

## Facilitation Services

As part of Workspring's Work Hospitality initiative, we are proud to offer professional facilitation to serve your mission-critical objectives for high-impact meeting and training sessions.

Our facilitation partners are thoughtfully selected to form a range of capable professionals. They demonstrate impeccable style and leadership qualities that help you achieve your goals, encourage teamwork, and promote wellbeing. They help you **design, lead, and energize** important events.

Your total satisfaction with the Workspring experience—including our services and partners—is important. We believe work should be rewarding and fulfilling. In fact, that's the reason we exist.

## Consider a Facilitator

Do you encounter these common meeting pitfalls?

- a few people dominate the conversation
- some people don't participate at all
- there is a lack of meeting leadership
- the discussion is mostly negative and critical
- the agenda is unrealistic or too long
- there are frequent distractions or diversions from the agenda
- participants return to items that are already agreed upon
- meeting objectives are not met
- lacking clarity on what you want to achieve

Is your meeting critical? Is there potential for disparate perspectives, strong personalities, and the need to accomplish something really meaningful? Are you innovating a new product or process, solving a big problem or crafting a shared vision?

Do you want to participate in the meeting? Do you want everyone else you invited to participate too? Facilitators allow all participants to focus on the task at hand, ensuring a higher level of participation from all attendees.

If these ideas resonate with you and your team, it's time to try facilitation!

## What should you expect from a facilitator?

- The collective intelligence of the group emerges and coalesces because:
  - No one dominates; discussion is balanced
  - Everyone participates comfortably
  - Participants feel emotionally engaged
  - Participants reach consensus
- Meeting outcomes are met
- Ideas are not only generated, but evaluated and prioritized
- Meeting content and major discussion points are quickly captured, summarized, digitized, and distributed

## What should you expect from the process?

### Before the Meeting:

- You will engage in 1-2 conversations to
  - Define and then refine objectives
  - Define and then refine the agenda
  - Discuss logistics
  - Discuss culture
- The agenda and objectives will be distributed
- Optional: prior to the meeting, participants will be contacted to gain insights on beliefs and opinions

### During the Meeting:

 Following kick-off by the meeting owner, the facilitator will ...

- Share ground rules
- Manage the agenda
- Manage group dynamics
- Manage breaks
- Listen intently and summarize thoughts
- Ensure that everyone shares
- Ensure that no individual dominates
- Keep the meeting moving
- Ensure that ground rules are followed
- Help keep emotional topics productive

### Following the Meeting

- The facilitator captures, summarizes, digitizes, and distributes all content
- In a 15 minute follow-up call, the facilitator will debrief outcomes and identify next steps, if any
- Optional - Document produced by the facilitator designed specifically to help you and your participants communicate the outcome to stakeholders.



## A Simple Process

Ready to try facilitation services? Getting started is easy.

1. Request facilitation services from your Workspring Experience Manager or Sales Consultant. We'll find available facilitators and reserve your studio.
2. Review facilitator profiles. Choose 1-2 people to connect with and determine best fit.
3. Discuss your unique needs with the facilitator and determine the desired service(s).
4. Review and sign your contract, which includes a facilitation service agreement and cost.
5. Receive and pay one simple invoice for your complete Workspring experience!

## Qualified Professionals

We understand that each meeting or training session you host is unique. All of our facilitators are highly qualified—and vetted by our customers or our parent company, Steelcase, Inc. However, your specific needs will help determine which professional is best suited to facilitate your session.

Review the attached [Facilitator Profiles](#), finding qualifications that match your needs. Our friendly facilitators look forward to speaking with you directly and discussing your unique agenda, goals, and circumstances!

If you are unsatisfied with this list, there is no obligation to engage. We are happy to provide a list of alternative, independent facilitators.

To make this process simple, [all of our facilitators meet the following qualifications](#):

- Moderates and/or facilitates meetings with particular emphasis on the group dynamics of decision-making and problem-solving
- Approaches each facilitation event with a human-centered perspective
- Designs effective, custom meeting sessions
- Focuses on developing the meeting process, not the content
- Efficiently leans group objectives and issues for better preparation and execution
- Balances competing interests with respect for the group, individually and collectively
- Demonstrates empathy and understanding of group dynamics and flexibility to adapt to changing situations
- Synthesizes and captures key points to increase effectiveness and produce valuable outcomes



## Facilitator Profile

# Ruben Ocampo



Ruben is a designer and strategic facilitator who helps leaders imagine and enact visionary change by engaging them in a purposeful and meaningful dialogue with their end customers and the people responsible for executing this vision.

He has worked with large clients across several sectors, including government, manufacturing, logistics, infrastructure, workspace solutions, hospitality, banking and financial services in the areas of organizational strategy, innovation management and stakeholder engagement.

