

Strategic Facilitation

The Process to Identify and Create Actionable Strategies



Equil Consulting

Power of a Strategic Facilitation

Facilitated meetings provide benefits such as:

- An unbiased and objective perspective
- Ensure all group members feel they can participate
- Increased meeting efficiency and outcome effectiveness
- Monitoring and addressing group dynamics
- Attending to potential power differentials
- A comprehensive summary detailing issues addressed, resolutions, and action items with identified owners



Strategic Facilitation (SF): Agenda Building

The process begins a unique agenda-building process that gathers perspectives from as many organizational members as possible:

The consultant administers the agenda-building tool

The consultant analyzes responses to develop a co-created agenda from “multiple voices”

SF: Meeting Location, Structure & Pricing

Meeting location:

- It is strongly recommended that the SF be held off-site from client operations and in a neutral location

The Duration of the SF:

- The consultant will recommend either a single-day or multi-day meeting

SF Pricing:

- Meetings are generally billed at a flat full-day (i.e. 6.5 hours) or half-day (i.e. 3.25 hours) rate

Summary Documentation

Work

- The consultant will work to ensure that the group is focused on resolving the agenda items

Document

- Throughout the SF, the consultant will document the issues that were detailed on the agenda, and any ancillary topics that are surfaced

Review

- The consultant reviews the topics discussed during the day; capturing all issues, resolutions and those responsible for outstanding action items

SF Summary Example

Action Item Description	Assigned To	Date Due	Status	Comments
XXX Vision	XXX and BOD	4/22/22	Complete	- During the meeting XXX and BOD confirmed that there is alignment between XXX's and XXX's overall Vision of the organization
Title Change from President → President/CEO or CEO	XXX	4/29/22	In-process	- BOD has approved a title change. XXX will determine if he accepts - Title change will be documented in Employment Contract and HR Job Description
President/CEO Compensation Package to Be revised	- XXX and BOD - All agreements reviewed by XXX	4/29/22	In-Process	The BOD will revise CEO compensation package to address the following (but not limited to): - Base + variable pay - Unlimited PTO - Control by President/CEO of annual capital budget (e.g. 15% of total revenue) without BOD approval - Annual award of XXX shares - Contract review every two years - Based on initial discussion, XXX stated that the initial proposed total compensation packaged offered by the BOD was within reason.
XXX Exit Strategy	XXX	Annually or biennial	In-Process	- XXX stated that she is interested in selling XXX. She proposed a five-year timeline and would like to revisit this annually or biennially - <u>At this time XXX is not interested in purchasing XXX</u>
BOD members, roles, and responsibilities	- BOD - Review by XXX	4/29/22	In-process	- XXX stated that she will not be making any changes to the composition of the BOD members - All roles and responsibilities of BOD members should adhere to current C-Corp structure.

SF Team

- SF is a great strategy tool that can be used by any organization; however, closely held or family-owned organizations have unique financial considerations for both the organization and owner(s).
- As much as we try to avoid it, strategic planning can be emotional. By engaging professionals, including an attorney, CPA, and financial planner, you can remove some of the emotional stressors that come with this decision.
- A well-designed plan can ensure that a strategic plan addresses both short and long-term financial and estate planning objectives.