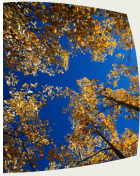




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# The CGGC *Circular*

CORAY GURNITZ CONSULTING: HELPING OUR CLIENTS DELIVER ON THEIR PUBLIC PROMISE

Summer 2011

As a woman-owned, small business in the Washington, DC metropolitan area, we focus primarily on the government niche—working with Federal, state, and local governments, as well as, private companies and not-for-profit associations.

## SPOTLIGHT ON OUR SERVICES

**GRAPHIC FACILITATION:** Do you consider yourself a “visual learner” or a “creative thinker” by nature? Many of us are, and unfortunately the nature of our work does not always lend itself to engaging the right side of the brain, the creative side. If you are like many of us, when your mind strives to stay engaged, you may begin to doodle or draw a series of images and words that will help you remember what is being discussed or what others are saying. [Read more about CGC’s use of graphic facilitation on page 2](#)



The Graphic History of an organization captured live during a Board retreat.

# The Use of Graphic Facilitation with our Clients (continued from cover page)

In a study published in the journal Applied Cognitive Psychology, psychologist Jackie Andrade of the University of Plymouth in southern England showed that doodlers actually remember more than non-doodlers when asked to retain tediously delivered information, like, say, during a boring meeting or a lecture.



One of our consultants capturing a Visioning session live!

In an effort to continuously bring creative approaches and techniques to our client engagements and to reach each person in a powerful way, Coray Gurnitz Consulting takes doodlers and non-doodlers to the next level with “Graphic Facilitation & Recording.” This facilitation technique uses the power of pictures and visual thinking to support communications and outcomes in a large meeting room or with small groups. It has been shown that using this tool while facilitating a group process can reveal the “patterns that shape behaviors in organizations” and allows groups to truly share and potentially change these patterns.

Think about these numbers... people retain around 65% of what they see and only 15% of auditory concepts. Combined...memory increases to around **80%!** Additionally, challenges or issues presented to groups without graphic language results in a 45% positive solution rate-

with graphic language that result jumps to **64%**. *(Adapted from Visual Language: Global Communication for the 21<sup>st</sup> Century by Robert E. Horn)* This unique and powerful tool is most commonly used for visioning and strategy sessions, documenting a new and unique process, documenting the past history of a group or organization, as well as for team building and team engagement. Each meeting is unique with varying group dynamics and different desired outcomes, therefore we sometimes bring in pre-populated templates for visioning work or even work off large blank wall charts for capturing a live group conversation. So, for the left brain thinkers- the stats are there to illustrate how powerful this approach can be even for you; and for the right brain thinkers- Doodle on!! To learn more about graphic facilitation and visual approaches visit [www.grove.com](http://www.grove.com).

“Much of our understanding of systems and how things work together is represented by imagery, story, and metaphor animated by our experience. Upgrading our ways of thinking will require becoming conscious of all the ways we represent how we think about the world to ourselves and to others. Visual meetings have unusually productive properties in this regard in both providing a safe way to become conscious of our metaphors, and providing creative ways to co-create new ones.” (David Sibbet, The Grove Consultants International, *Visual Meetings 2010*)

# CGC: Engaged Throughout the World



Recently one of our colleagues, Georgina Owino, left CGC to work with organizations in West Africa that focus on social and legal reform issues. Georgina is putting to use her many skills and talents developed as an Ivy League student (Graduate of University of Pennsylvania), management consultant and law school student to benefit not just the organizations she works with, but also the people of the communities in which she serves. Her time abroad is unfolding in two distinct segments, the first is in Sierra Leone and the second is in Liberia. The following is a brief description of one of the many efforts she has lead successfully since arriving in West Africa.

Georgina's work in Sierra Leone included leading a third-party monitoring and evaluation team which examined the results of World Bank efforts to help villagers bring products to market (shown in the image above). The funds provided via the World Bank were used to rehabilitate and/or construct roads, bridges and culverts between rural communities. These efforts have allowed products to reach the markets in not just a substantially greater quantity but most importantly, prior to spoiling, as was often



the case in the past. Georgina and her team visited six Districts and 30 villages where they interviewed a variety of stakeholders, including the Sierra Leone Roads Authority District Engineer, the District Council Works Engineers, contractors, Paramount Chiefs, other community leaders, farmers and various affected community members. Under her guidance, the team successfully documented feedback on the World Bank program that will hopefully be used to improve any of the organization's future efforts in West Africa.

At the time this article was written, Georgina was en route to Liberia where she is volunteering with the James A. A. Pierre Judicial Institute, which provides judicial training and capacity building for judges, lawyers, clerks, etc. throughout the country.

If there is one message that Georgina would like all of us to know about her time in West Africa it is that, "the people in both Liberia and Sierra Leone are wonderful and that although they are both emerging from devastating Civil War, they are filled with hope and optimism for the future."

## CGC Welcomes New Team Member

In June we welcomed Jeremy Stadelman to the Coray Gurnitz team. Jeremy, a 2010 graduate of GWU's Trachtenberg School of Public Policy and Administration, will act as our new Project Assistant, providing project and administrative support to our group of consultants.

## Kevin Coray Sets Sights on the Classroom

Kevin Coray, Co-Owner of CGC, will be teaching at GWU in the Department of Organizational Science and Communication this fall. The course, Management Systems, will be offered to graduate students and focus on the theory of organizational structure and design.

# Extraordinary Groups

Kevin Coray and Kathleen Ryan will be presenting “**Creating Extraordinary Groups - Essential Practitioner Strategies**” on Tuesday, November 1, 2011, from 2:00 PM - 3:30 PM at the annual Organization Development Network conference which will be held at the Baltimore Hilton. Results from our recent pilot test of the Extraordinary Teams Inventory will also be shared in the presentation.

Conference details are available at [www.odnetwork.org/conf2011](http://www.odnetwork.org/conf2011). As a valued colleague, we are **excited to share with you an exclusive discount of \$100 off the registration fee!** When you [register](#), type in DSREGIO into the Discount Code field.

## CGC BOOKSHELF: What we've



*Visual Meetings: How Graphics, Sticky Notes & Idea Mapping can Transform Group Productivity.*  
David Sibbet, Copyright 2010 by The Grove Consultants International.

*Your Brain at Work: Strategies for Overcoming Distraction, Regaining Focus, and Working Smarter All Day Long.*  
David Rock, Copyright 2009 by HaperBuisness.

## Client News:

CGC is excited to be working in support of the FEMA Public Assistance program which helps states, local communities and nonprofit groups restore and rebuild public systems and facilities after a disaster.



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### BUSINESS INFORMATION

**GSA Schedule:** GS23F9738H

**DUNS #:** 838295400

**Preferences:** Women-Owned Small Business

**DHS/FEMA BPA #:** HSFHQ-04-A-0615

**HHS/NIH BPA #:** HHSN263200900273B

**USDA/FS IDIQ #:** AG-02NV-C-09-004