



ABBBA WORKSHOP

Facilitator Guide

Copyright © 2021 by AIR Institute Corporation.

The Arts Builds Business Builds Art Workshop is licensed under the Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License.

To view a copy of this license, visit

<http://creativecommons.org/licenses/by-nc-nd/4.0/>.



Art Builds Business Builds Art Workshop Agenda

Welcome & Zoom Training	10 minutes
Creative Economy Overview	5 minutes
Community Overview & Assets	10 minutes
Creative Economy Growth Process	5 minutes
Shift Workshop Overview	10 minutes
Art Builds Business Builds Art	25 minutes
Local Shift Workshop Brainstorm	10 minutes
Survey & Next Steps	5 minutes

WELCOME & ZOOM TRAINING

Agenda



- Welcome & Zoom Training
- Creative Economy Overview
- Community Overview & Assets
- Creative Economy Growth Process
- Shift Workshop Overview
- Art Builds Business Builds Art
- Local Shift Workshop Brainstorm
- Survey & Next Steps

Welcome! We're delighted to be with you today. We have a full agenda and want to honor your time and participation. Here's what we're going to cover. **READ SLIDE.**

Meet Your Facilitators



Facilitators will help you!

- Beth Flowers
- Ali Blair
- Emily Prince



© 2021 AIR Institute

READ SLIDE EACH FACILITATOR DOES 2 MINUTE SHIFT STORY INTRO. Make sure people know to use Chat to communicate with facilitators if they have questions.

Zoom Training



We know that everyone is trying to get used to our new way of being together. We provide training at the beginning of every meeting so that we all get better at this new technology so that no one feels left out.

Grace & Empathy



We want to start with: **READ SLIDE.** Give yourself and everyone a break. Not a religious definition of grace.

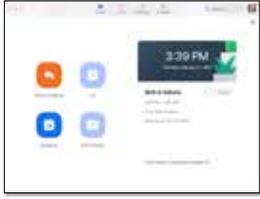
DEFINITION IF NECESSARY:

Grace: noun

1. Simple elegance or refinement of movement. "she moved through the water with effortless grace" 2. Courteous goodwill. "at least he has the grace to admit his debt to her"

Zoom Basics 

Use Zoom desktop client/app, not the website.



© 2021 AIR Institute

READ SLIDE INCLUDING REFERENCE TO IMAGE. Make sure everyone is on the correct platform.

Zoom Basics 

ZOOM revisions are constant.

Update Zoom every Monday!



© 2021 AIR Institute

READ SLIDE. WALK THROUGH IMAGE. (Show how to update on desktop client window). Zoom updates constantly!

Zoom Basics 

Portable Devices

Current Zoom device apps don't allow full access to Zoom features available for computers.

Phones: safe driving mode works well

- *6 mute/unmute
- *9 raise hand

© 2021 AIR Institute

READ SLIDE. For those of you on a mobile device, be aware you won't be able to do some of the fun things we're going to show you. For those on a phone – you can mute and unmute yourself using *6. You can raise your hand by using *9

Zoom Basics 

Top Navigation – get your space comfy



© 2021 AIR Institute

READ THROUGH IMAGES ON SLIDE: Talk about: Gallery vs. speaker view and making the slide smaller or larger. Get folks to hover and see that they can pin or chat someone. Encourage people to move squares around. **Give time for people to play around.** Note all “...” functions. **Get folks to hover over their own square and have everyone rename with first name and organization or career or community.**

Zoom Basics



Bottom Toolbar

- Mute
- Stop Video
- Filters & Backgrounds
- Chat
- Breakout Rooms
- Reactions
- More...



© 2021 AIR Institute

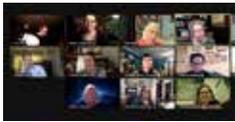
READ THROUGH IMAGES ON SLIDE. Remind that mute should be on when in large groups; Remind that you can turn camera off if internet is weak. Go through the video background and filters settings. **Have everyone decorate and wave for a group portrait. Take screen shot. Remind people how to turn off backgrounds and filters.** Walk through Chat, Breakout Rooms, and Reactions. **Have everyone share how they are feeling about Zoom using reactions.**

AIR Culture



ZOOM & In-person Workshops

- Stand up, walk around
- Take notes, doodle, crochet, use fidgets
- Eat and drink on camera – seriously no one cares!



