table> <p>*All Public classes are held in Chicago.</p> <p>*Gary Rush, CPF teaches all of our classes.</p>	February	08 – 12	April	12 – 16	June	14 – 18	<b>August</b>	<b>09 – 13</b>	October	18 – 22	December	06 – 10
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<p><b>MGR Consulting</b> is a PMI Global R.E.P. and an IIBA E.E.P.</p>																										
<p><b>Upcoming Events</b></p> <ul style="list-style-type: none"> <li>IAF Asia Conference Seoul, South Korea <i>August 26 – 27, 2010</i></li> <li>Chicago Professional Association Conference Chicago, IL <i>September 17, 2010</i></li> <li>Wisconsin IIBA Business Analyst Development Day (<i>WI BADD™</i>) Madison, WI <i>October 5, 2010</i></li> </ul>																										

## Facilitator Certification

association and certification is not widely recognized. As of March 2009, they had fewer than a dozen people certified. (There is discussion as to whether this certification is a higher level or just a different take on the same facilitator core competencies.)

### Specialized Facilitator Certification

A specialized *Certified ToP™ Facilitator (CTF)* exists for those who have completed all of the *Technology of Participation (ToP™)* training and have demonstrated competency in various areas. To become certified, a ToP™ Facilitator must not only complete the curriculum, but must also be independently assessed by the *ToP™ Training Network*. This specialized certification is often obtained in addition to an IAF CPF designation. It is currently meaningful to members of the *ToP™ Training Network*. (The IAF is investigating the possibility of incorporating this as a specialty certification under the umbrella of the IAF CPF program because of its independent evidence-based assessment.)

### What Does Certification Mean?

To be meaningful, certification means that one has not only learned the required skills to be called a professional in the field, but has also demonstrated a level of achievement in his or her abilities – i.e., evidence-based. This means that to be certified, you must be assessed and you must also demonstrate experience in the field. Professional industry certifications have enhanced careers because they have helped define professions and the required skills. (Achieving a professional industry certification means that you can rightfully claim to be a professional in that field.)

### What this means to you

Before professional industry certifications, one could be a project manager, business analyst, or facilitator simply by naming yourself as one. That self-certification demeaned the industry as people with little or no experience or knowledge of the field could claim to be professionals. Clients – both internal and external – wanted to know that someone they hired had the required skills to do the job in a professional manner. That's where professional industry certification comes in. It provides an independent assessment of competency thus elevating the value and credibility of the profession. Clients now know better and are demanding professional industry certification. (For

example, being hired as a project manager without the *Project Manager Professional (PMP)* certification is becoming more difficult. Project management is viewed as a serious profession with well-defined skills. Professional industry certification adds credibility and value to your profession and acknowledges the effort it took to become a competent professional in your field.)

### Certification versus Certificate of Completion

Be wary of trainers who claim to certify those who attend their classes – this is misleading.

I have been training Facilitators since 1985 and have been providing *Certificates of Completion* that only certify that one has attended and completed the class. I do not certify Facilitators and never have (not as *MG Rush Systems* nor as *MGR Consulting*).

I have seen a CFF designation (presumably *Certified FAST Facilitator*). This is a self-certification and it is not recognized in the professional industry. I have **never** certified anyone as a *Certified FAST Facilitator (CFF)*. (A CFF is actually a secondary designation for a CPA, it means *Certified in Financial Forensics*, and is unrelated to facilitation).

Certification is only meaningful when it assesses competency (not completion) and is conferred by a recognized, independent industry association, such as the IAF. (This is true of all professional certifications – a recognized, independent industry association (e.g., IAF, PMI, IIBA, DAMA, IMC, or BAA) must confer the certification.)

### Training – Get Trained

While training is not required to become certified, it is highly recommended because being self-taught, you generally miss out on understanding and demonstrating the required professional competencies. (Those who facilitate without having been trained often make too many mistakes, which affect the outcome, develop too many bad habits, which hinder the process, and lack sufficient tools to deal with participants and reach consensus.) Our core classes (*The FoCuSeD™ Facilitator Academy* and *FoCuSeD™ On...*) cover and teach the *IAF Core Facilitator Competencies*, giving you the necessary skills for the IAF CPF assessment once you have facilitated the required number of workshops. 

### The Chicago Professional Association Conference

On September 17, the first [Chicago Professional Association Conference](#), through the collaboration of the IAF, PMI, IIBA, DAMA, IMC, and BAA, will be held at Northern Illinois University in Hoffman Estates, IL. This conference will enable attendees to learn more about the benefits of certification, understand the processes to become certified, gain new skills, build a network, and understand how certification can advance one's career. Join me at this unique, groundbreaking event. Hope to see you there.

Ciao,  
Gary

#### New Class!

#### FoCuSeD™ Facilitating Teleconferences

PMI – R.E.P.  
IIBA – E.E.P.

