



Welcome

A group of diverse people are sitting in a circle on a wooden floor, engaged in a discussion. In the foreground, a man in a blue hoodie and a woman with blonde hair are looking towards each other. To the right, a woman with short blonde hair and glasses is also looking in the same direction. In the background, other participants are visible, some looking at notebooks. A table with name tags is on the left, and a table with a bag and other items is on the right. The room has large windows with blinds in the background.

air

FACILITATOR TRAINING OVERVIEW

DIANE
SMITH

Agenda



- Welcome & Zoom Training
- AIR Overview
- Creative Economy Growth Process
- The Workshops & Programs
- Facilitator Role
- Certified Facilitator Training
- Q & A



Zoom Training

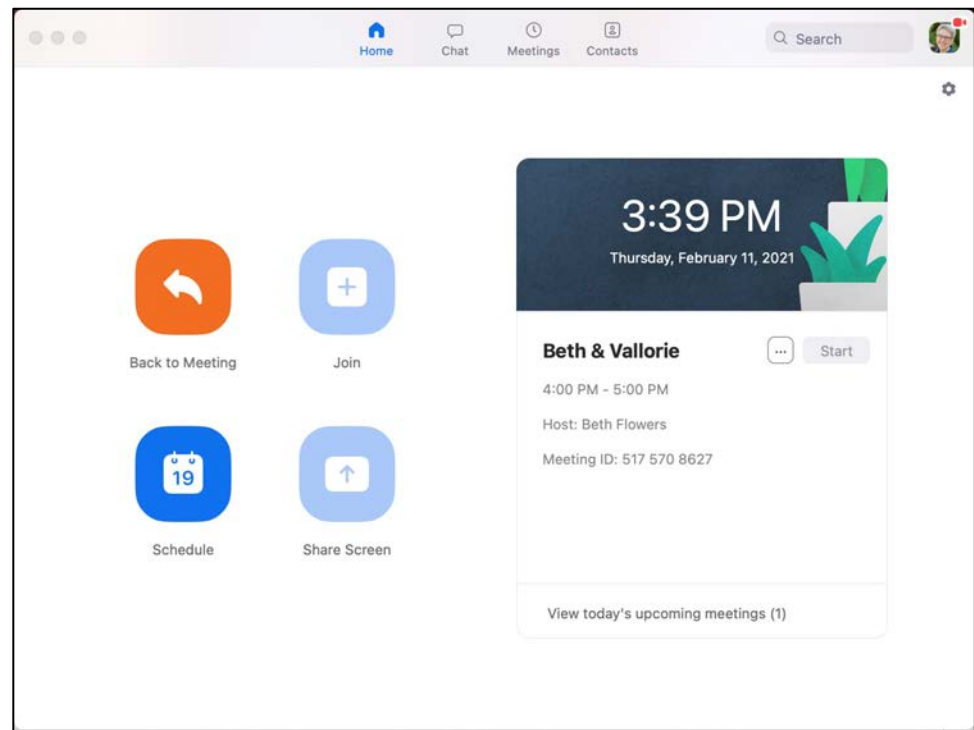


Grace &
Empathy

Zoom Basics



Use Zoom
desktop
client/app,
not the
website.

