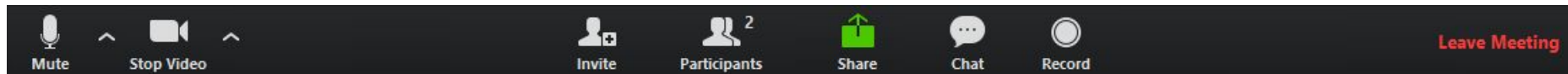
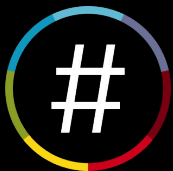


# Fundamentals of virtual facilitation

# Welcome! Before we start ...using Zoom

- Make sure you're muted!
- Drop your name in the chat and let us know where you're joining from
- If you have questions, share them in the chat section as we go, and we'll circle back to them at the end during Q&A





FUNDAMENTALS OF VIRTUAL FACILITATION

## Meet your hosts



**Erika Avellaneda Celis**

ACCOUNT MANAGER AUS/NZ



**Sorcha Rochford**

SENIOR DIRECTOR OF STRATEGIC  
PARTNERSHIPS



## Theory of change



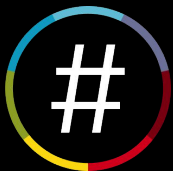
Solving today's biggest challenges isn't about one leader — it's about millions. NationBuilder exists to make it possible for anyone to easily mobilize their community and lead them to action.





## Our experience

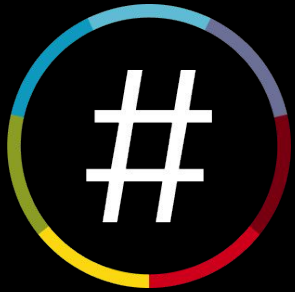
- **60+ years** of movement-building experience on the leadership team alone
- Visionary engineers, attracted to mission-driven impact
- Lifelong practitioners of movement-building in politics, advocacy, NGOs, nonprofit organizations
- Academics and strategists studying the principles of leadership, organizing, and community building
- And ten years of serving political campaigns, political parties, nonprofits, advocacy orgs, and corporations through our software



FUNDAMENTALS OF VIRTUAL FACILITATION

## What we will cover

- Leadership and organising
- What is facilitation
- Grounding in story
- When you actually listen
- Virtual spaces
- Questions



FUNDAMENTALS OF VIRTUAL FACILITATION

# **Leadership and organising**



NATIONBUILDER: A CULTURE OF LEARNING

## Leadership and Organising Models

**Proxy Organizing:** Dealing with group leaders and building coalitions.

Ex. Congress, “grass-tops” organising, Advocacy orgs often come from this mindset

**Geographic Organizing:** Focusing on localized communities who care about an issue because it is physically near them.

Ex. Local elections, local non profits



NATIONBUILDER: A CULTURE OF LEARNING

## Leadership and Organising Models

**Ideological Organizing:** Working toward something with like-minded people.

Ex. Faith-based organizations, political parties

**Snowflake Organizing:** Activate local leaders to connect with their own networks and recruit others to do the same. Often very events-focused.

Ex. The “Obama ‘08 method”

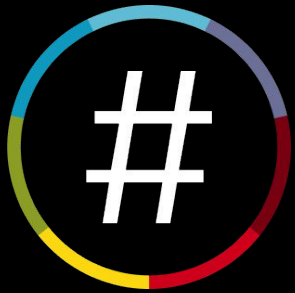


NATIONBUILDER: A CULTURE OF LEARNING

## Purpose-relationship organising

### **Principles of leadership with NationBuilder:**

- Relationship building
- Ownership
- Accessibility
- Service
- Transparency



FUNDAMENTALS OF VIRTUAL FACILITATION

# **What is facilitation?**



WHAT IS FACILITATION

## The act of facilitation

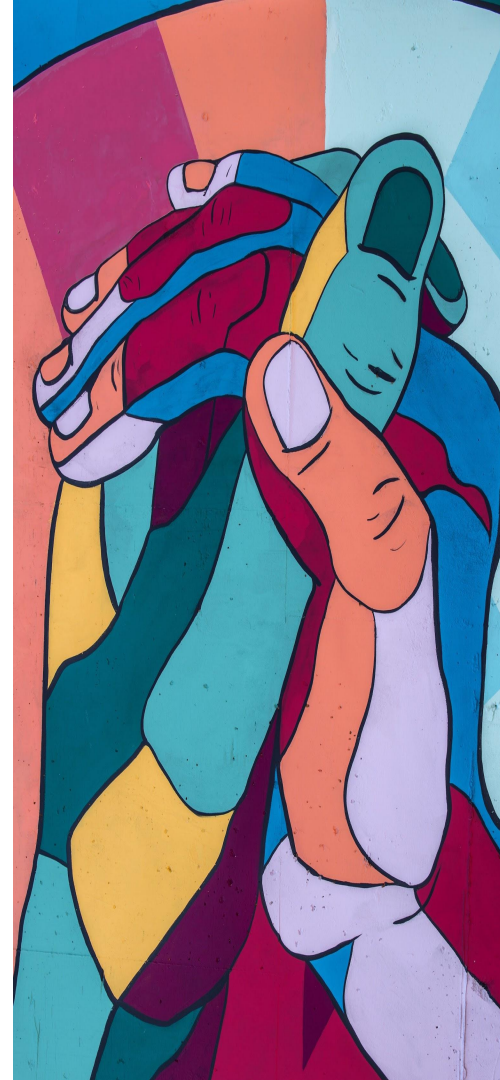
- Help people work better together
- Understand common objectives
- Guide the conversation
- Listen to the group
- Help the group come to a decision



