



TIP OF THE WEEK

April 22, 2008

Here's another tip about facilitation. Many managers facilitate meetings everyday. If it is a staff meeting, a scheduling meeting or something to do with day-to-day business that is just what should happen. But when the process is part of the content, like strategic meetings, then I always recommend using an outsider to facilitate. It is very difficult to manage both the process and contribute to key content at the same time. At The Markens Group, a hired facilitator runs our quarterly advisory meetings. Doug is a very good facilitator – almost as good as yours truly – and I trust him to guide our advisors as we navigate our company to safe harbor.

Just like that old adage which says that the lawyer who represents himself has a fool for a client, the same goes with facilitation.

Good luck. Work **ON** your business. Stay in touch.

51 HOLLAND
AVENUE
WESTFIELD
MASS
01085-3730

The Markens Group

Ben Markens

[413] 562.8405 FAX [413] 562.8406