

Appreciative Inquiry Facilitation Training Certification Report

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1. Name and Contact Information

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2. AIFT Facilitator Training:

I met Kathy Becker and Jim Pulliam from July 8th to July 11th 2013 at the AIFT Training session in Las Vegas.

3. Brief description of the organization, group, or community you worked with.

[Tofubox](#) is a Graphic Communications company which was founded by Philippe Corriveau in 2002, later joined by Vicky Sauvé in 2011 and by Mariella Echeverria in 2013. Tofubox is the human hub between their clients, partners and providers. They bring to their clients a collaborative network of resources and talents from a variety of backgrounds, including Graphic and Web Design, Programming, Video and Photo, Strategic Marketing and Writing, Internet and Social Media. Their proven strengths are in branding and corporate identity, strategic development, design, communication and advertising, organizing corporate events, packaging, mobile and online multimedia and interactive content.

Their core values are:

Creativity, Coherence, Simplicity, Engagement, Respect

4. List the names and stakeholders you included in the Core Group, the cross-section of people that helped you identify the topic and modify the Interview Guide.

Philippe Corriveau, Founder and Creative Director of Tofubox.

5. What was the positive topic that the Core Group identified for inquiry? What method did you use to help them identify the topic?

The core team works in collaboration with their clients, different contributors, as well as suppliers. This human hub needs coherence, communication and creativity, in order to be efficient and bring the best for their clients.

The success of a company, no matter its size, comes from each employee's motivation to contribute positively to its success and growth. The appreciative approach is well designed to support a team wishing to build all its potential, taking advantage of forces and individual talents.

The purpose of the process is therefore to:

- re-focus, validate or transform their values,
- take some time to recognize the unique contribution of one another,
- identify what hold them dear in the success of Tofubox.

It is in this perspective that we did undertake the appreciative approach, allowing everyone to take advantage of its strengths and unique talents, allowing it to achieve his professional goals in their workplace. These foundations will be their flagship during decision-making regarding the future of Tofubox.

Let's build together the future of Tofubox!

6. I attached the modified Interview Guide we have used.

Day 1: February 13th – Discovery and Dream

Interview: Questions

1. Think of a successful experience that you have caused (or lived) at work, who produced a great feeling of satisfaction at a customer. Think of an energizing experience, which caused the self-transcendence, in which you and others seemed very energetic by your collaboration:

That is what happened?
What made this experience?
Who was involved?
How have you contributed to the success of this experience?

SECOND PART OF THE INTERVIEW

2. We will now take a moment to discuss your strengths and what is important to you.

a. When you are at work, when are you at your very best, at the top of your competence? When you Excel, what are your personal strengths at work? What expertise (s) Special (s) do you bring to the team?

b. According to you, what is so precious in our team? Why is it valuable for in your perspective?

