

HOUSTON GALVESTON REGIONAL PLAN



People Places Prosperity

AUGUST  
2012

COMMUNITY TRAINING FACILITATOR GUIDE

**NOTES TO BE SHARED WITH PROJECT TEAM**

A large rectangular area consisting of 15 horizontal rows. Each row is divided into two sections: a light beige section on the left and a slightly darker beige section on the right, creating a striped pattern for taking notes.

# FACILITATOR GUIDE

## Community Trainings

August 6-9, 2012

### Welcome!

Thank you for agreeing to participate in these trainings as a table facilitator. Your role is to be a neutral individual who assists and leads meeting participants in table exercises, as well as keeps your table members focused on the tasks at hand.

We hope that you enjoy this experience in working with your fellow citizens. Let's get started!

### Purpose of the Community Trainings

1. To provide community residents and organizations with a solid foundation on effective involvement from which to grow
2. To begin to identify community strengths
3. To generate ideas on potential neighborhood improvement projects

### Being Facilitative

This guide will help you to keep your table members moving through today's agenda. Please encourage everyone at your table to speak up and contribute in table exercises so that no one person dominates the discussions. Recognizing the value of every person's opinions, you will also work to assure that discussions do not become arguments.

### Check Your Supplies

- ✓ Toolkit Packets (8)
- ✓ Pens (8)
- ✓ Audience Response Clickers (8)
- ✓ SWOT Analysis Sheet (1)
- ✓ Sticky Notes (4 colors)
- ✓ Question Cards (8-16)

### Questions?

As questions arise during the presentations, encourage everyone to jot them down on the cards in the center of the table, and make sure those cards get to the presenter at the end of the presentation. If questions arise during a table exercise, please notify the project team so that the exercise can be completed.

## Audience Response Clickers

Throughout the presentations today, there are a number of slides aimed at obtaining immediate responses. Make sure there are enough audience response clickers for everyone at your table, and that everyone is familiar with their use. They should see a green light when they press a number on the device; that shows the clicker's signal is working. If they need to change their answer, that's fine, since the clickers register the last button pressed.

### Exercise #1: Elevator Challenge

#### Creating a Case Statement

<b>What is your communications goal?</b>
<b>Message Point #1</b>
<b>Message Point #2</b>
<b>Message Point #3</b>

#### Your Role

When the presenter stops the slides to discuss the Elevator Speech Challenge, direct your table members to the correct worksheet in their toolkit to complete the questions on their own.

After no more than 3 minutes, have them begin sharing their "elevator speech" with the person sitting next to them.

If time permits, ask everyone to share with the table members any lessons learned in the process.

Encourage anyone who has time to share their "elevator speech" by video after the training as well.

If you have several folks at your table who have video capabilities on their phones, see if anyone wants to try delivering their speech on video for practice.

## Exercise #2: Identifying Community Strengths, Weaknesses, Opportunities and Threats

In every community, there are existing community assets, whether they are physical structures, existing networks, or activities that lend to a sense of place. Having an understanding of these assets as “strengths” of a community is critical to planning next steps for any group or area.

This exercise asks participants at your table to think about existing **STRENGTHS**, **WEAKNESSES**, **OPPORTUNITIES** and **THREATS** within their own communities or any place within the 13-county region. Strengths and weaknesses are **internal** to their community, while opportunities and threats are **external**.

To capture this info, you will need to help participants to make sure they write the information on the appropriate colored sticky note, and post it to the correct spot on the SWOT Analysis Sheet in the center of the table. Colors should correspond as follows:

**STRENGTHS** = green  
**WEAKNESSES** = pink  
**OPPORTUNITIES** = yellow  
**THREATS** = blue

Try to guide the group to consider one quadrant at a time, brainstorming together. One person’s ideas about strengths in their own community may spark others to think of similar types of assets within their own neighborhoods. Examples of each may include:

**Strength:** Active park system, Strong participation in activities, Diverse membership, Low-cost utility system, Historic building, etc

**Weakness:** Lack of items above

**Opportunity:** Available space for walking trails

**Threat:** Coastal erosion, workforce changes in area

### Distribute Supplies

- ✓ Pens
- ✓ SWOT Analysis Sheet
- ✓ Sticky Notes (4 colors)

### Direct Participants to Resources

- ✓ Do-It-Yourself Sheets (DIY)

### Double-Check It

- ✓ Make sure every sticky note is easily read, and has an address, town/city, or county identifier on it!

## Training Wrap-Up

Once the presentations and exercises are concluded, please thank everyone at your table for their participation. Be sure to collect:

- ✓ Table SWOT sheet
- ✓ Audience response clickers
- ✓ Remaining supplies
- ✓ Completed facilitator guide
- ✓ Any comments on the “notes” page at front of this guide

And complete the information at right so that we can reach you with any questions. Thanks for your help today!

### Facilitator Info (Please Print)

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**TRAINING SITE**

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**TRAINING DATE**

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**YOUR NAME**

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**YOUR EMAIL**

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**YOUR PHONE NUMBER**



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