



**Evoking Creativity in Groups**

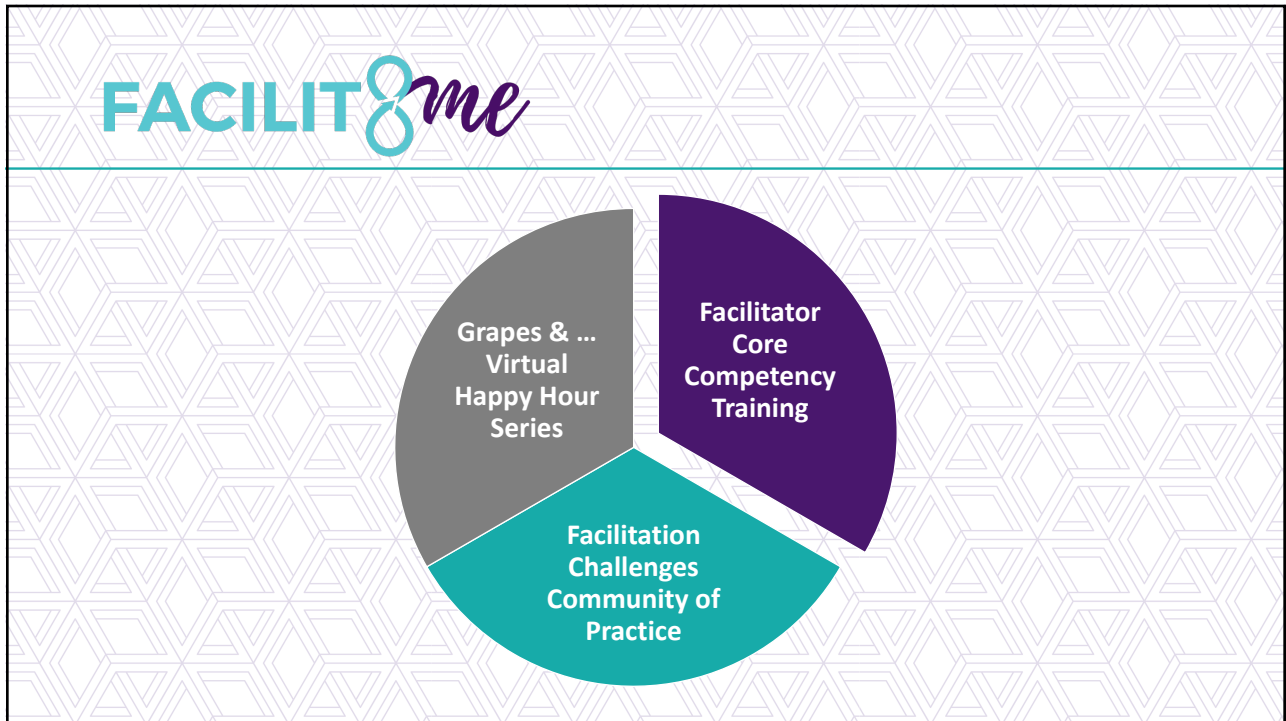
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1



2



3



4



## Aaron Wolowiec

he, him, his

Learning/Meetings Strategist  
Certified Facilitator/Mentor Trainer  
Author, Coach & Speaker



5



## Lindsay Gross

she, her, hers

Director, Facilitation Services  
Certified ToP Facilitator  
Mentor Trainer



6



7

Engage with all participants  
using the chat feature.

When the chat window pops open, it may default as sending only to "panelists" or "host." To chat with everyone, toggle the drop-down to "All attendees + panelists."

The screenshot shows a meeting control bar with the following icons from left to right: Unmute (muted), Stop Video (video off), Participants (1), Q&A, Share Screen, Chat (circled in red), and More. The 'End Meeting' button is visible on the right side of the bar.

8

## Housekeeping

- If you're able, we'd like to ask that you turn on your video
- Update your name "tent card" in Zoom (first name and pronouns)
- We're recording today's digital discussion (10 – 11:30 a.m. ET)
- We'll be sharing our resources with you (e.g., PPT, links, Google doc)
- You're welcome to take screenshots
- We'll be role modeling tactics/techniques
- Facebook group: **FACILIT8me**
  - Join
  - Post questions
  - Share resources
- Take care of yourself throughout today's program

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9



10

## Participant Commitments

- Listen for understanding
- Make space/take space (chat/video)
  - Ask questions
  - Share perspectives, ideas, resources
- Practice both/and thinking
- Demonstrate respect (verbal/written)

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11



12

## Introductions

**In a single post using the chat, please share:**

- Name and pronouns
  - *If you updated your virtual tent card already, this may be done for you*
- Formal/informal role
- One current/future situation in which you're aware of the need for creativity