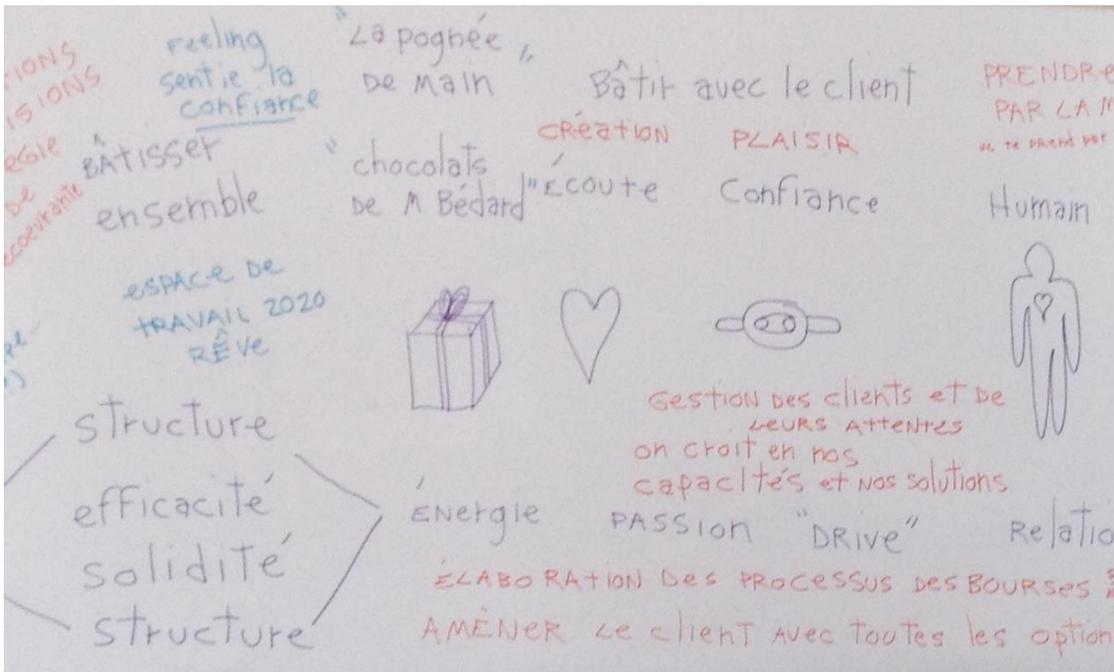
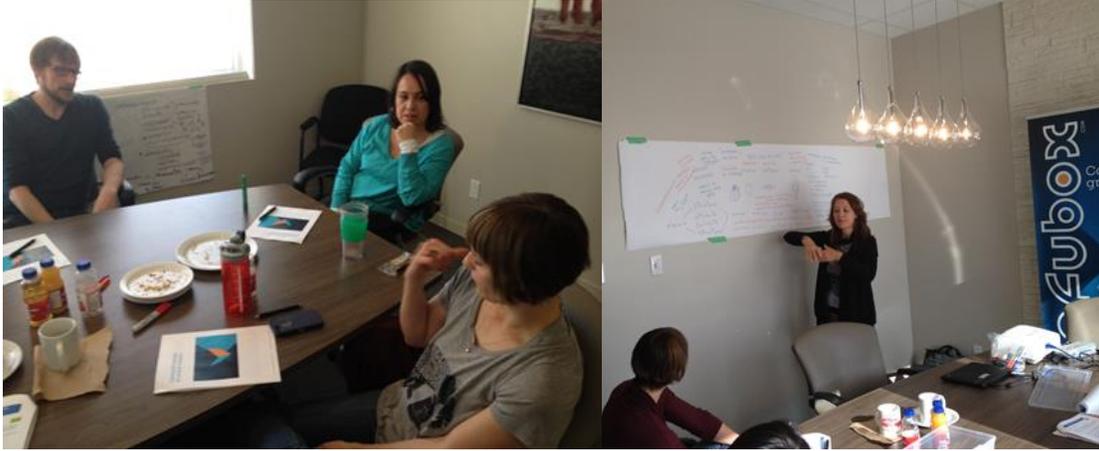
THIRD PART OF THE INTERVIEW

3. What are your three wishes for the future of Tofubox?

I would like to experience more of...

4. Let's imagine ourselves in 2020. If you look back, what are the changes that we made that distinguish us from other Communication and Graphic Design Companies? What constitute our uniqueness?





9. Include the Provocative Propositions the group or organization developed from the life giving forces.

We are a creative, committed and dynamic team. As communications professionals, we guide you through a constructive approach in order to give meaning to your corporate image.

We are committed to build a relationship of trust, solid and stable with you. With ease, we involve you in the various stages of your project.

10. Attach or include the Strategic Intentions the group or organization developed to realize the Provocative Propositions they created.

Day 2: March 13th – Design

Objective 1 – Increase productivity and reduce cost

1.1 Efficiency of the Operational Process:

- Refine Planning tools;
- Ensure consistency and complementarity of roles and responsibilities;
- Determine who intervenes and when;
- Bridging the communication Gaps from Client strategies and conception, and Delivery and maintaining the long-term relationship with the client;
- Consolidate work load Strategies in terms of communication and organization;
- Coordination: Find a common and coherent project management system using web based tools.

1.2 Team Building: growth and transfer of expertise to enhance the company's Strategic Positioning

- Assessing Talents with Clifton's StrengthsFinder Test.
- Individual interviews: Professional Background
- Mapping the team members' Talents

1.3 Reduce the external costs

- Explore financial support for internal trainees;
- Expand the Production team with free lancers in Web Development and/or Graphic Artist.