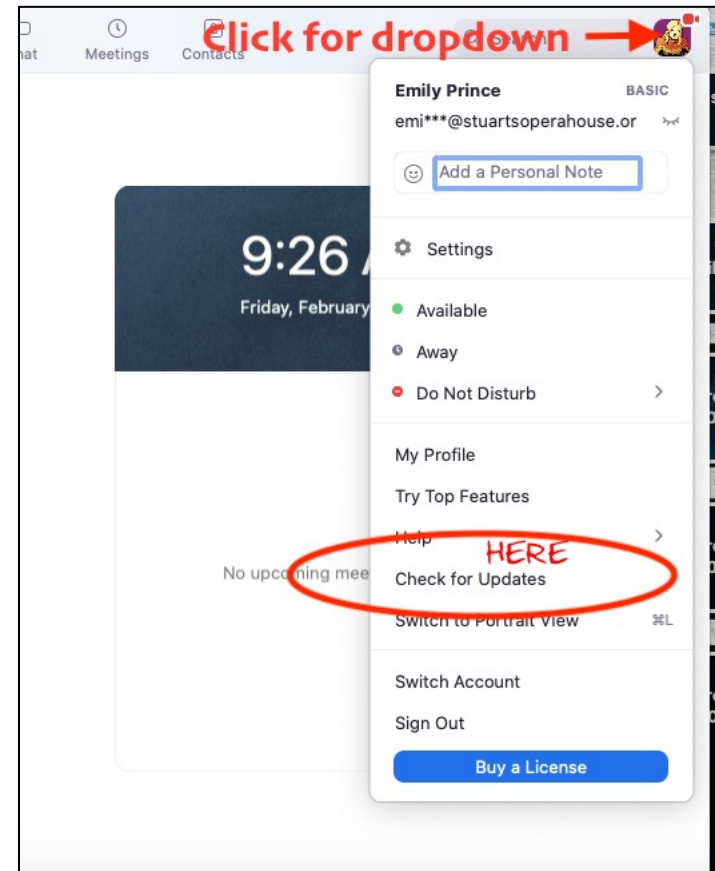


Zoom Basics



**ZOOM
revisions are
constant.**

**Update Zoom
every Monday!**



Zoom Basics



Portable Devices

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

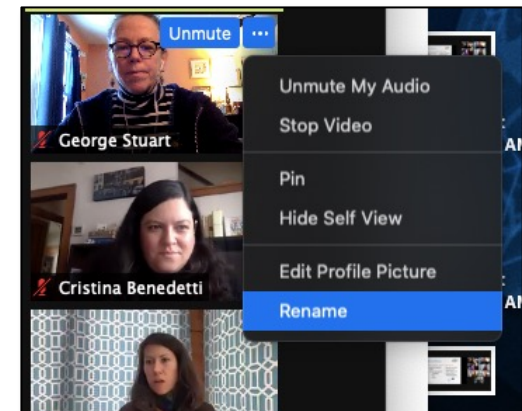
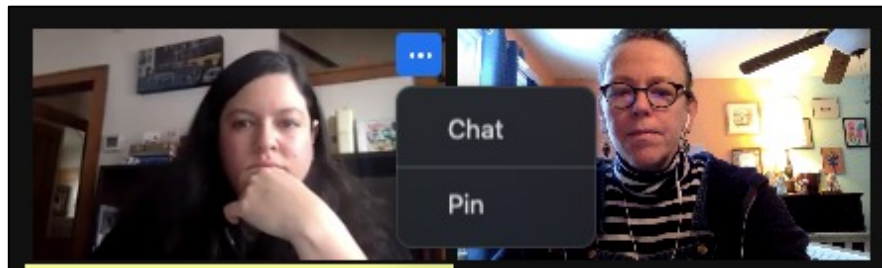
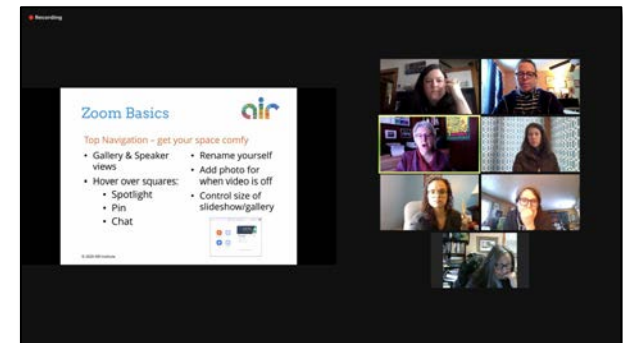
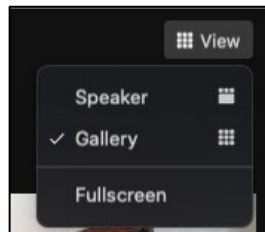
Phones: safe driving mode works well

- *6 mute/unmute
- *9 raise hand

Zoom Basics



Top Navigation – get your space comfy

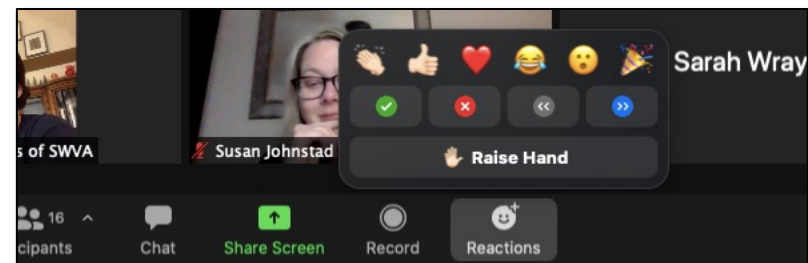
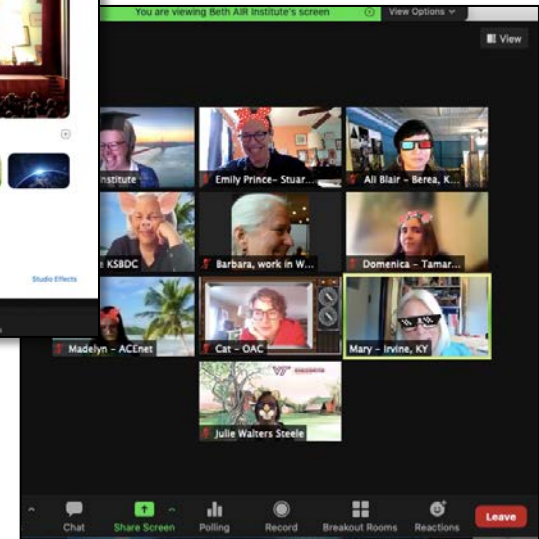
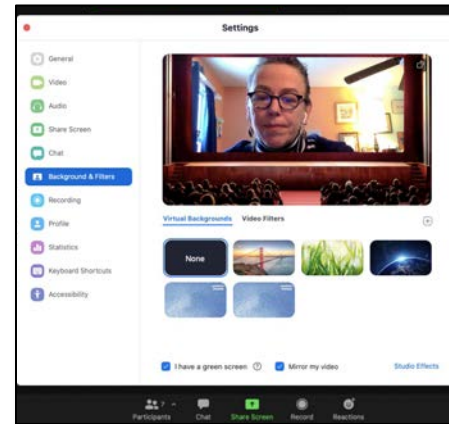