© 2021 AIR Institute

READ SLIDE. Point out people in photo – Shannon and Vallorie with eyes closed, Cat with dog, Madelyn crocheting, Beth looking crazy.

AIR Culture



ZOOM & In-person Workshops

- Family, pets, nature, life are REAL
- Take breaks when you need them.
- We're going to break some tech, it's OKAY!



© 2021 AIR Institute

READ SLIDE.

Heritage, Culture, & Creative Economy



Our history and culture ground our creative economy in our unique story, people, and place.



© 2021 AIR Institute

Let's get started. **READ SLIDE.** Connect your local place and native peoples to your local creative economy and businesses, events, or organizations that tell your story.

Land Acknowledgement



The land that surrounds us is part of who we are; it reflects our histories.

We pay respect to elders, past and present. Please take a moment to consider the many legacies of migration, displacement, violence, and settlement that bring us together here today. And please join us in uncovering such truths at any public events.

<https://native-land.ca/>

© 2021 AIR Institute

PUT LINK IN CHAT (<https://native-land.ca/>)

READ SLIDE. Every community owes its existence and vitality to generations from around the world who contributed their hopes, dreams, and energy to making the history that led to this moment. Some were drawn to leave their distant homes in hope of a better life, some were brought here against their will, and some have lived on this land for more generations than can be counted. Truth and acknowledgment are critical to building mutual respect and connection across all barriers of heritage and difference. **SAY YOUR PLACE AND ANCESTRAL PEOPLE.** Note that the website is in the chat and is a website that allows you to put your address in to find out what more about the ancestral people who lived near you.

Your Creative Economy

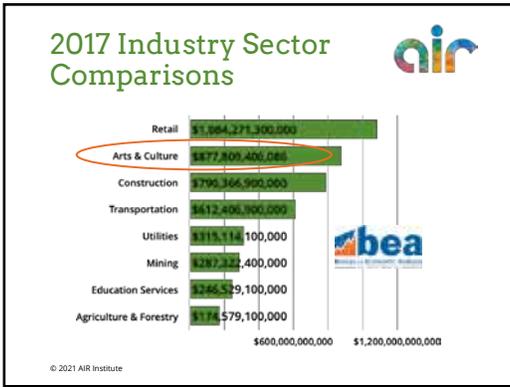


- Tells the story of your community.
- Includes the unique people, businesses, history, places, and events that make your community special.
- Easiest to support and grow because they are already invested in your community.

© 2021 AIR Institute

READ SLIDE AND SMILE!

CREATIVE ECONOMY OVERVIEW



READ SLIDE. Creative economy accounts for \$877,809,406,086 (that's billions). That's 4.5% of the U.S. economy and more than 5 million jobs. When you compare National American Industry Classification System, NAICS (SAY NAKES) data, arts and culture rank higher than many other industry clusters. Only retail has higher percentage of revenues.

Creative economies jumpstart rural areas

Rural areas with innovative and design-integrated businesses **recover faster from economic recessions**, seeing faster growth in average weekly earnings.

Just one performing arts organization in rural communities **doubles** the chance that local businesses will be innovative and design-integrated.

© 2021 AIR Institute

Creative economies have a huge impact in rural areas. The National Governors Association released a study recently that shows that Rural areas with innovative and design-integrated businesses recover faster from economic recessions. **READ SLIDE.**



So here's what you really need to think about - the orange boxes are the businesses that are included as part of the creative economy. The green boxes are the cultural tourism related institutions, place, and organizations that also contribute to the creative economy and help drive business to the orange businesses. This should get you thinking about what you have right here in your community that is part of your creative economy! **READ BOX TITLES ON SLIDES.**

