

Bob Empson

Founder and Principal Consultant of White Maple Consulting, Bob Empson has worked with over 150 international and UK-based organisations across the commercial, public and not-for-profit sectors. He advises on strategy, marketing and organisation/management development.

A consultant for over 20 years, following international experience with BP, his career has included being a Board member of the consulting arm of a major professional services firm and leading the consulting practice of another firm for 10 years.

Bob is a Fellow and former President of the Institute of Management Consultancy. He is also a Fellow of the Chartered Institute of Marketing and a Chartered Marketer. Educated at the universities of Bristol and Warwick (MBA), he is a tutor on the MBA programme at Warwick Business School.



White Maple Consulting

White Maple is a strategy consulting firm. Our aim is to help clients achieve lasting performance improvement by gaining alignment between their strategy, the market and their brand, and the organisation itself in terms of culture, people, processes and resources. We advise on strategy, marketing and organisation development. Facilitation is integral to larger assignments; it is also provided as a discrete service.



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Facilitator

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The Service

A facilitator impartially guides groups and organisations through the processes of developing a shared view of issues, thinking creatively, evaluating options, making choices and decisions, and committing to action. The role can range from designing and facilitating a single event (e.g. a meeting, workshop or conference) to providing guidance through an extended process.

Facilitators can help with:

- Devising strategies
- Building teams
- Planning projects
- Solving problems
- Resolving differences
- Improving performance and quality
- Developing effective working relationships
- Agreeing priorities and action
- Negotiating mergers
- Forming partnerships and alliances

Process

Facilitation typically has four steps. Logistical and some other activities (e.g. preparation and distribution of meeting notes) are often fulfilled by clients, although we are very happy to provide a one-stop service. We can also train in-house facilitators.

1. Understand situation

- Meet to understand your requirements
- Learn about background and context
- Agree the design process and budgets

2. Design process

- Consult participants and others, as appropriate
- Draft and agree meeting objectives and process
- Arrange venue, facilities and logistics
- Plan information required and inputs/presentations
- Brief participants and any presenters

3. Facilitate event(s)

- Set-up the venue and check facilities
- Facilitate your meeting to achieve your agreed outputs
- Confirm actions arising
- Plan post-meeting communication
- Meeting evaluation

4. Follow-up

- Preparation and distribution of meeting notes
- Communication with other stakeholders
- Advice and support on issues and actions arising

Benefits

- Focussed discussions
- New ideas and perspectives
- Sensitive issues surfaced
- Impartial challenge
- Tools and techniques for analysis
- Clarity about issues and options
- Creation of consensus
- Efficient meetings
- Faster decision-making
- Commitment to action
- Inspiration
- Motivation

Experience

Bob Empson, Principal Consultant, is a seasoned facilitator with over 20 years experience; he has worked with clients on five continents with groups ranging in size from 2 to over 200 participants. White Maple can also provide similarly experienced facilitators for major programmes or where your situation calls for additional subject or sector specialists.

Clients are from diverse sectors including:

- Global and public corporations
- Governments and public sector organisations
- Institutions and trade associations
- NGOs, charities and other not-for-profit organisations
- Private businesses
- Professional service firms (e.g. lawyers, surveyors and consultants)

Client Feedback*

Strategy development:

"Thank you for the most professional manner in which you facilitated the meeting. It really helped the flow of discussion and proved extremely effective."

Leadership conference:

"The success of the conference was in no small part thanks to your wise counsel in the planning stages and in the excellent facilitation."

Partnership meeting:

"Thank you most sincerely for the very valuable day...the presence of a disinterested guide gave our discussions a focus which they so often lack."

Team development:

"Many thanks indeed for running an excellent Senior Management Team workshop."

Communications workshop:

"Seeing you and Bob Empson in the canteen reminds me to comment on his really excellent stewardship of the meeting. It was a real pleasure to watch a professional at work! Best meeting I've been to for ages. I feel we achieved something."

Strategic alliance:

"We were all really impressed... it made us realise how important it is to have such a meeting chaired by someone with no axe to grind."

* From unsolicited letters and emails.