



FEAST FOR MERCHANTS

Mastering Facilitation & Case Study Delivery

TRAIN-THE-TRAINER



Community Agreement



Agenda

Start	End	Topic
10:10 am	10:30 am	Review: Facilitator Skills, Environment, Answering Questions
10:40 am	10:55 am	The Power of Case Studies
10:50 am	11:05 pm	Break
11:05 am	11:55 am	Demonstration and Case Study in Action
11:55 am	12:40 pm	Lunch
12:40 pm	1:20 pm	Demonstration and Case Study in Action
1:20 pm	1:40 pm	Practical Application, Rebounding, and Challenges
1:40 pm	2:00 pm	Summary and Closing

Facilitator vs. Expert

Guides learning

Delivers content and knowledge

Encourages critical thinking

Focuses on knowledge transfer

Asks open-ended questions

Talks more than listens

Creating a Safe and Engaging Learning Environment



Psychological Safety

- Set expectations early
- Model open-mindedness
- Normalize mistakes



Inclusivity

- Acknowledge all contributions
- Use inclusive language
- Watch your body language



Navigate Challenges

- Acknowledge emotions
- Redirect focus
- Be honest if you don't know the answer

Answering Questions: Keep it Clear and Focused

 Stay High-Level

Ask Guiding Questions 

 Redirect when Needed

Limit Technical Jargon 

The Power of Case Studies



Real World Relevance



**Encourages Active
Participation**



**Generates Diverse
Perspectives**

The Four-Step Framework for Case Study Facilitation



Set the Scene

Facilitate Exploration

Guide to Insights

Connect to Application



BREAK



Demonstration and Case Study in Action





LUNCH



Demonstration and Case Study in Action



Practical Application and Rebounding



Handling Common Challenges

➤ **Disengaged Participants**

Ask engaging, real-world questions

➤ **One Person Domination**

Redirect conversations and activities

➤ **Case Study Difficulty**

Ask guiding questions

Summary and Q&A



Thank You!