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13



14

## Agenda

- Domain Overview
- Importance of Creativity
- Setting the Stage for Creativity
- Breakout Rooms: The Five Senses
- Common Group Ruts
- Your Creativity Needs/Challenges
- Wrap-up



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15

A large, dark blue number '8' is centered on a white background. A dark grey horizontal band is overlaid across the middle of the '8', and the word 'domains' is written in white, lowercase, bold letters across this band.

domains

16



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**FACILITATOR CORE COMPETENCIES**

Following are the eight domains that comprise the continuum of a facilitated meeting/event: from preparation and onsite delivery to documentation and follow-up.

- 1 Develop Collaborative Stakeholder Relationships**  
Preparing to facilitate requires collaborative stakeholder relationships. Building trust and rapport is a prerequisite and establishing the environment is critical to getting participants engaged and perspectives.
- 2 Create a Participatory Environment**  
Creating an environment that allows everyone to participate to ensure they are heard, contributes to a goal to getting participants knowledge and perspectives.
- 3 Create an Inclusive Environment that Honors Diversity**  
Facilitating through an events team needs to create a safe space for all participants to engage and share.
- 4 Establish Context & Clear Aims**  
Setting the stage is key to helping participants understand the road ahead and what is expected of them.
- 5 Develop a Customized Design & Facilitation Plan**  
Selecting the correct methods and tools helps facilitators achieve participant goals to the given objectives.
- 6 Create an Environment that Evokes Creativity**  
Solving challenging problems necessitates creating the participant creativity. To this end, facilitators can employ a variety of techniques to assist groups in thinking creatively.
- 7 Support Implementation through Quality Documentation**  
Setting up systems for successful implementation requires documentation planning, documentation and follow-through by facilitators.
- 8 Build & Maintain Professional Knowledge & Attitude**  
Committing to ongoing study and personal/professional improvement is key to becoming a successful facilitator.


To learn more, visit [FACILIT8me](https://www.eventgarden.com/facilit8me) online at [eventgarden.com/facilit8me](https://www.eventgarden.com/facilit8me).

**References**  
FACILIT8me's eight Facilitator Core Competencies were developed with insights from:  
800 Core Competencies. Retrieved July 13, 2020, from <https://www.800.com/working-with-professionals/core-competencies>.  
ICA. Top 10 Facilitator Competencies. Retrieved July 13, 2020, from <https://www.ica-intl.org/facilitation/>.

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17

## Domain 6: Create an Environment that Evokes Creativity



- Prepare predesigned flipcharts utilizing images and colors
- Engage each of the five senses during facilitated events
- Utilize a variety of engaging networking and team-building exercises
- Encourage creative thinking through a variety of approaches, activities and pacing that best accommodate the needs and abilities of the group
- Take care to mix up participants early and often
- Demonstrate profound respect for individual perspectives, as well as the group's collective wisdom