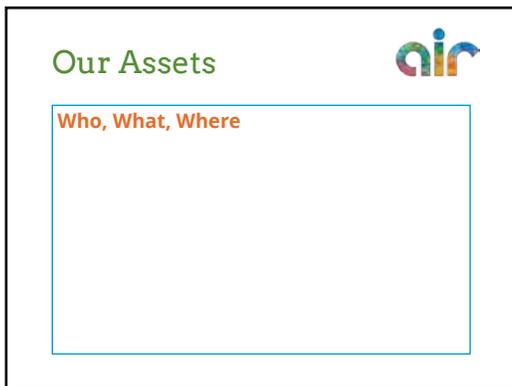


Here's more about how AIR addresses the creative economy. **PLAY VIDEO.** 6 minute video.

COMMUNITY OVERVIEW & ASSETS



Facilitator shares information about the community – demographics, creative businesses, tourism stats, etc.



So let's think our creative economy and our local assets. We're going to capture your thoughts and ideas on this slide. You can unmute yourself and talk. Click on the Raise Hand reaction or type into the chat. Just share a quick thought – we're going to dig into this again deeper. Let's just get fast list going to remind us of all the awesome things we have here.

FACILITATOR SHOULD HAVE CO-FACILITATOR HELPING MANAGE CHAT AND HANDS. SOMEONE SHOULD TYPE ON THE SCREEN AND TAKE SCREENSHOT BEFORE MOVING TO NEXT SLIDE.

SPEND 10-15 MINUTES OR WHATEVER SEEMS RIGHT FOR THE ENERGY OF THE CONVERSATION.

Tactfully, cut off people who go on too long if needed.

CREATIVE ECONOMY GROWTH PROCESS

AIR Institute 

Mission
 The AIR Institute provides rural and under-resourced communities with programming that inspires new connections and ignites the creative economy.

Creative people expand business skills, businesspeople get more creative; they learn to collaborate, adapt, and thrive together.

Vision
 AIR ignites creative economies worldwide by unlocking community genius.

© 2021 AIR Institute

We're working with the AIR Institute to see how we can grow our local creative economy. **READ SLIDE.** The AIR Mission is all about this work. The AIR Vision imagines a world where every local community leverages their creative people and places to thrive.

Grow Your Creative Economy 



© 2021 AIR Institute

READ SLIDE. So here's how we can do it. Gather Often. Learn. Do. GOLD!

Grow Your Creative Economy 

Gather Often

- Convene your creative economy people and assets
- Listen and share
- Find common community values and goals



© 2021 AIR Institute

READ SLIDE. We're doing this right now – we're pulling our people together. We're going to listen to each other and share so that we can find common values and start to set common goals too.

Grow Your Creative Economy 

Learn

- Collaboration skills
- Creativity tools
- Design thinking
- Business planning



© 2021 AIR Institute

We also need to learn some specific things. **READ LIST.**

Grow Your Creative Economy



Do

- Start small
- Implement projects together
- Grow your team
- Support creative entrepreneurs



© 2021 AIR Institute

Most importantly, we have to DO things. So we take what we heard when we gathered and use what we learn about collaboration, design thinking and business planning and do things! We start small and implement projects together. We add more people as we have success and we support our local people who are either already in business as part of the creative economy or we help new businesses get started. **READ LIST.**

Grow Your Creative Economy



Inspire

- Hope
- Empathy
- Self-reliance
- New leaders
- Local Investment
- Diverse economy



© 2021 AIR Institute

When we use this process we inspire: **READ LIST.**

AIR Programs



ABBBA Workshop	Shift Workshop	Evolve Program
90 minutes; large group	18 hours; 12-24 in facilitated teams	6-9 months; up to 12 in cohort
<ul style="list-style-type: none"> • Creative economy • community development • Design thinking empathy exercise 	<ul style="list-style-type: none"> • Design thinking & business planning • Teams create implementable projects - raise value of arts and business 	<ul style="list-style-type: none"> • Creative venture, nonprofit, program • Design thinking & Lean Startup • Prototyping & real-time feedback • Mastermind team

Train-the-trainer model - Local Facilitators

This is how AIR programs fit into the Creative Economy Growth Process. All the programs include gather, learn and do methods. **READ SLIDE.**

SHIFT WORKSHOP OVERVIEW

Our economy is shifting



Credit: Stephen Crowley/The New York Times

Old Economy

- Big business
- Follow the rules
- Don't change anything

New Economy

- Be faster, unique, and more human-centered
- Make things that matter



© 2021 AIR Institute

READ SLIDE.

