Effective Roundtable Facilitation Techniques
Total Roundtable Time: 90 minutes

1. Introduce Roundtable Discussion (Time: 10-15 minutes)
   A. Define the roundtable for the participants:
      The roundtable discussion is an opportunity for the participants to get together in an informal setting to examine CRM issues as they relate to their specific industry and/or business process. There is no formal agenda: The participants will determine the discussion points.
   B. Define your role as facilitator:
      - Set expectations
      - Move the group toward consensus on agenda items to be discussed
      - Engage all group members in discussion
      - Guide discussion: Challenge thinking, share ideas, restate ideas
      - Create lists
      - Summarize and conclude discussion
   C. Explain to participants’ their role and responsibilities:
      - Participants raise agenda items they wish discussed and work with facilitator to agree to the top 3-5 issues
      - Participate effectively

   You could review the following excerpts of "Suggestions for Effective (Seminar) Participation", from "Games Trainers Play" John Newstrom and Edward Scannel, McGraw Hill Copyright @1980:
   
   DO:
   - Ask a question when you have one
   - Feel free to share an illustration
   - Request an example if a point is not clear
   - Search for ways in which you can apply a general principle or idea to your work
   - Think of ways you can pass on ideas to your subordinates
   - Be skeptical – don’t buy everything you hear

   DON’T:
   - Close your mind by saying, "This is all fine in theory, but..."
   - Assume that all topics covered will be equally relevant to your needs

2. Facilitate the Roundtable Discussion (Time: 60 minutes)
   A. Lead the participants in agreeing to the discussion points for agenda:
      - Poll the audience to create a list of potential discussion topics and prioritize
      - Utilize flipchart for tracking
   B. Present those issues and questions to be addressed, and detail the expected session outcomes
   C. Get participants interacting quickly, and ensure that each participant has an equal opportunity to be heard. Be prepared to avoid repetition, handle filibusters, etc.
   D. Track critical points as they emerge (utilize flipchart)
   E. Make it fun to participate! One technique to consider: "Does a Straight Beat a Flush?" from "Even More Games Trainers Play" by John Newstrom and Edward Scannel, McGraw Hill Copyright @1994

   Objective: To break the ice quickly and stimulate a higher level of member participation in whole-group discussions.
   
   Procedure: Inform the group that they will have the opportunity to play one hand of poker at the end of the roundtable. The person with the best overall poker hand will win a "mystery" prize (this can be anything you choose, ranging from a product sample to an apple pie- use your imagination). One card will be given to each person every time they make a meaningful contribution to the discussion. Liberally reward participants with randomly-drawn cards as they engage in discussion. At roundtable conclusion, clarify the winning order of poker hands, identify the best five-card hand in the group, and award the prize.

3) Conclude Roundtable Discussion (10-15 minutes)
   A. Summarize agenda items and critical points
   B. Ask participants to share key insights they gained
   C. Ask participants to share key items they will action upon return to office
   D. Add any concluding remarks.
   E. Identify best poker hand and award prize
   F. Direct participants to return to the main meeting room for general session conclusion