Having received Master degrees in both Business Administration and Human-centered design, Ruben's engaging approach combines different ways of creating and interpreting shared meaning. He has been a teacher of Master-level courses in management and design, and a keynote speaker at design conferences and seminars in the United States and abroad. Currently Ruben is an Adjunct Faculty member at the IIT Institute of Design in Chicago.

Ruben's facilitation style and experience are a great fit for working sessions related to:

- Cohering leaders around a new strategic direction
- Challenging and re-framing existing assumptions inside organizations
- Engaging employees in a dialogue about strategic change
- Crafting and clarifying strategies for customer-centric innovation
- Drawing new insights out of existing customer research and data points
- Generating ideas for new products, services, and business models
- Imagining new customer journeys and touch points with your organization
- Prototyping and testing concepts for new products, services and revenue models

### Contact Ruben

773 575 9470

[ruben.ocampo@conicgroup.com](mailto:ruben.ocampo@conicgroup.com)

[www.linkedin.com/pub/ruben-ocampo/o/656/439](http://www.linkedin.com/pub/ruben-ocampo/o/656/439)



## Facilitator Profile

# Sudhakar Lahade



Sudhakar Lahade is an architect, researcher, and design thinker involved in innovation and business strategy at Steelcase Inc., where he is Manager of New Business Innovation and Growth Initiatives. He encourages organizations to nurture the culture of innovation, leverage design thinking, and adopt creative behaviors to remain competitive and relevant in today's complex marketplace.

Sudhakar specializes in design thinking, innovation, research, and business strategy with 15+ years of experience in corporate, education, and consulting environments.

He's a subject matter expert on cross industry topics such as; innovation, creativity, collaboration, human centered design, experience design, social technology platforms, generations, global cultures, culture change, and entrepreneurial leadership.

His education includes: Masters of Design, Human Centered Design from Illinois Institute of Technology; Master of Design, Product Design from Indian Institute of Technology, Bombay; and Bachelor of Architecture, University of Mumbai.

Sudhakar's facilitation style and experience are a great fit for working sessions related to:

- Innovation, design thinking, and the customer experience
- Research and business strategy
- Global cultures and generations
- Entrepreneurial leadership and culture change
- Coaching, facilitation, and mentoring

### Contact Sudhakar

616 588 6104

slahade@steelcase.com

[www.linkedin.com/pub/sudhakar-lahade/1/552/a05](http://www.linkedin.com/pub/sudhakar-lahade/1/552/a05)



## Facilitator Profile

# Shawn Merritt



As Principal of Huron Associates, Shawn helps clients accelerate organizational success by facilitating the development of strategies, structures, metrics, and capabilities to position organizations for tomorrow and beyond.

He has worked with large-scale enterprises to small non-profits, specializing in working with innovators who are willing to try new approaches to achieving results

Shawn received his Master's degree in Instructional Design and Organizational Behavior from Michigan State University.

His approach methodology has been formed over 23 years of facilitating strategic and operational planning and group design meeting for large-scale change initiatives. He uses methods that enable the collective intelligence of the group to emerge. Each session is custom-designed to achieve your objectives.

Shawn's facilitation style and experience are a great fit for working sessions related to:

- Strategic planning, value proposition
- Design Thinking
- Service Delivery Models
- Innovation
- Business process
- Corporate Learning Strategy

### Contact Shawn

616 881 3380

[shawn.merritt@huronassociates.com](mailto:shawn.merritt@huronassociates.com)

[www.linkedin.com/in/shawnmerritt/](http://www.linkedin.com/in/shawnmerritt/)



## Facilitator Profile

### Phil Corse



**Overview** Corporate veteran turned entrepreneur co-founded 6 companies. Adjunct Professor of Marketing at Kellogg School of Management. Mentor at Chicago Techstars [incubator for digital startups] Practical, down-to-earth new product innovator. Former Motorola Master Instructor for North America and Europe.

**Value Prop** deep experience, comprehensive playbook and adaptive, comfortable, positive style/perspective in facilitating over 10,000 participants in about 1,500 groups in last 20 years.

**Client Experience** from MNCs including Abbott, Abbvie, Kraft, Nestle, Motorola, 3M, Samsung, Microsoft, HP, Fortune Brands, WMS Gaming, Vera Bradley and others to startups/early stage companies, graduate student teams and service organizations

**Education and approach methodology** **MBA** and **BS** The Ohio State University. Have refined approach by being adaptive, benchmarking other facilitators/trainers and Kellogg marketing professors. Always “sharpening the saw” and collaborating.

Phil's facilitation style and experience are a great fit for working sessions related to:

- Marketing-Led Innovation
- New product development + R&D
- Corporate, competitive and marketing strategy
- Segmentation, targeting and positioning
- Global marketing + China

#### Contact Phil

847 778 7107

philcorse@hotmail.com

[www.linkedin.com/in/philcorse](http://www.linkedin.com/in/philcorse)