The Shift

- Artists and creatives help business and community thrive.
- Cross sector collaboration works!
- The internet opens up new markets so we can live where we are inspired.



© 2021 AIR Institute

So here's what we're trying to shift to help jumpstart our creative economy. **READ SLIDE.**

Everyone Shifts

We all shift what we think about art, business, community, and success



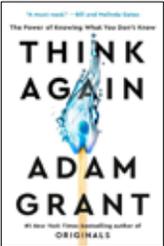
- Artists and creatives expand career paths
- Businesses break out of ruts
- Communities solve problems by engaging creatives and business people

© 2021 AIR Institute

To do this we all have to change how we think. **READ SLIDE.**

Change is hard

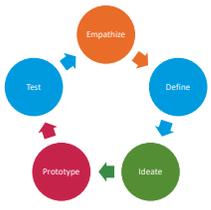
- Our brains can't process this much change
- Regulations can't keep up
- Have to learn to be open to new facts, rethink, process, and change our hearts and minds



© 2021 AIR Institute

But let's be honest, all this change is super hard. **READ SLIDE.** This book by psychologist Adam Grant is all about how important it is for us to THINK AGAIN. To remember that facts change and that we have to rethink what we thought was true.

Design Thinking Helps



- Human centered design – empathy
- Cross-sector collaboration teams
- Fast prototyping
- Used to solve problems not just create products

© 2021 AIR Institute

Because this change is hard, we focus on helping us all have skills that make it easier. Design Thinking is a process that helps people design new products and solve problems like how can we respond to COVID by starting with what people need. Not how much money do we need to make. What do people need. It starts with empathy. This is one of the processes that we learn in the Shift Workshop. **READ SLIDE.**

Collaboration Helps

Work with people who aren't like you

- Innovative companies have cross-sector teams
- New ideas, people, and experiences can improve our own ideas and community



© 2021 AIR Institute

The other thing that helps us manage all this change is being with people! Sometimes we aren't very good at working together. So we learn to practice being better collaborators so that we can figure out how to solve our problems together. **READ SLIDE.**

Business planning process helps too

We can assess risk and fail softer

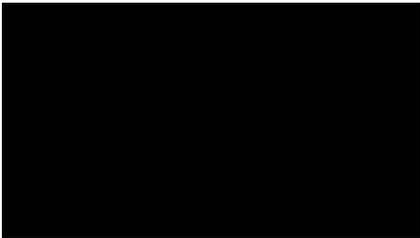
- You define success
- Project Canvas helps you research and troubleshoot
- Process makes working with a team easier.



© 2021 AIR Institute

Finally, business planning really helps us manage change too! The Shift Workshop uses business planning to design those small projects so everyone who participates helps complete a business plan! The key is to make sure we help each other manage risk. We make sure our project isn't impossible by researching and testing before we launch. **READ SLIDE.**

Shift Workshop Story Patrick County, VA



© 2021 AIR Institute

So here's how AIR helps it happen. This video was made by the people in Patrick County, VA. They use the AIR programs every year in many ways. They believe it has helped them so much they invested in telling their story. Here's what it was like to attend their first workshop in 2018. **PLAY VIDEO.** 3 minutes.

Community Collaboration Project

- Address local issue
- Include people who don't work or play together
- One year timeline
- \$10,000 or less
- Can happen with who and what you already have!