Zoom Basics



Bottom Toolbar

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

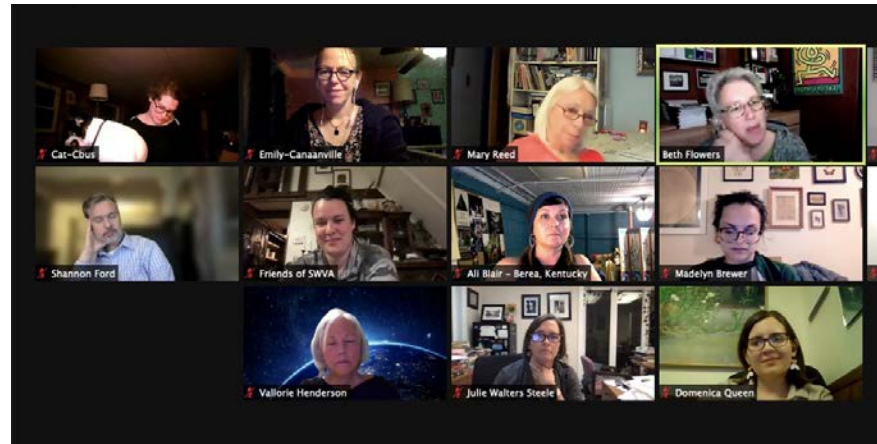


AIR Culture



ZOOM & In-person Workshops

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



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!



AIR Culture



ZOOM & In-person Workshops

- It's okay to change plans



Heritage, Culture, & Creative Economy



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



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/>

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.



AIR Overview

Meet Your Trainers



We will help you!

- Beth Flowers
- Emily Prince



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.



Values

We believe diversity of people, opinions, and experiences, at decision-making tables, make communities and economies stronger.

We believe that historical and current inequities must be addressed and remedied.



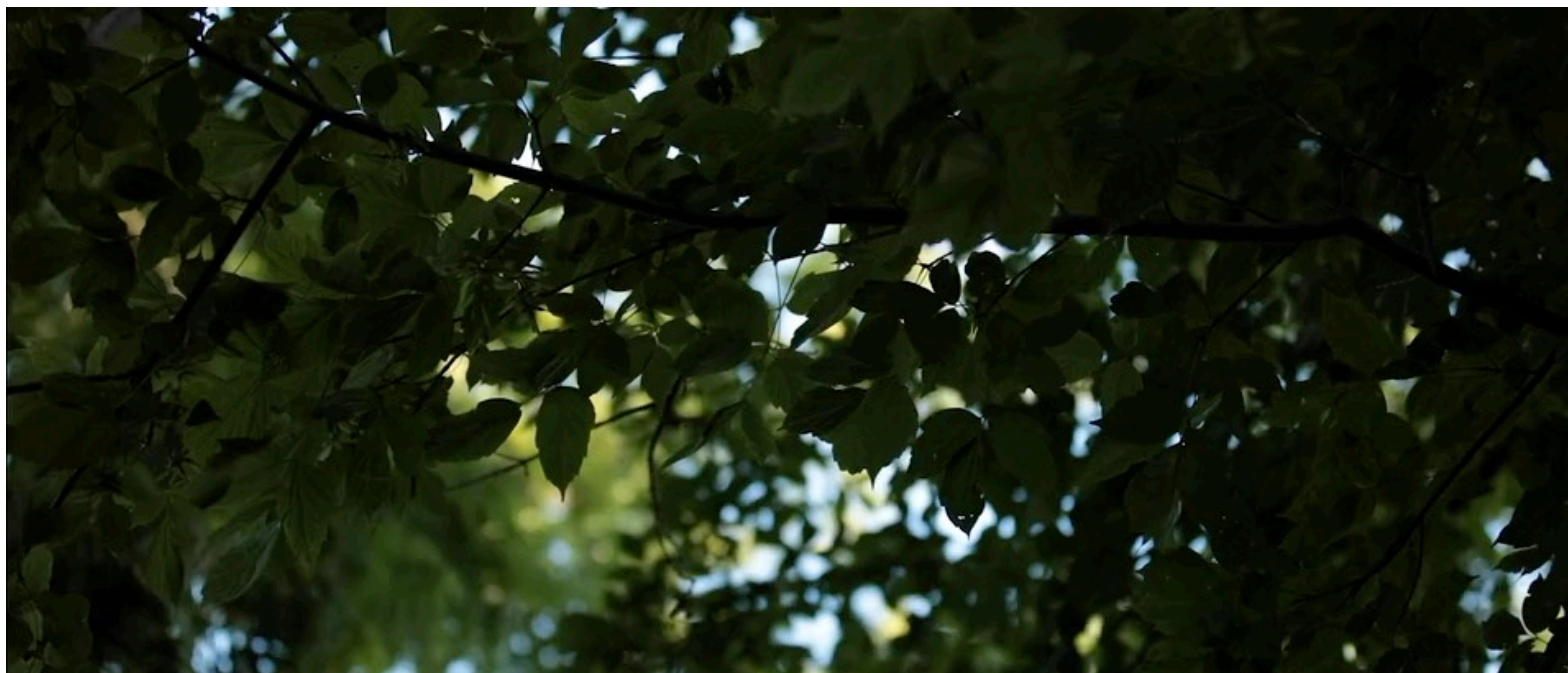
Values

We work to ensure that our communities have full access to essential education, tools, and resources that build self-determination, resilience, cultural equity, and creativity.

