

The Ultimate Guide

Selecting an In-Person Training Facilitator

Get it right the first time. How to find, vet, and hire a facilitator who delivers real results.



Why This Guide Matters

Training and development are at the core of every thriving business. According to LinkedIn's Workplace Learning Report, **89%** of learning and development professionals agree that proactively building employee skills is crucial for navigating the future of work¹. Despite the rise of virtual training, organizations are rediscovering the power of in-person facilitation—where learners engage more deeply, retain knowledge better, and build stronger professional relationships.

In today's hybrid work environment, the challenge isn't just training employees—it's ensuring that training is impactful. Whether you're rolling out leadership programs, onboarding new hires, or driving culture change, a skilled facilitator will make the experience dynamic rather than a forgettable lecture. This guide provides a practical approach to choosing a high-impact facilitator to ensure your investment in training delivers lasting value.

¹<https://learning.linkedin.com/resources/workplace-learning-report-2023>

When to Bring in an External Facilitator

Not all training initiatives require outside help, but there are scenarios where an external facilitator delivers significant advantages:

Launching a Major Training Program

Rolling out a leadership development series, DEI training, or process change training requires skilled facilitation to ensure effectiveness.

Managing Change and Transitions

Companies experiencing mergers, restructuring, or cultural shifts benefit from facilitators who can navigate sensitive discussions and align teams.

Scaling Training Across Multiple Locations

A single facilitator (or team of facilitators) provides consistency and engagement for geographically dispersed teams.

Filling Internal Expertise Gaps

If your team lacks subject matter expertise in a particular area, an external facilitator can effectively bridge the gap.



What Makes a Great Facilitator

Not every subject matter expert is an effective facilitator. A strong facilitator brings a combination of expertise, communication skills, and adaptability to maximize learner engagement. Look for facilitators with:

Instructional Expertise

They should be able to translate complex concepts into clear, engaging, and actionable knowledge.

Adaptive Teaching Skills

Great facilitators know when to pivot and adjust based on learner engagement and modify delivery as needed.

Strong Communication Skills

The ability to connect with participants, encourage discussions, and manage group dynamics are essential.

Experience Across Industries

Exposure to multiple industries equips facilitators with diverse perspectives.

Engagement-Driven Methods

The best facilitators create immersive experiences using role-playing, case studies, and active problem-solving.



How to Select the Right Facilitator

Choosing a facilitator isn't just about credentials. Ask these key questions:

Do they understand your industry and its challenges?

A facilitator should bring relevant knowledge and practical insights.

What is their training style?

Some facilitators use traditional lecture-style methods, while others focus on interactive learning techniques.

How do they measure training success?

A great facilitator follows up with learning assessments or behavior change tracking.

Do they customize sessions to fit your needs?

Avoid generic, off-the-shelf training; seek facilitators who tailor their approach.