



**If your training facilitator looks like this, be afraid.  
Be very afraid.**



# Better facilitators for better programs and better value

Some companies that offer training and development services want you to believe that the magic is in the activity. That it really doesn't matter who's leading the program because facilitators are there simply to make sure everyone has fun and no one gets hurt. Cutting back on the qualifications of facilitators is how these companies can deliver cheap training. It is also, by the way, how an early American wagon train became the infamous Donner Party.

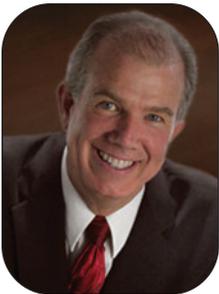
When it comes to training and organizational development programs, a well-qualified experienced facilitator is everything. Any program without a well-qualified and experienced leader is no program at all. It's just an event. A field trip. That's why OWLS uses only the best.

OWLS has an extensive network of professional facilitators worldwide. This network is more extensive than most companies offer and for a very good reason. While many of our facilitators hold MBA and PhD degrees and have years of experience under their belts, that doesn't mean each one is right for every situation. Because every OWLS program is a custom program, we must have facilitators with broad and varied experience, capabilities and expertise. The expert facilitators that lead our programs in customer service, for example, are not the same as those heading up our programs in leadership development or managing change.

Effective facilitators must do more than explain event procedures and then sit back and watch the fun. Our facilitators are skilled at identifying key moments in the events and directing attention to learning opportunities. They guide participants toward those "ah-ha" moments when personal and group discoveries are made, learning happens and lives change. They are adept at handling those critical moments when self-discovery may either be fully engaged and integrated or lost.

When you consider that every program delivered by OWLS is a custom program, designed specifically for your needs and that every one of our facilitators is hand-picked for his or her ability to deliver maximum results from your program, we're convinced you'll discover what our other long-term clients know. That OWLS is the one company uniquely qualified to deliver the organizational-wide leadership solutions you need to help your company and your people grow.

# OWLS has more than 50 professional facilitators worldwide. Here are training, leadership and development insights from a few.



## Steve

Steve has taught at the Chicago School of Finance and the Institute of Self Actualization. He has more than 20 years experience at the management and vice president level and is widely respected as an outstanding speaker, facilitator and coach.

*“Research has shown that 75 percent of the people in our daily lives do not communicate the same way we do, which is why communication remains such a huge issue. Inefficient communication creates more work, stress and frustration for everyone and imposes a substantial negative financial impact on the bottom line. Clear communication therefore saves time, money and reduces stress.”*



## Rusty

Rusty has more than 23 years of consulting on organizational development, leadership and management training. He is a graduate of the Executive Program, University of Virginia, Darden Graduate School of Business.

*“Creating a vision forces us to take a stand on our preferred future. Effective leaders provide a vision that channels our deepest values into the workplace and becomes a word-picture of how we want these values to be lived out. We give leadership when we help create a vision that positions our organization in relation to our customers and to our colleagues.”*



## Donna

Donna has a Masters in Communication from the University of Calgary. She has more than 10 years working in training, facilitation, instruction and accelerated learning.

*“The majority of trainers working in companies today do not have formal training in instruction, facilitation, and course design. They are subject matter experts promoted to a position as a ‘training specialist.’ More often than not, learners are left confused, overwhelmed, and disenchanted. This type of training can be severely ineffective and a waste of training dollars.”*



## Amanda

Amanda has a MEd from the University of Kentucky and is an International Coach Federation member. She has more than 10 years working in outdoor experiential education and coaching.

*“In a culture that meets our every need, from heated car seats to fogless shower mirrors, we are comfortable. Pushing past comfort and into the stretch zone requires characteristics that make us proud: discipline, courage, and self-confidence. Stretching ourselves means asking more of ourselves. Asking more of ourselves inevitably leads to growth.”*



### Betsy

Betsy has more than 25 years in experiential training, leadership and organizational development. She is the former program director for Colorado Outward Bound School and holds a masters degree in social work.

*"We work with each company to determine their goals for training. Often, this includes enhancing communication skills. On many of our programs, we provide the opportunity for the participant to assume a leadership role. This gives the entire team the opportunity to practice direct communication skills and strategize how to bring this important skill into more effective use back on the job."*



### Robin

Robin has a BA from Davidson College and completed graduate work in Organizational Communication at Queens University. She has more than 25 years in leadership development and 15 years in retail organizational development. She has more than 10 years experience in designing and facilitating outdoor learning programs for corporate clients and is a certified Big Five Behavioral Analyst.

*"We are our personalities. Creating a higher level of self awareness about the how's and why's of our behavior augments our emotional intelligence, our ability to be a part of a team, and our leadership."*

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## Location, location, location

Having the right facilitator to deliver your custom OWLS program is an important part of getting the most value from your training. Important too, is where your programs take place. For some companies, the boardroom is convenient and effective. Others require a more exotic location or, to have programs delivered as part of company retreat or meeting. Whatever location works best for you is just fine with us. You see, our programs deliver in more ways than one. We're willing and experienced at delivering programs all over the world, indoors or out. Some of the many corporate conference and retreat facilities we have worked with are listed on our website, **[www.owlsinc.com](http://www.owlsinc.com)**. Check the site often because we're constantly updating our growing list of partners. And remember, we go everywhere.