We practice and teach consensus-based collaboration.

We believe every community is unique and should define its own measure of success: quality of life, economic stability, individual accessibility, and opportunity.

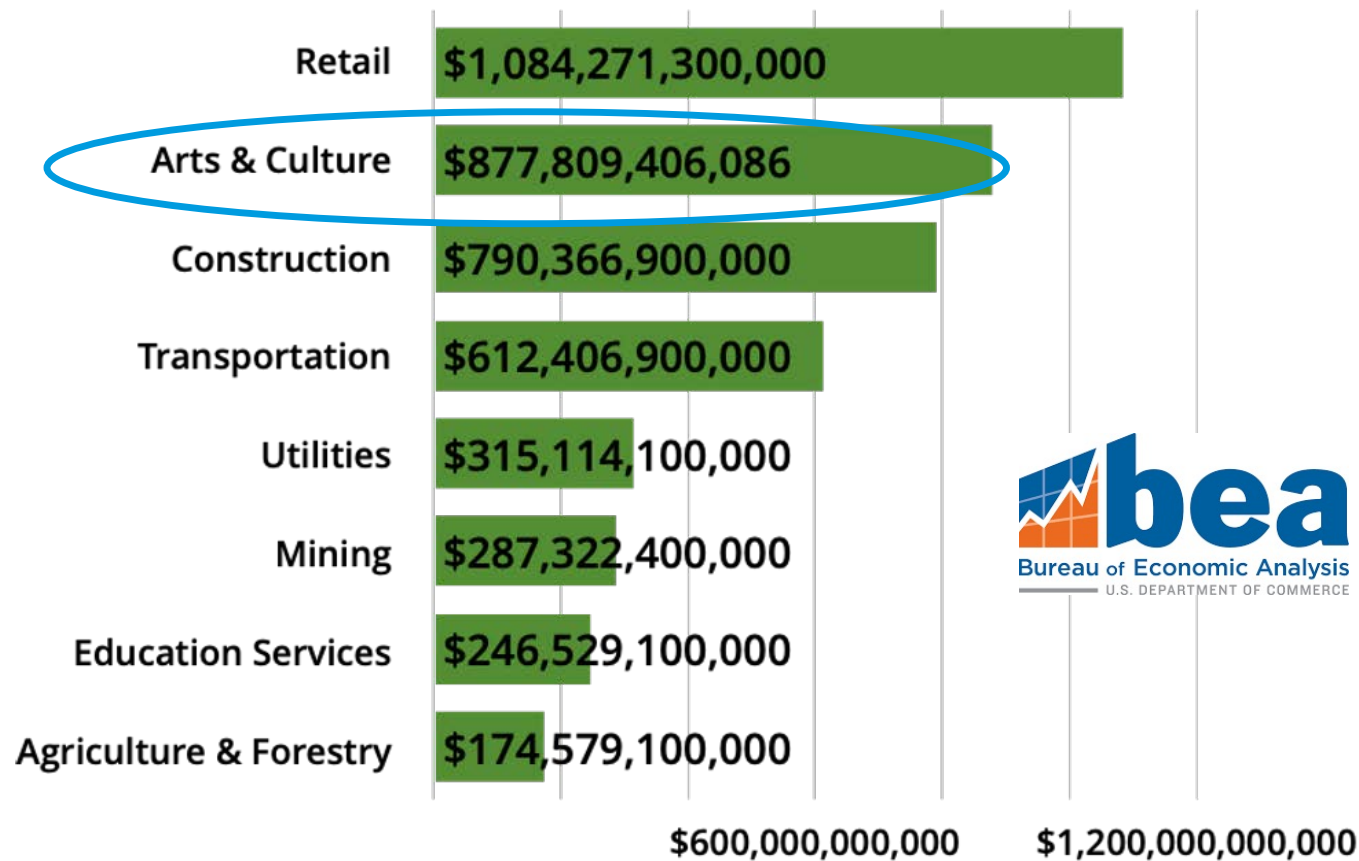
The AIR Story



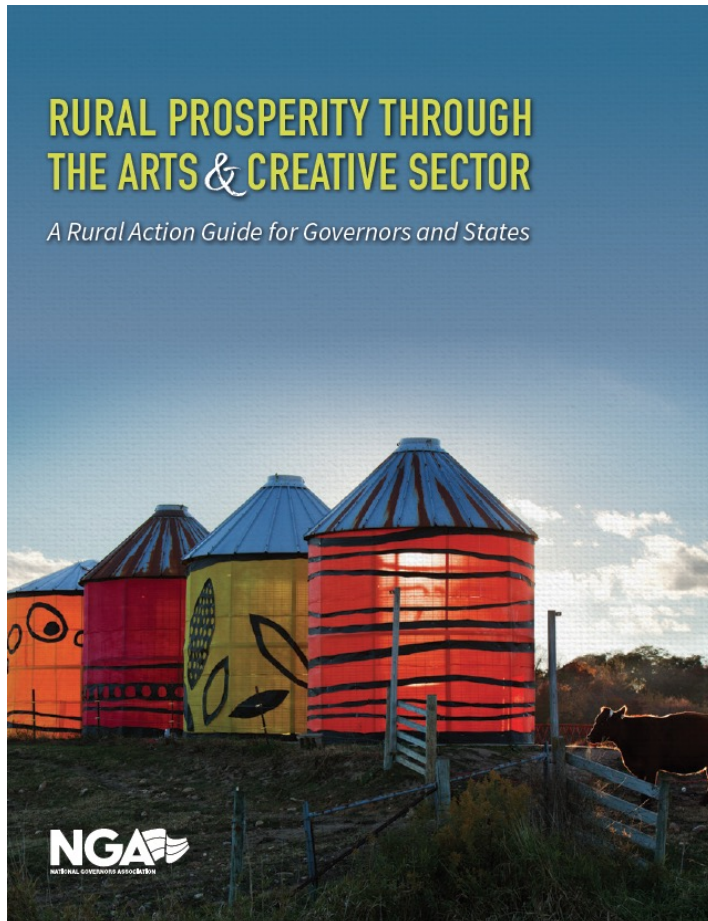


Creative Economy Growth Process

2017 Industry Sector Comparisons



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.

Creative Economy includes:



Grow Your Creative Economy



Gather
Often



Learn



Do



Grow Your Creative Economy



Inspire

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

Gather
Often



Learn



Do

AIR Programs



ABBBA Workshop

90-120 minutes;
large group

- Creative economy
- community development
- Design thinking empathy exercise

Shift Workshop

18 hours; 12-36 in
facilitated teams

- Design thinking & business planning
- Teams create implementable projects - raise value of arts and business

Evolve Program

6-9 months; up to 15
in cohort

- Creative venture, nonprofit, program
- Design thinking & Lean Startup
- Prototyping & real-time feedback
- Mastermind team

Train-the-trainer model - Local Facilitators

Curriculum Competencies



Key Competencies

- The Paradigm Shift
- Collaboration
- Business Planning
- Design Thinking & Creativity
- Access Between Community & Creatives

Supporting Competencies

Communications, Marketing, Social Media, Mentoring, Technology, Revenue and Fund Development, Sales, Budgets & Finance, Human Resources, Emotional Intelligence, Legal, and Team Development

Accountability



- Local Trained Facilitators – meet people where they are!
- Coaching
- Accountability Buddy
- Facebook private groups for each cohort
- Mastermind Groups
- Digital Resources including fillable participant guides and links to additional resources like videos and websites to deepen learning