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18



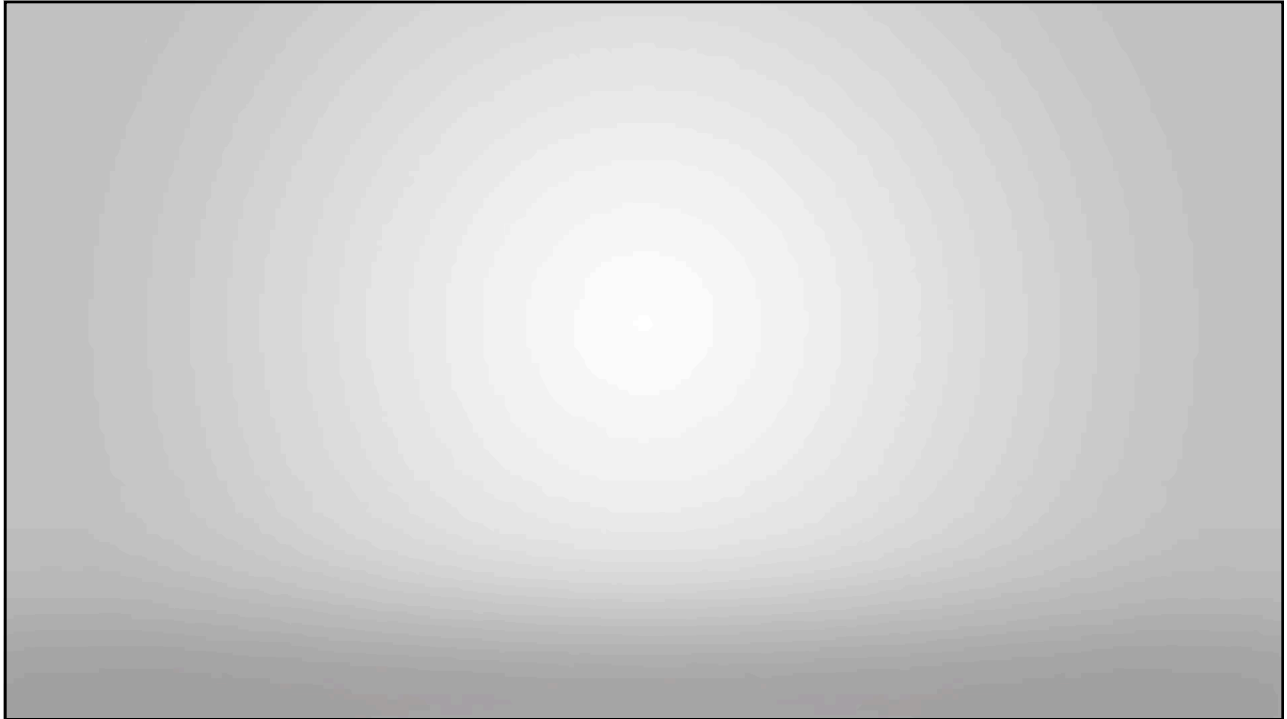
19

## Importance of Creativity

- Groups hire facilitators because they have unique challenges/problems they can't solve on their own
- Requires thinking differently and exploring new options/approaches
- Stuck in either/or thinking; creativity gives way to both/and thinking
- Group wisdom vs. individual answers

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20



21



22

## How does it start?

- Creativity begins with a foundation of knowledge
  - Having a deep understanding of a topic allows you to evaluate all sides
- We learn to be creative by:
  - experimenting
  - exploring
  - questioning assumptions
  - using imagination
  - synthesizing information

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## How does it start?

- The need for change
- Innovation is born out of necessity
- Minimal/scarce resources
- Facilitators pushing you to stretch

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# How does it start?



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# How does it start?



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26

## How does it start?



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**setting the stage**

28

## Facilitation Touchpoints



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## Environment Matters

- Environment sets the tone/establishes first impressions
- Consider the following:
  - If the room is chaotic, groups can't focus.
  - If the room is inhospitable, groups often retreat.
  - If the room is familiar, it feels like every other meeting.
- Same environment (e.g., the formal, colorless boardroom) will likely elicit same results
- Different environment (e.g., engaging each of the five senses) will often elicit different results
- Consider the environment each group needs to achieve desired outcomes

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31

## Breakout Rooms

- As I send you randomly into breakout groups, you may need to accept the pop-up invite
- As you accept the invite, note the breakout room to which you've been assigned (number 1, 2, 3, 4 or 5)
- Your breakout group number will correspond with a discussion prompt that I'm about to share with you
- You will have 5 minutes in your breakout to discuss your prompt
- Before you begin, please assign the following roles: **timekeeper**, **note taker** and **reporter**
- Begin logging your ideas in the Google doc right away
- Your breakout room will automatically close at the end of 5 minutes
- Reports as part of the large group will be limited to 1 minute each

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32



## Breakout Rooms

**Breakout Room 1:** Sight

**Breakout Room 2:** Sound

**Breakout Room 3:** Smell

**Breakout Room 4:** Taste

**Breakout Room 5:** Touch

**Note:** Consider both in-person and virtual ideas

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## Take Note

### Inclusion



**Example:** Participant songs vs. facilitator songs

### Accessibility



**Example:** Captioning chosen song lyrics

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35

## Common Group Ruts

- No one has answers/One person has the answers
- Marginalized perspectives
  - Breakout rooms
  - Think/pair/share
  - Brainstorming exercises
  - Ask groups to think of 8 – 10 ideas – stretch
  - Raise hands but don't call on first person who raised it – allow introverts or people who don't typically share space
  - Go round questions

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## Common Group Ruts

- Lack of team cohesion/Talking to same people
  - Networking
  - Team building exercises
    - Thumb balls
    - What's in a name?
  - Mixing up groups
    - Dots on name badges
    - Look for people with similar shoes to share with
    - Counting off

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## Common Group Ruts

- Multi-tasking/Lack of focus
  - Mix up tech – google docs, PPT, mural, etc.
  - Format and agenda
    - Breaks
    - Large group work vs. small group work
    - Overcome negative attitude and perspectives about creativity that might cause people to check-out
    - Call it out

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39

## Creativity Challenges

- Tell us what creativity ruts/challenges you are experiencing with groups right now.
- What creative solutions can we come up with together?

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41

**Wrap-up**

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42

