**Trainers Certification Program – Facilitators**

**Build Up-PR**

This term refers to a preliminary message that attracts people to listen. The Buildup (PR) refers to the question: How to deliver a message?

When we use Buildup we "market" content that we want to deliver that we want to engage our audience while we are preventing resistance.

PR has two objectives:

\* To create the curiosity in people, "open their door" for listening.

\* To reduce their resistance.

When we are doing a quality PR we are preventing 99% of resistance.

**PR is said with enthusiasm using the lift energy.**

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**Cutting the Interaction -CUTTERS**

We use cutters to stop an unwanted interaction, from the perspective of the facilitator, and interaction that is not relevant to the process nor serving the room. The cutters help the facilitator to prevent different types of participants (like the clown\ resisted\ takers\ self-focused\ talking too much and more).

It's a simple way to end or stop the conversations.

There are three levels of cutters:

1. Light\ friendly cutters. These are cutters, that no one, including the one who received the cutter, noticed that they get it. Always start with this level:

a. " Right", "excellent", " you're right"

b. "You are right, but ...", You're ahead of us ","Wonderful, but not yet "- It makes the participant feel good.

c. Body gestures of: "No", "In a minute," Let's do it together ".

d. "Thank you for sharing", "It's a nice idea"

e. "What is the question?", "What do you ask"?

f. Return to the question we started with such as: "why are you here"?

2. 'Medium' cutter. There is a good chance that everyone will notice the cutter, but it's still must be done in a gentle way:

a. "Let's move on \ Let's continue"...

b. A slight disregard

c. Thank you!!

Pay attention

In these Cutters we used to keep moving forward

These cutters are non-personal.

Use this method with sensitivity and respect.

3. Killer:

Please notice to whom, with whom and when you are using it.

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**INTERACTION- INTERVENTION & CUTTERS**

**WHEN TO USE?**

**Interaction**- communication, introversion, a conversation between two people or more (not necessarily in words). It is a communicative tool for delivering messages.

This tool includes two parts:

Interaction (tool):

• Content

• Communication

Content= The subject/ product/message. The '**What**' and the ‘Why’

Communication = The '**How**', how to deliver the subject/ product to the person in front of you.

During a lecture, there is no interaction. This is a monologue while the other side is passive, just listening.

During training/ coaching/ Therapy most of the materials are delivered in an interactive way, **stimulus** 🡪 **response**.

The **how** always comes before the **what**

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Facilitator 

message/ statement / question

Participant responded/ reacted 

(question, acceptance, sharing, opposition, resistance)

I didn't 

understand the

response

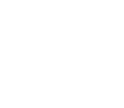
I understood the response 

**CUTTER**

Ask 

Be curious, ask to

understand better

If not relevant at that 

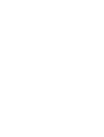
moment, distracts us

from the point, personal issue that not relevant

to the whole group or

you have nothing to say about it

**CUTTER**

If relevant and 

serves the group, you may respond (with content/ with a question/ return the question to the group and let them answer)

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The interaction schema "protect us" and protect a proper communication to deliver the message.

There is nothing wrong in making a mistake as long as the mistake stays within the interaction schema.

An example for leaving the schema is when we do not know the answer, but I think / feel that I **must give an answer**, in that case we are disturbing the schema and turning into a self righteousness, it is not about us!

When someone doesn't have really an answer, chooses to show "I have an answer," he loses his modesty, becomes arrogant, it feels like he is patronizing and therefore he leads the interaction to detachment.

Another common mistake we can do is to answer the question before it's the right time to answer. When it's time for someone else to talk always be in a state of listening. Listening is also reflected in the physical aspect – leaning back (for example). This act expresses the space given to someone else. When we do not behave this way, and leaning forward while the other speaks / replaying (which is the automatic response usually) we express with our body language an attack or a defense. Pay attention to your body language it is part of the interaction. Presence!

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**Content Context- connecting the dots**

This tool helps us to run interactions, deliver content or a message in a clear and a simple way. What do we have in a content that we want to deliver?

1. **The big picture**- **Why** do we have an interest in this message. Why is it important? 2. **Content**- **What** do we have or want to say?

3. **Communication**- **How** are we going to deliver this message

**Every content must have a wider context**. This is the '**Why**' I want to deliver this message and more than that, what will our audience gain from that content?

Content Context refers to the connection between the "**Why**", "**What**" and "**How**". If we want that people will listen to our idea, and more than that, will understand it, we need to think about the 3 levels of the message.

**How do you do it?**

1. **Bottom line**- That represent the big picture.

The "**Why**" you want to know this content in its context.

2. **Explanation-** Details of the content itself, the "**What**".

3. **Example**- that will give the idea of the content. The "**How**".

("**How**" is also used in the communications tools).

I will give you an example from 'Zooming-in' when we are explaining about "our points of view/you" concept.

1. Every person, subject, object, thought, sound, color etc. has infinite points of view. (The Why)

2. And I will explain. Here we give the speech about 170 degrees, what do I see, what I don't see, the dance and who I can't see?

We ask our audience: "How does my point of view is forming?" They will answer: my dreams/ wishes/ my mom and dad etc. (The What).

3. Let me give you an example: How was the pause for you? For who it was too long? For who it was too short? To whom? After they replay, I go back to the beginning and say, each one of you has experienced the Pause in a different way.

One more example we can give here to illustrate No. 1-2 is 'The blue balloon' story. (The How)

This is how we should build every message we want to deliver.

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**Stimulus** 🡪 **Response**

At the core of this tool there is the profound understanding that everything which might said by the other side (not the facilitator)- is prior.

When the statement is said by the participant and not by us, it has more meaning, is more significant, and the other participants will remember it better.

The way to do it is to as ask as many questions as possible. To get our participants involve in the process, to be in the Arena, to take an active part in the process. Our mission as facilitators is to support the participants to express and trust themselves. This is a tool we must constantly creating awareness in the group. It keeps the energy of the process high.

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