



FACILITATION

Ovson Communications' Facilitation services help small groups of executive teams, management teams, and partners to define and achieve their goals. Over the past 20 years, Ovson Communications has worked with hundreds of companies, each with their own unique issues, problems, and sets of opportunities. Ovson Communications helps groups define issues that bog them down, problems that waste time and money, opportunities for growth, and step-by-step strategies. Ovson Communications' Facilitation helps groups improve cohesiveness, communicate, build strong teams, and make decisions.

PROCESS

Ovson Communications prides itself in its ability to communicate with all kinds of people, harness humor to move things forward in a positive way, and develop a systematic approach for success. Our systematic approach includes developing positive relationships with a variety of stakeholders, assessing issues and possibilities, recognizing problems and opportunities, devising a strategy to solve problems and take advantage of opportunities, and teaching people by example.

CONSULTATIVE FACILITATION CASE STUDY

OC-Acon (fictional name to protect privacy) is a small, highly profitable, multi-million international consulting firm, in business for 30 years. The company consisted of the founder/CEO, 5 partners, and multiple MBA-educated executive consultants. They hired Ovson Communications to work with the CEO and partners to develop a marketing plan to take advantage of growing opportunities.

	PROBLEM	SOLUTION	OUTCOME
ASSESS/ RECOGNIZE	Originally, they felt that a marketing plan would solve all their problems. Their perceived problems eclipsed the actual problems: <ul style="list-style-type: none"> • Excessive workload and complaints • No time to plan ahead • No marketing plan 	After investigation, Ovson Communications discovered the actual problems and untapped opportunities. Assessment included these actual problems: <ul style="list-style-type: none"> • No vision towards the future • No business plan • High percentage of low or no profit jobs • Poor communication between partners • High executive turn-over rate 	Each partner and CEO: <ul style="list-style-type: none"> • Agreed 100% with the assessment • Committed to develop a long-range vision and strategic plan to grow the company
VISUALIZE	There was no yearly plan or 5-year vision. They saw planning as a priority but never made a commitment to do it.	Ovson Communication helped them: <ul style="list-style-type: none"> • Agree on developing a company vision • Realize that a vision was important and achievable within their time frame • Put in place a step-by-step plan and agenda to create the vision • Work together to create their vision 	<ul style="list-style-type: none"> • Partners went on a 2-day offsite retreat to plan a vision and to develop strategies for growth • Created an executive council to follow through and uphold the company vision
STRATEGIZE	With no strategic plan the company survived by: <ul style="list-style-type: none"> • Performing only day-to-day tasks • Taking low-margin, time-consuming, unprofitable jobs 	Ovson Communications helped them: <ul style="list-style-type: none"> • Analyze past and existing jobs • Discover why jobs didn't work out or were low yielding • Developed a criteria to define qualities of a good profitable job 	<ul style="list-style-type: none"> • Within a year, they reduce their unprofitable jobs by 90% • Developed a procedure for qualifying new prospects and acquiring new clients

BUILD	<p>With five partners, there was no team:</p> <ul style="list-style-type: none"> • There were no relationships between them • No skills or resources coordinated • Continuous redundancy, waste of resources, time, and money • No leadership or strategy 	<p>Ovson Communications talked to each member and developed an understanding of their issues and goals.</p> <p>Ovson Communications helped them:</p> <ul style="list-style-type: none"> • Realize they all had the same desires of reducing stress, formulating long-term goals, defining their roles and sharing responsibilities • Come together to create rewarding partnerships • Define their individual skills and see how they were able to work in conjunction with other partners 	<p>In the following year, they increased profits well over 50% because they:</p> <ul style="list-style-type: none"> • Worked together using their individual strengths to become more profitable, efficient, and effective • Established an executive leadership council that committed to meet regularly • Reduced stress and tension by eliminating redundancy and waste
DEFINE	<p>The CEO demanded total control and did not delegate responsibility or define roles for his executives:</p> <ul style="list-style-type: none"> • Partners were highly accountable yet had no clear responsibility or definition • Partners felt that they had no voice in the direction of the company or with the executives who worked under them • Lack of roles and responsibilities lead to arguments, low productivity, low motivation, confusion, frustration 	<p>Ovson Communications assessed the reasons why there were no clear roles and responsibilities.</p> <p>Ovson Communications helped them:</p> <ul style="list-style-type: none"> • Reduce resistance by the CEO to share responsibilities • Define roles that were best suited to each partner • Develop an organizational plan that described each job and its criteria of success 	<ul style="list-style-type: none"> • Increased productivity, motivation, and decreased stress and frustration • Partners now felt they had a stake in the company and was integrated into the organization
MENTOR	<p>There were no clear job goals or career objectives:</p> <ul style="list-style-type: none"> • No mentoring programs or direction for executives • No thought-out hiring criteria • No career track • High turnover rate 	<p>Ovson Communications assisted in creating a mentorship program with specific objectives and timelines.</p> <p>Ovson Communications helped them:</p> <ul style="list-style-type: none"> • Develop a mentoring plan • Develop a hiring criteria 	<p>Senior executives were able to satisfy the career needs of their employees:</p> <ul style="list-style-type: none"> • Turnover rate dropped by 300% • Executives made significant contributions to the company • Hired the right people for the job • Mentoring program increased confidence and output of junior executives
MANAGE MEETINGS	<p>Without direction or responsibility, meetings were unproductive and easily sidetracked:</p> <ul style="list-style-type: none"> • No one was responsible for planning • Meetings had no agendas, plans, or outcomes • Tasks were assigned but no one was held accountable • Little or no follow up 	<p>Ovson Communications helped them:</p> <ul style="list-style-type: none"> • Create a format for the meetings with specific agendas and desired outcomes • Assisted in meeting facilitation to model good meeting leadership • Develop agendas, solicit agenda items, manage meeting time, move meetings forward, and commit to follow-up 	<p>Senior executives now enjoyed their meetings because:</p> <ul style="list-style-type: none"> • Meetings were shorter and to the point • Action steps were defined • Roles were delegated • Follow up plans were put in place • Good meeting habits filtered down into smaller meetings