WHAT IS FACILITATION

## Facilitate an event

- Set rules for participation
- Facilitation roles
- Introductions and icebreakers
- Reading the room
- Guide the group
- Leave time for Q&A/Debrief





WHAT IS FACILITATION

## Allow for community

- Check-ins, story circles, community circles.
- Allow people to connect as humans
- Personal sharing

make  
people  
feel  
loved  
today



WHAT IS FACILITATION

## What are the biggest challenges facing leaders?

### 1. BUILD COMMUNITY

- a. Leadership is lonely.
- b. Isolation is the top challenge named by leaders.
- c. Leadership experiences can be hard. You aren't alone.
- d. Leaders need support and to be in community with each other.

### 2. EQUIP LEADERS

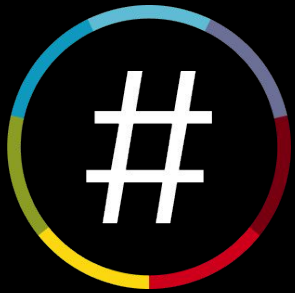
- a. New skills are required for leaders in this era.
- b. Leaders can learn from other leaders.
- c. Equipping more, diverse leaders is essential.
- d. Solving for overcoming what holds us back is #1.



WHAT IS FACILITATION

## What do we know about successful leaders?

- PUT PEOPLE AT THE CENTER
- FACILITATIVE
- LISTENERS
- DISTRIBUTE LEADERSHIP
- BUILD AND RETAIN TEAMS
- BUILD COMMUNITY
- OBSERVANT AND ADAPTABLE
- TELL THEIR STORY



FUNDAMENTALS OF VIRTUAL FACILITATION

# Grounding in story

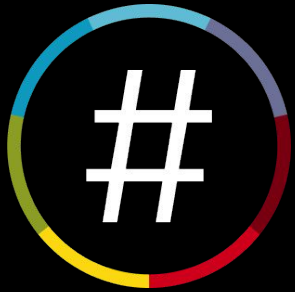


GROUNDING IN STORY

## Public Narrative

- SELF
- US
- NOW





FUNDAMENTALS OF VIRTUAL FACILITATION

**When you actually listen**



WHEN YOU ACTUALLY LISTEN

## Listening is not

- Being distracted
- Good-tripping
- Denying someone's reality
- Judging/analyzing
- Problem solving
- Waiting to speak/interrupting
- Making it about you
- Got-it phenomenon



WHEN YOU ACTUALLY LISTEN

## Leading by listening

- You can both improve the quality of the speaker and the experience of the audience by making sure your non-verbals communicate that you are truly listening.
- Nonverbal listening cues:
  - Posture (i.e. sit up, lean in)
  - Face the speaker
  - Eye contact
  - Put devices away



WHEN YOU ACTUALLY LISTEN

## Active listening

- **Reflective listening:** Allows us to slow down the conversation, be intentional and shows humility because it's okay if we don't always get it perfect.
- **Prompt:** It sounds like/seems like...



WHEN YOU ACTUALLY LISTEN

## Active listening

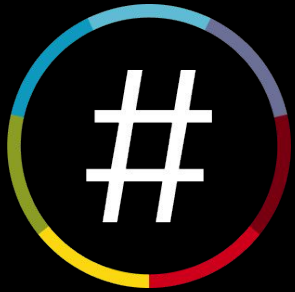
- **Validative listening:** Synthesis of what you just heard. Validating their experience.
- **Prompt:** “It can be really \_\_\_\_\_ when \_\_\_\_\_.”



WHEN YOU ACTUALLY LISTEN

## Listening challenge

- Would you be able to have a conversation without asking a question that changes the subject?
- When you listen, you don't have to offer anything beyond being there.



FUNDAMENTALS OF VIRTUAL FACILITATION

# Virtual Spaces



VIRTUAL SPACES

**Facilitate your community with virtual events**



## Educational

Share knowledge



## Fundraisers

Raise money online



## Conferences

Host debates  
& large events



## Community

Connect on a  
personal level



VIRTUAL SPACES

## Get the tech sorted

- Video conferencing software
- Internet connection
- Power
- Audio





VIRTUAL SPACES

## Create a good experience

- Everyone should be on camera
  - (if possible)
- Mute
- Record
- Content



# Questions





## Next steps

- Access your sandbox nation
- Extended free trial for Connecting Up members
- Attend a NationBuilder Live sessions with Erika