Objective 2 - Strategic Planning refinement

- Refine organizational structure and leadership
- Ongoing review: Budget and financial plan (Programs, grants and investments)
- Determine main objectives and targets (Corporate, Financial and Functional)
- Perspectives and projection of earnings
- Measurement and evaluation of the objectives
- Capital and human resources (on site trainees, free-lance team of web and graphic development);
- Review and evaluation.

DREAM - Design a Creative workshop in a more spacious environment

We imagine a **One-stop-shop** on a corner street: a place enhancing creativity & playful work and providing a pleasant experience to our clients and collaborators.

Analogy: lab, hive, hub, workshop

Design:

- A counter space (coffee shop style): welcoming clients, ambassadors, collaborators
- Waiting room: Lounge which displays sales tools (Print, animation, video, projecting their portfolio on a wall or a screen);
- A conference room: Workshop involving client and stimulating their creativity.

11. Impact or Results: What organizational, group or community attitude, process or structure changes have people made as they move toward realizing the Provocative Propositions? What progresses have people made toward their Strategic Intentions or Initiatives or Pilot Projects? What stories of success can you share?

Day 1 - Discover and Dream: Interviews

They appreciate the Interviews because it helped them:

- Sharing stories: empowering, bounding in the team;
- Questioning each other roles and responsibility in a positive and productive way;
- Consider the complementary roles, rather than competition;
- Refining and identifying new ways to collaborative in order to be more effective and feel at their place;
- Exploring their own potential and bring it to the team.

"I'm very happy with did the AI interview. It helped us to consolidate our core team before expanding it". Philippe Corriveau

Day 2 – Design: Strategic Positioning

They appreciate this phase because it was empowering:

- Defining their Strategic Positioning based on their Provocative proposition;
- Reflecting upon their Strategic positioning and their added value.
- Identifying the "sand in the gear";
- Highlighting the confusion in roles and responsibilities.

Day 3 – Destiny: Team Building and Talent Development

In response to objectives 1.1 and 1.2:

- Observing and optimizing the main structural components and functional Process of Tobubox;



-Defining structural changes: moving a team member from the production line to Strategic planning, Sales, Marketing & Customer relationship;
-In the light of the approach, consolidate and work on the promotional tools (website, newsletter, blog, social networks and print).

What they think about the AI approach:

- Organize and structure the ideas in a creative way;
- Offers guidance without being prescriptive;
- Highlights the connections between ideas of every member of the team;
- Transforms the end of the day into something positive, a context to zoom out;
- Not stressed by the approach and they liked jumping into the void, into the unknown;
- The guidance did reassure them, build trust and lead the way of how they could contribute to a common growth;
- This process helped anchor and make a link with what was before, was is and what may be.

12. What will you do to ensure that people continue to move toward realizing the Provocative Propositions? How will you help them gather stories of success? How will you help them celebrate? How will you, as the AI Facilitator, support their ongoing success?

What is already done?

Objectives 1.1 and 1.2 section 10

What is to come?

- Strategic planning for next year with the founder;
- Quarterly assessments for the first year with the founder;
- Celebrating success towards the Strategic Plan's objectives with the team members;
- Annual review with the team members.

13. What did you wish for in the inquiry? What did you learn from the inquiry about yourself and your facilitation? What was your "personal best" experience related to facilitating the Inquiry?

I wanted to guide them towards their best team efforts and help them gear together towards their dream. As a good start, I believe the AI process brought the best of the team, as well as each of them individually. It also helped them focus on what works best and on how to improve their workflow, building their foundations from solid ground and from a brand new perspective. Mapping their talents, using Clifton's StrengthsFinder test, helped them recognize their own potential and their complementarity.

I truly enjoy guiding the AI Process for the first time. This approach is aligned with my strong beliefs and my aptitudes to see change as a collective effort through a systemic vision. I

know I want to move in this direction for the next steps of my career. I love to work on organizational development, team building, professional growth and talent development. I will continue to look for new opportunities in my own Professional environment and move towards a position where I could play more of this role. It really fulfills me and expands my personal growth. It gives me a sense of connectedness and being useful with who I deeply am.

14. Have you received permission from the "clients" to tell us their story?

I do have permission from the team to share their story.