Systemic Change

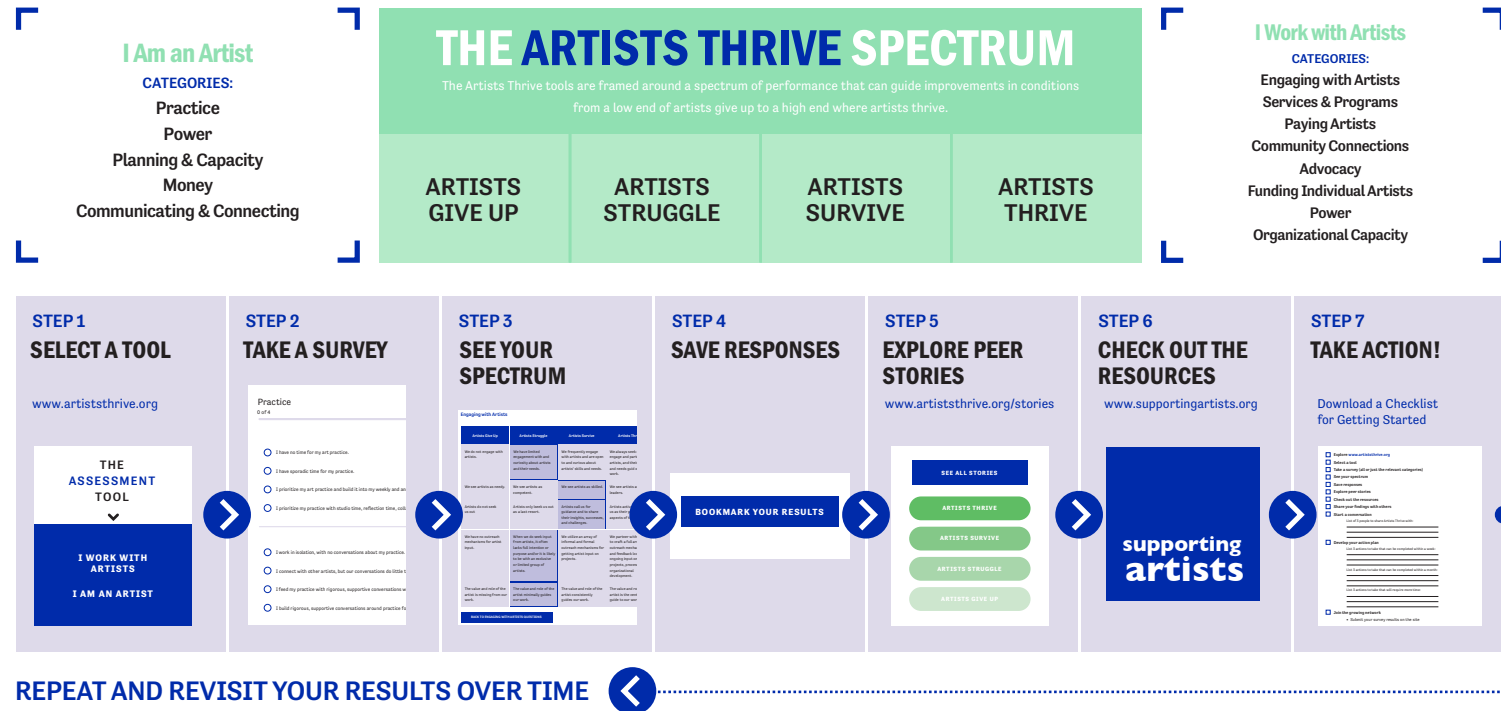


Raise the value of art and creativity

Embed AIR in systems and institutions

- State & Regional Arts Councils
- Small Business Development Centers
- Emergency Preparedness & Mitigation
- Education – High School & College

Artists Thrive



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.



Everyone Shifts



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

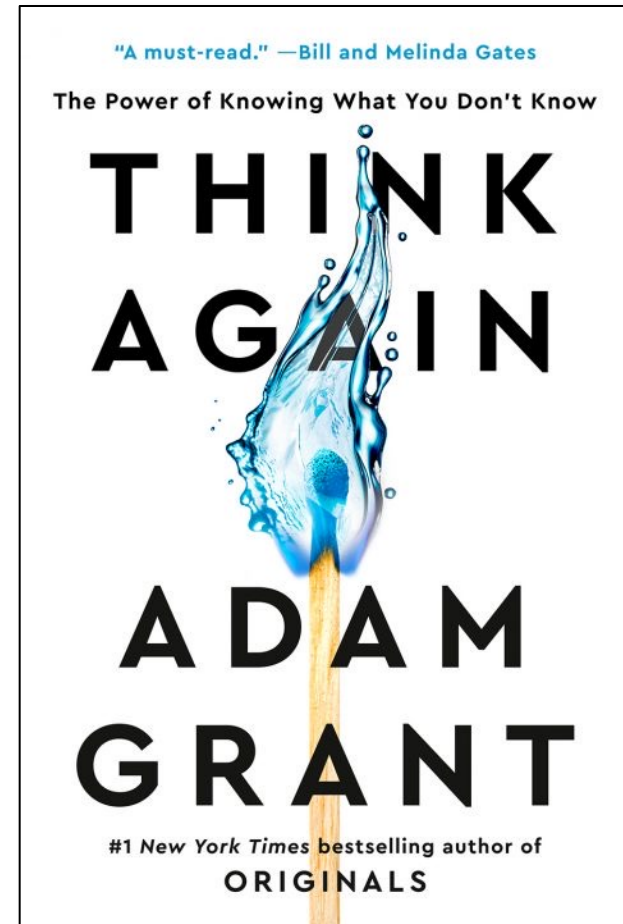


- Artists and creatives expand career paths
- Businesses break out of ruts
- Communities solve problems by engaging creatives and business people

