

Course: International Facilitator

credits: 15

Course code	LCVM21MIC04	Modes of delivery	Assignment
Name	International Facilitator		Guest lecture
Study year	2022-2023		Peer feedback
ECTS credits	15		Practical / Training
Language	English		Problem-based learning
Coordinator	T. Drijfhout-Roeters		Self-study
			Tutorial
		Assessments	International Facilitator - Other assessment

Learning outcomes

PLO A2: Shows a high level of intercultural sensitivity to local and global diversity, by demonstrating appropriate facilitation skills to engage and interact with diverse and multiple stakeholders.

PLO B4: Employs the use of (social) media analytics and metrics in the measurement of data and translates data into actionable insights to improve communication outcomes.

PLO D8: Synthesizes complex concepts and behavioral insights, converts these to (brand) narratives, and advises on the use of (brand) narratives to facilitate communication with stakeholders.

PLO E10: Reflects purposefully on leadership, cultural values and ethics of self and others in line with professional and societal expectations.

Content

In this 15 EC module you will demonstrate your competences as an International Facilitator. You will build stakeholder trust and facilitate (change) processes and decision-making in culturally diverse groups. Learning in this module is guided by an unifying 'capstone' project that connects and aligns learning across all topics in the module. The project is supported by study units in communication & behaviour and international facilitation:

Capstone Project 4

This capstone project builds on the work carried out in the Capstone project of block 1.3. The student will focus on facilitating change collaboratively. Deliverables include a whitepaper featuring innovative communication solutions to inform decision making and a toolkit to implement solutions, based on insights from behavioural change communication theory and from interviews.

Communication and Behaviour

International facilitators assist organisations in implementing change by guiding individuals and groups to desired behavioural outcomes. Change in behaviour can take many forms such as accepting a new behaviour, abandoning an old behaviour, or switching to a different one. The student will analyse various theories and frameworks related to social and behavioural change and study the use of different communication approaches to address global and organisational challenges. Relevant case studies will be used in support of these theories (branding campaigns, social movements, political campaigns, etc.). The changing landscape of communication technologies and its connection with behavioural change will also be covered in this interdisciplinary study unit.

Intercultural Facilitation: professional training

In this hands-on training, the student will learn two group facilitation methods: the Focused Conversation Method and the Consensus Workshop Method. In addition, practical tools will be offered that enable energetic productive, inclusive and meaningful stakeholder participation. Culturally-based stakeholder assumptions and intercultural group dynamics will be a special focus area. The student develops a personal facilitative style and learns how to deal with resistance. At the end of the training the student develops the design for a meeting, event or workshop and co-facilitates (part of) an offline or online session.

Futures Literacy: professional training

Many people in organisations find it difficult to accept new ways of doing things. To facilitate doing things in a new way, this training is designed to learn the student to apply the method of Futures Literacy. Future Literacy offers insights in how we approach unforeseeable challenges by using the future to innovate the present. This is done by revealing, rethinking, and reframing our assumptions related to narratives we hold of the future. The facilitation training will be offered as part of an (online) intensive week in collaboration with the Communication faculty of Vilnius

University in Lithuania.

The different elements are assessed as integrative parts of the module's master portfolio and in a criterion-based interview.

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Included in programme(s)

International Communication

School(s)

School of Communication, Media & IT

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