**Gary Rush's 1 ½ -day highly interactive class** teaches "**how to**" conduct effective and productive teleconferences to collectively achieve a goal or accomplish a task.

**Why?** We have more and more meetings that are teleconferences or videoconferences. These meetings are the way of the future. Unlike face-to-face meetings, you have to approach teleconferences differently. It requires effective *Facilitative Skills*. **Because** These teleconferences can be very productive, when properly facilitated. **How?** This class gives you effective *facilitative skills* that enable you to conduct highly effective and productive teleconferences enabling you to manage people and conflict – the good, the bad, and the ugly. **Read more...**

**Modifications:** We will modify our existing class for **Associations** and **Association Chapters** (e.g., PMI, IIBA, IAF) for up to 100+ attendees. [Contact Gary for additional information.](#)

#### Core Classes

#### The FoCuSeD™ Facilitator Academy

PMI – R.E.P.  
IIBA – E.E.P.

**Gary Rush's 5-day highly interactive class** teaches the "**how to**" with an understanding of the "why" to perform as an effective Facilitator. It is the most complete, most comprehensive, and most effective facilitation class available, providing detailed training on the concepts of **Holistic Facilitation**. It helps build your skills and confidence. **Read more...**

Until *FoCuSeD™*, facilitation techniques have been either about structure or group dynamics (see "**It's time to get FoCuSeD™**").

*"Best session I've had in 30+ years of classes!"*

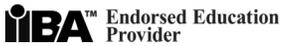
Michael, Project Manager & Facilitator (*The FoCuSeD™ Facilitator Academy* alumnus)

#### FoCuSeD™ On...

PMI – R.E.P.  
IIBA – E.E.P.

**Gary Rush's 3-day highly interactive class** teaches "**how to**" successfully use *facilitative skills* and tools necessary to drive the overall business management strategy into the product solutions so needed for business success – achieving support and commitment from their stakeholders. **Read more...**

### About MGR Consulting



*We have been in business since February 1985 when Gary founded MG Rush Systems, Inc. Gary ceased operations of MG Rush Systems, Inc. in June 2004 to become a restaurateur. In June 2005, after a one-year absence, Gary returned re-instating his company MG Rush Systems, Inc. and changing the name to MGR Consulting, Inc. Millie (M) and Gary (G) Rush are now MGR Consulting.*

We are a recognized leader in the field of facilitation, Facilitator | facilitative skills training, leadership, strategic planning, and data modeling. *Our core classes give you effective leadership, business, and interpersonal skills.*

We are uniquely qualified to assist you in understanding, managing, and implementing facilitated workshops supporting your methodology in your organization. We are experts at engaging participants and guiding them to consensus. We improve client business performance through effective application of exceptional facilitation processes. *Our primary job is to get a group of individuals to form as a team, learn to communicate, and achieve a goal or accomplish a task.*

Our core classes also provide effective "soft" skills – *facilitative skills* to Project Managers, Business Analysts and others who want to become effective collaborative leaders and success-fully improve communication to achieve commitment and support from stakeholders – so needed for business success. *It enhances whatever you do wherever you go in business and in life.*

**Read more...**

### About Gary Rush, IAF CPF

Gary R. Rush, *IAF Certified Professional Facilitator (CPF)*, Founder and President of *MGR Consulting* attended the U.S. Naval Academy. He has managed projects since 1980, been facilitating since 1983, and training since 1985. He improves client business performance through effective application of exceptional facilitation processes. *He is a recognized leader in the field of facilitation, Facilitator / Facilitative Skills training and continues to be the leading edge in the industry by continuing as a practicing Facilitator.*

As a Facilitator, Gary facilitates many types of workshops. He is uniquely qualified to assist you in understanding, managing and implementing facilitated workshops supporting your methodology in your organization. He is an expert at engaging participants and guiding them to consensus. *His primary job is to get a group of individuals to form as a team, learn to communicate, and achieve a goal or accomplish a task.*

**As a Trainer**, Gary is amongst the most successful and influential Facilitator Trainers in the world. He teaches *The FoCuSeD™ Facilitator Academy* and *FoCuSeD™ On...* He teaches specific "how to"; he provides detailed facilitation and process tools and, as an *IAF CPF Assessor*, he covers the *IAF Facilitator Competencies*. *His alumni are amongst the most successful and influential leaders. They often tell us how much he has changed their lives.*

In 1985, Gary created *FAST*. In 2007, Gary created *FoCuSeD™* - a revolution from *FAST*. *It is the most complete, most comprehensive, and most effective facilitation class available, providing detailed training on the concepts of **Holistic Facilitation**.*

Gary has implemented his facilitation technique in some of the largest companies and government agencies. His clients are many of the Fortune 500 companies. *His facilitation technique is used widely around the world. **Read more...***

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