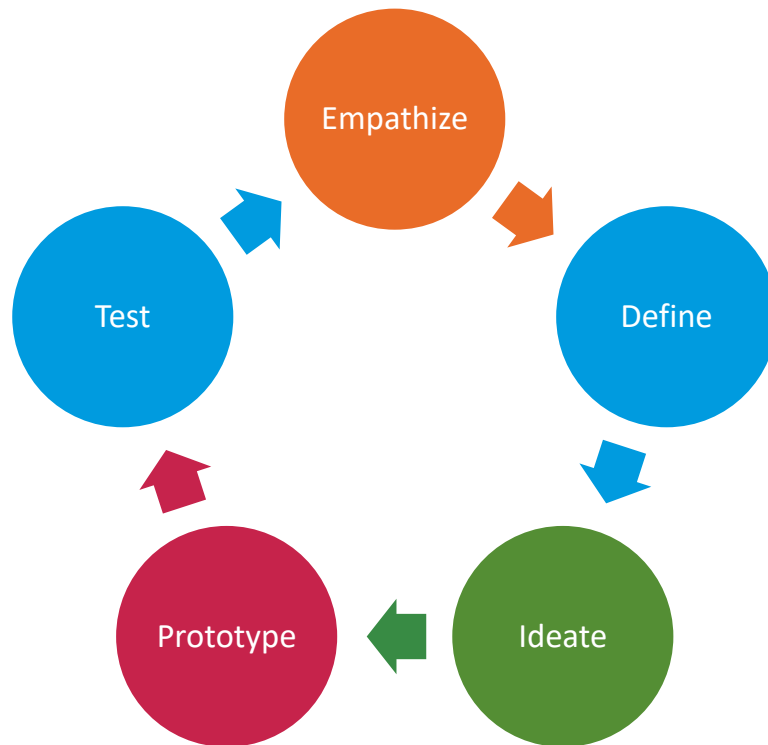
Change is hard



- 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



Design Thinking Helps



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

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



Business planning process helps too

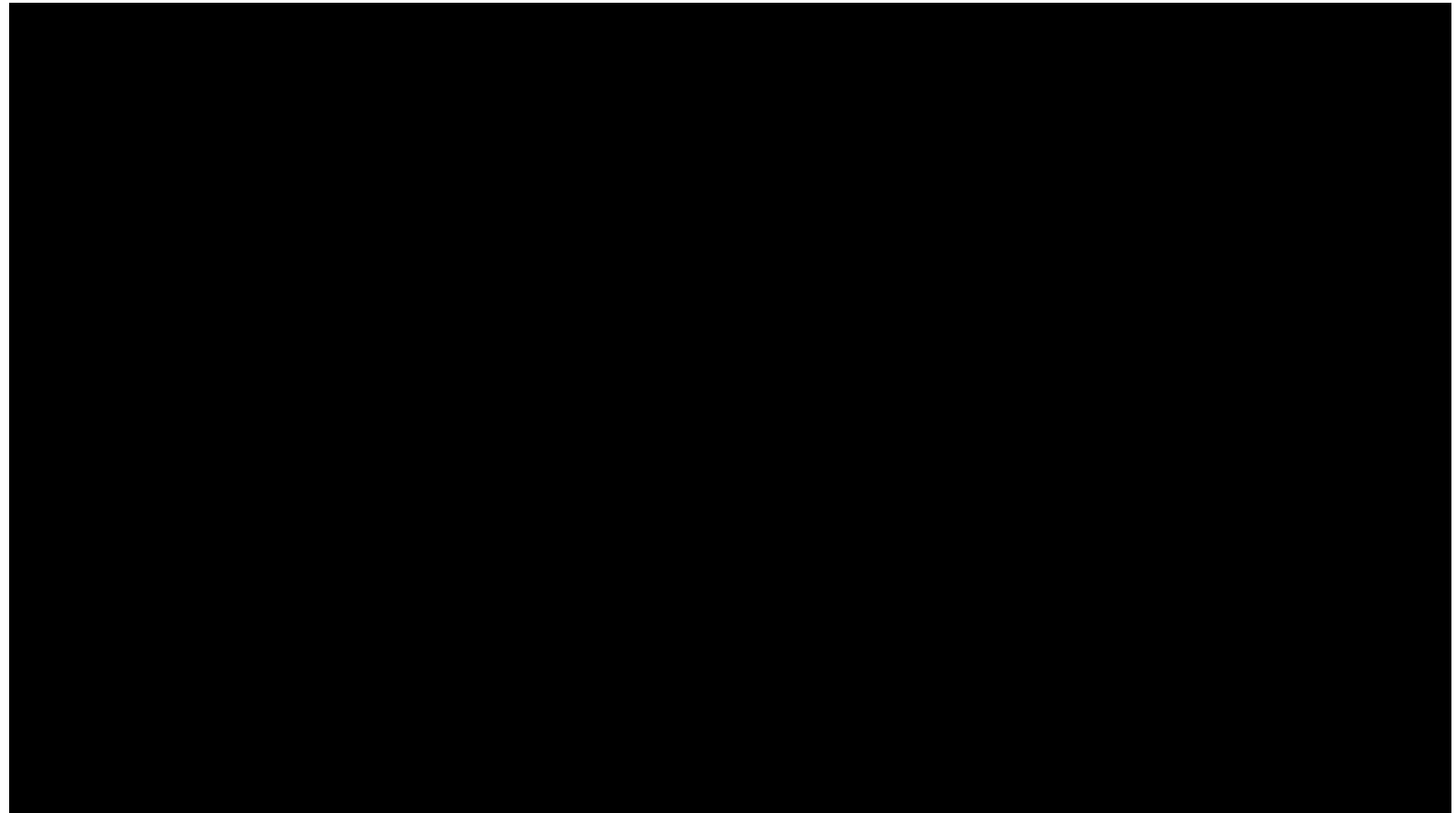


We can assess risk and fail softer

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



Shift Workshop Story Patrick County, VA



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!



