



Desert Blooms: Nourishing Future Abundance Through Investment

# Bringing Programs from Good to Great

Event design & facilitation as a way towards creating inclusive, interactive, and transformative programming



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Margaret A. Cargill  
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## Who I am!

Izzy Haywood, Program  
Manager for Events &  
Facilitation at Spruce Root



## What we are going to cover:

1. Designing for  
engagement and  
purpose
2. Tips for effective  
facilitation







**Vision:** We amplify our Haida, Tlingit, and Tsimshian ancestral imperative to ensure Southeast Alaska thrives for future generations

**Mission:** We are a driver of a regenerative economy across Southeast Alaska so communities can forge futures grounded in this uniquely Indigenous place.

**Values:**

Balance | Reciprocity

Native knowledge | Indigenous stewardship

Progress over perfection | Learning at the speed of trust

Equity | Abundance



# Current Services to Southeast Alaska

## Development Services

- Path to Prosperity
  - Business Competition
  - Business Basics
  - Financial Literacy Training
  - Business Coaching
- Community Planning & Facilitation
- Sustainable Southeast Partnership
- Workforce Development

## Financing Activities

- Business Loans up to \$250,000
- Micro Loans up to \$50,000
- Loan Guarantees & Partnerships
- Credit Builder Loans \$500 through TFCU Partnership



**Check in activity: What was the  
last great event you attended?  
What made it great?**

**1-2-4-all**



# The Arc of an Event/Program

The intentional design that leads participants on a journey from start to finish, where they start feeling one way, and leave feeling a different way

Involves using activities deliberately in order to incrementally increase the depth of connection between participants, so that they build trust and engagement, which allows for deeper learning

# Part 1: Designing for Engagement & Purpose

1. Promise (why people come to the event/meeting)
2. Primary Shift (how you want people to feel before and after the event, this should be rooted in emotion)
3. Place (time, location)
4. People (number of people, who the people are)
5. Goals/ Intended Outcomes



# Basic Event Structure

- 1. Welcome** - Thank people for their time, share the purpose of the meeting, desired outcomes, and roles
- 2. Check In** - Ask people a question that is relevant and creates a moment of connection, can be quick!
- 3. Activity/Main Conversation** - Get into the core of the work
  - <https://www.liberatingstructures.com/>
  - <https://playonpurpose.com/explore/>
  - <https://app.sessionlab.com/templates>
- 4. Wrap Up** - Create space for final reflections, remaining questions
- 5. Next Steps** - Decide on clear next steps, assign someone to each one



# Example - Path to Prosperity Business Intensive





**Promise (why people come to the event):** To gain the skills and the tools needed to start or run a successful, sustainable, culturally-relevant business, while competing for \$25,000 awards

**Primary Shift (how you want people to feel before and after the event, this should be rooted in emotion):** From overwhelmed, professionally isolated, and competitive to feeling connected, cared for, and that they have what they need to succeed.

**Place:** Juneau, AK, September 7-9, 2023

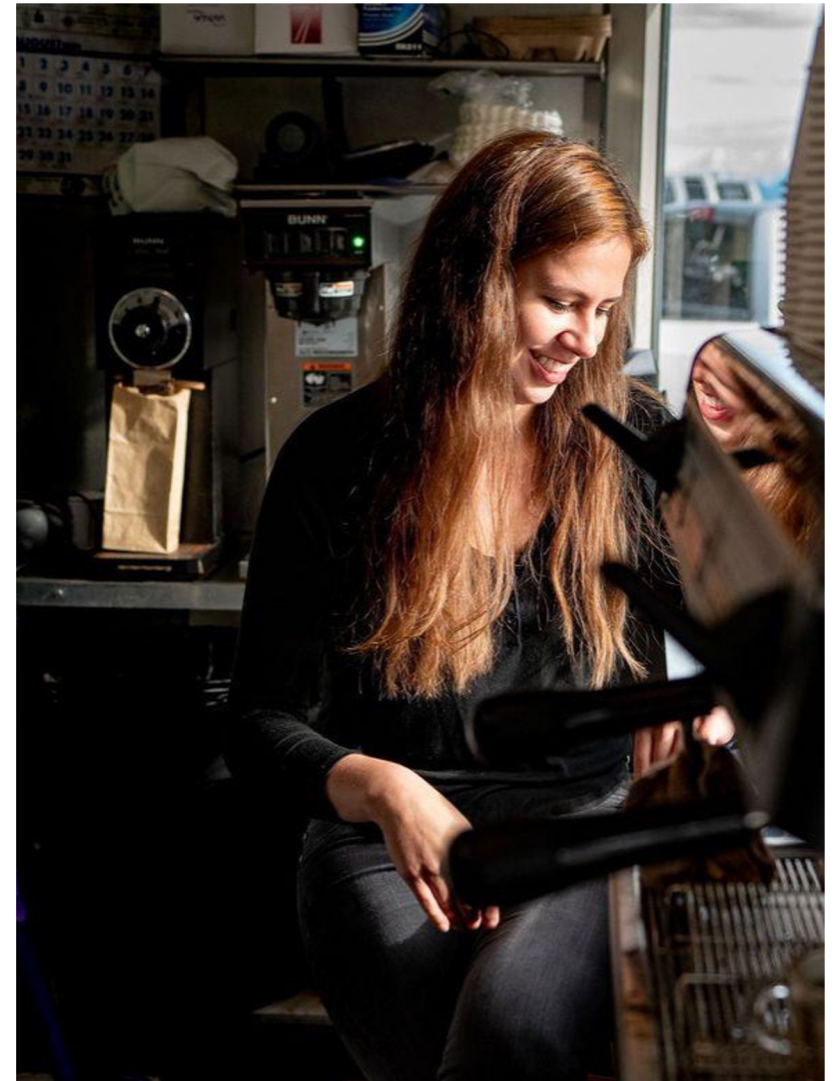
**People:** 12 early and mid-stage entrepreneurs from across Southeast Alaska