Small scale projects are low risk and can succeed quickly

© 2021 AIR Institute

So this is what happens at a workshop – this is how we can quickly get to learning and doing to grow our creative economy. **READ SLIDE.**

Local Opportunities

- Local food culture
- Deep history
- Cultural groups
- Immigrant history
- Native peoples
- Local nature
- Spiritual or religious practices

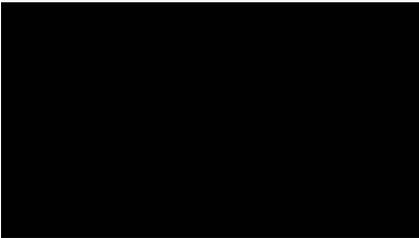
Laurel County African American Heritage Center



© 2021 AIR Institute

To get you thinking about project ideas: **READ SLIDE.** Laurel County African American Heritage Center is in London, Kentucky. Started with saving a local black church from being demolished. Now is a museum, community garden, commercial kitchen. It's spurring local businesses and tourism while celebrating heritage that was not being shared in the whole community.

Rise & Shine Market



© 2021 AIR Institute

So here's what happened two months after that first Shift Workshop in Patrick County, VA. **SHOW VIDEO. AFTER SHOWING VIDEO** This is just one of the three projects that were all implemented. After this first year of the Rise & Shine Market, there were monthly markets and dozens of kids participated. Because it was so successful, local 4H adopted the program and now it runs every year. In other communities, there have been projects focused on downtown beautification, signage, projects that have also addressed mental health and obesity. All of them start small so that they can actually be implemented and start to take hold. It just depends on the community deciding what they want to focus on and the community members to work together to design a small way to start.

Our Assets

Who, What, Where



© 2021 AIR Institute

Now that you've seen what some other communities have been doing do we need to add anything to our asset list? **PUT SCREEN SHOT FROM EARLIER BRAINSTORM IN THE CHAT AND READ FROM THE LIST TO REMIND FOLKS WHAT THEY ALREADY SHARED**

**ART BUILDS
BUSINESS
BUILDS ART**

ABBBA Exercise



Practice Design Thinking & Collaboration



- Find value in something you *think* you don't value
- Share your perspective
- Listen to other perspectives
- Refine and/or clarify your thinking or your values

© 2021 AIR Institute

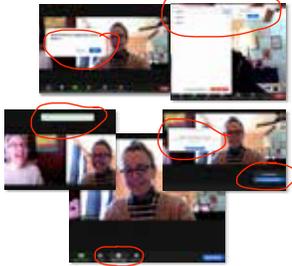
So now we're going to do an exercise that will help you start to learn and practice two of the skills that will help us get better at managing change and jumpstart our creative economy: design thinking and collaboration. **READ SLIDE.**

ABBBA Exercise



Facilitated conversations

- Small groups in breakout rooms
- Facilitator will help you



© 2021 AIR Institute

Here's how it works. We're going to break into small groups and work with a facilitator. You're going to use breakout rooms for this exercise. You're going to take a few minutes to meet everyone in your group, then you'll do some brainstorming and sharing. Then you'll come back and share what you learned with the whole group. This is going to be your star trek moment of the workshop. **READ SLIDE PHOTOS.** When we open these breakout rooms you're going to see a box that asks you to join a breakout room. Click on it and you will be magically whisked into another room where you will be with your new group and your facilitator. Your facilitator will help you with all the rest of the exercises. You may see some messages flash across the top of your screen reminding you about the time you have left.

ABBBA Meet Your Group



Directions: Share with the group:

- Your name
- Organization, career, or vocation
- How you identify: Creative, Business, Both, Other. Facilitator will annotate.

Time: 5 min. total
30 seconds each

CREATIVE	BUSINESS
BOTH	OTHER

© 2021 AIR Institute

INTRODUCE YOURSELF AS THE FACILITATOR. READ SLIDE. FACILITATOR DIRECTIONS: Open ABBBA PDF and share your screen. use annotate to type names and org or career into the appropriate box as people share. TAKE SCREEN SHOT when done.

ABBBA Part One



Scenario: City Council is considering funding arts and culture OR traditional business development. Convince them to fund the group you identify with least.