### **Goals:**

- Entrepreneurs know how to **test and validate a business model** and have access to the resources (knowledge, mentors, and capital) necessary to start a business.
- Entrepreneurs are **connected to a network** of other entrepreneurs, advisors, and organizations that can support them in starting and growing a business.
- Entrepreneurs **know why regenerative businesses are important** to Alaskan communities, are aware of options to make their businesses regenerative, and know how to measure and institute metrics in their business to measure how regenerative they are.

# Select Activities Used

- **Day 1:** Share an item that represents your community
- **Day 2:** “If you really knew me you would know”
- **Day 3:** Asks & Offers





**Now you know the  
components of a great  
meeting, let's talk about how  
to facilitate one!**



**But, what is facilitation?**

# Four States of Being - Which is best for facilitation?

<b>BY ME</b>	<b>THROUGH ME</b>
<b>TO ME</b>	<b>AS ME</b>



# Part 2: Tips for Effective Facilitation

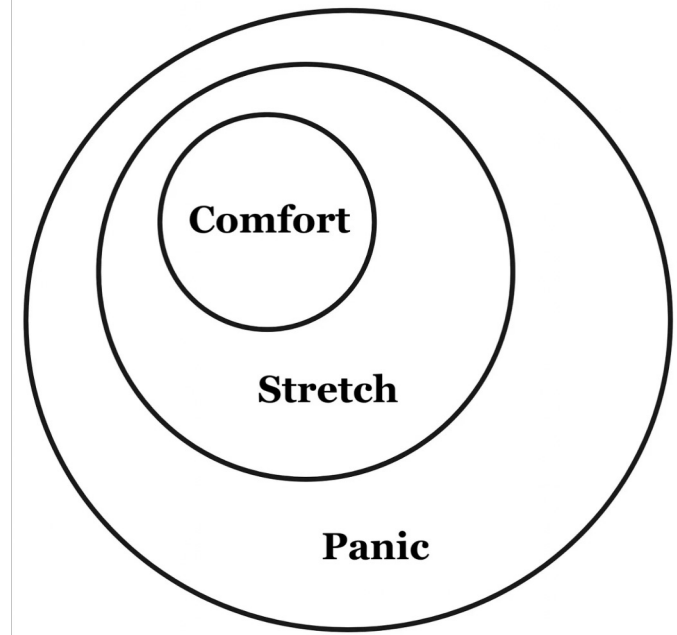
- 1. Balance structure and spontaneity** - Have a well thought out plan, but be responsive to your group
- 2. Connect early and often** - Check in questions, interactive activities, polling the group
- 3. Make sure every voice is heard** - Gently redirect people who may be derailing conversations, use activities that get people to engage in different ways (solo reflections, small group work etc.)
- 4. Be clear on intention from the beginning** - Everyone should know their role and the purpose of the meeting
- 5. Make the implicit, explicit** - “What I am seeing is”, “It sounds like...is that right”, as a facilitator you are helping the group clarify ideas and create the narrative of the event





# Facilitation Flops & Fixes

- Facilitator is not in the right mindset/headspace to lead a group – Fix: Ensure you are grounded before running a meeting using tools that work for you ex. breathing, visualizing positive outcome, putting things in perspective
- Facilitator uses activities that are irrelevant or push the group too far too fast (the ol' panic zone!) – Fix: Ensure activities have purpose, increase vulnerability incrementally
- Facilitator allows participants to derail meeting – Fix: Kindly redirect people
- Lack of trust/psychological safety – Fix: check in with people 1:1, don't be afraid to name an uncomfortable feeling if it is holding the group from moving forward



# There is so much more!

- Play around & find your style!
- No event or meeting ever goes perfectly – use this as a way to lean into creativity & experimentation, collecting lessons as you go
- You can only take participants to the level of depth that you are comfortable with yourself
- Facilitation is a key component of systems change work, core reason for the effectiveness of the Sustainable Southeast Partnership & Spruce Root workshops

**Questions? Reach out to me at [Isabella@spruceroor.org](mailto:Isabella@spruceroor.org)**





Thank you!





# Special Thanks to Our Sponsors

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9th Annual Native CDFI



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