Time: 5 min. total
3 minute discussion with small group
1 minute share with whole group

Directions: Divide into two groups. Follow the directions for your group

<p>BUSINESS PEOPLE Stay in Facilitator's Room. Brainstorm the great things about arts and culture that should convince City Council to invest funds supporting the arts. Prepare to share your argument with your whole group.</p>	<p>CREATIVE PEOPLE Go to Facilitator's CREATIVES room for 3 min. discussion. Brainstorm the great things about business to convince City Council to invest funds in business. Return to Facilitator's Room to share with your whole group.</p>
---	---

© 2021 AIR Institute

Remind your group that they have already identified as a creative, business person or both. Now we need to divide into two groups – Business and Creatives. Get that settled first. Then **READ SLIDE**, explaining how the exercise works. **FACILITATOR DIRECTIONS: TELL FOLKS THAT YOU WILL HAVE YOUR VIDEO OFF AND MUTED SO THAT YOU CAN HELP BUT NOT BE IN THE WAY OF THEIR CONVERSATION.** Help the creatives go to their room and set your timer for 3 minutes. You are a cohost so you should be able to move the people to the creatives room if they can't figure out how to go there. Make sure they all find the LEAVE ROOM and ASK FOR ASSISTANCE buttons. Have someone in the creatives group either set a timer OR pop into their room to give them a 30 second warning and then be prepared to actually move them back to your group if they linger. Make sure each team shares with each other for 1 minute or less

ABBBA Part Two 

Scenario: You are producing a commercial about the Arts OR about Business like drug companies do. You've already got the list of what Arts OR Business cures. Now you need the list of possible side effects.

Time: 5 min. total
 3 minute discussion with small group
 1 minute share with whole group

Directions: Stay with the same group. Discuss side effects of working with you!

BUSINESS PEOPLE
 Stay in Facilitator's Room. Brainstorm the things that make it hard to work with you as Business people. Do you only care about the bottom line? Prepare to share your findings with your whole group.

CREATIVE PEOPLE
 Go to Facilitator's CREATIVES room for 3 minute discussion. Brainstorm the things that make it hard to work with you as Creative people. Return to Facilitator's Room to share your findings with your whole group.

© 2021 AIR Institute

READ SLIDE.
FACILITATOR DIRECTIONS: TELL FOLKS THAT YOU WILL HAVE YOUR VIDEO OFF AND MUTED SO THAT YOU CAN HELP BUT NOT BE IN THE WAY OF THEIR CONVERSATION.
 Help the creatives go to their room and set your timer for 3 minutes. You are a cohost so you should be able to move the people to the creatives room if they can't figure out how to go there. Make sure they all find the LEAVE ROOM and ASK FOR ASSISTANCE buttons. Have someone in the creatives group either set a timer OR pop into their room to give them a 30 second warning and then be prepared to actually move them back to your group if they linger. Make sure each team shares with each other for 1 minute or less

ABBBA Part Three 

Scenario: You need to convince City Council that they should invest in arts AND business together.

Time: 5 min. total
 3 minute discussion
 1 minute share with whole workshop

Directions: Everyone stays in Facilitator's Room.

As a full group, brainstorm the best reasons for City Council to invest in the Arts AND Business. Prepare to pitch to the entire ABBBA Workshop. This should be an energetic opportunity to practice being an advocate for growing your local creative economy.

© 2021 AIR Institute

READ THE SLIDE, explaining how the exercise works.
FACILITATOR DIRECTIONS: Everyone should be in your room together for this conversation. Listen to their conversation and look for broadcast message warning that the rooms are going to close. Get someone to volunteer to be the speaker. Make sure you know who is in your team so you can help spotlight them when it's time for your group's share. Rooms will all close and teams will present to the whole group.

LOCAL SHIFT WORKSHOP BRAINSTORM



Final exercise is what should we do next? Is our community ready for a shift workshop? **READ SLIDE CATEGORIES.**
FACILITATOR DIRECTIONS: One facilitator should scribe while another manages participation. Make sure someone takes screenshot of the slide before you move on.



SURVEY & NEXT STEPS



Thank you for all your time and participation. **READ SLIDE.** We have emailed a survey to you so that we can get a sense of what you thought of this workshop and what we can do next to grow our local creative economy. We hope you're as excited as we are about next steps in our community and hope to see you soon.