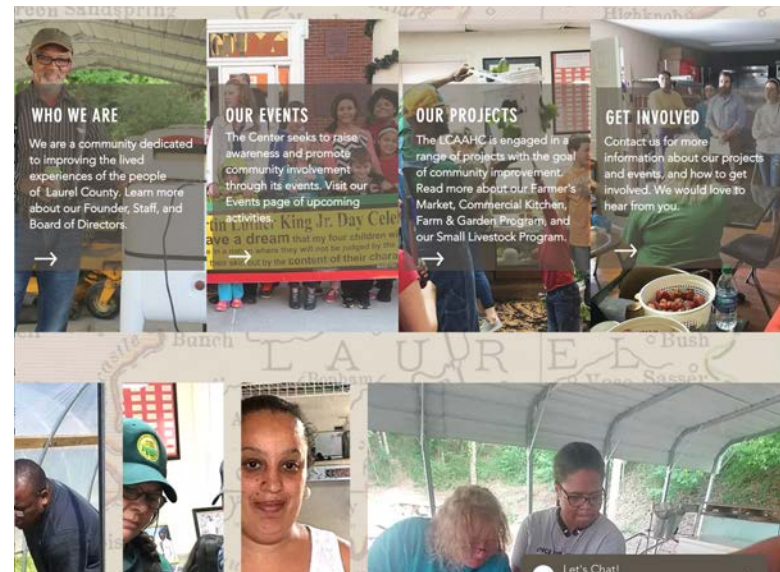
Small scale projects
are low risk and can
succeed quickly

Local Opportunities

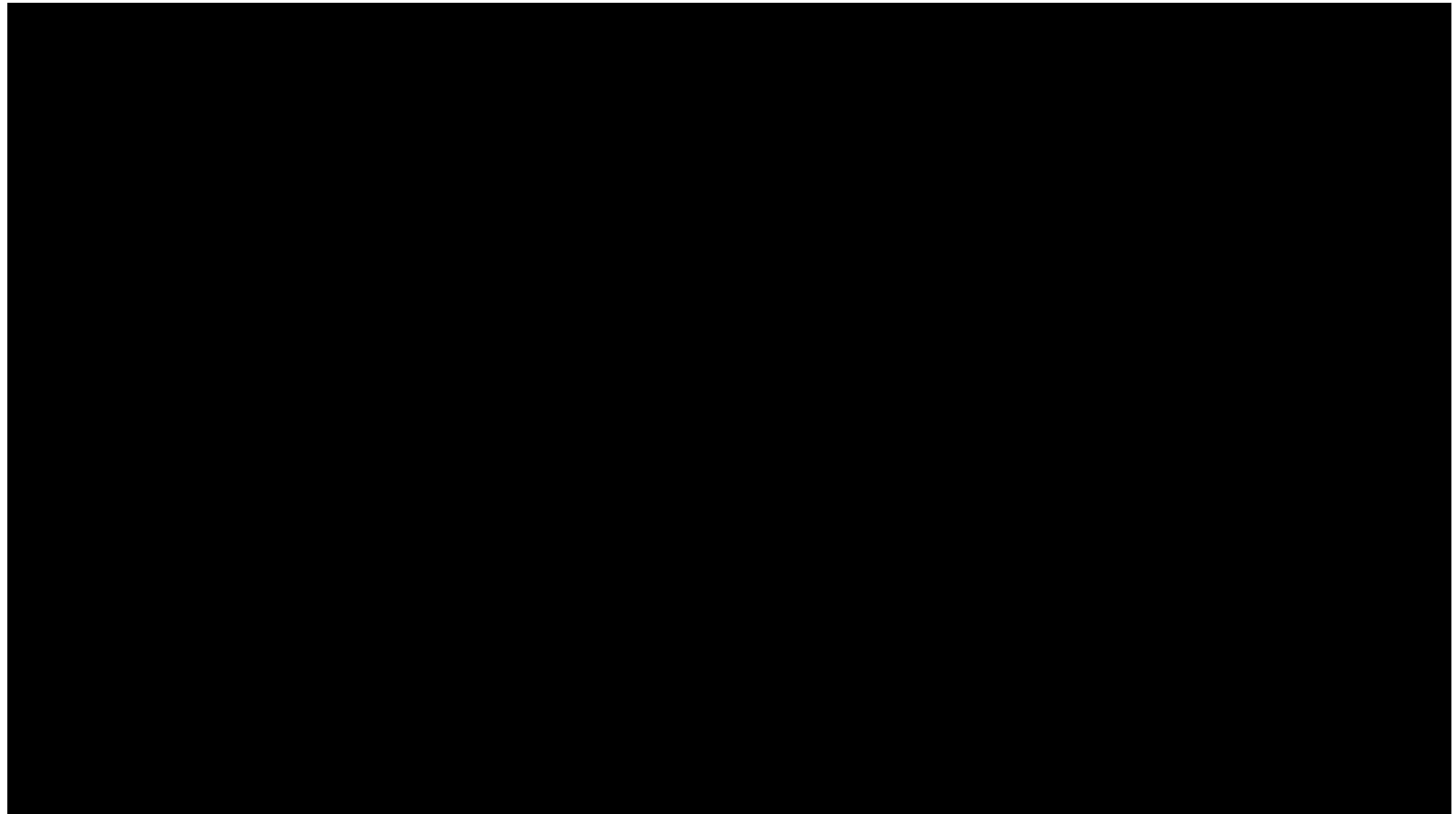


- Local food culture
- Deep history
- Cultural groups
- Immigrant history
- Native peoples
- Local nature
- Spiritual or religious practices

Laurel County African American Heritage Center



Rise & Shine Market



Facilitator Role



Every team has a Facilitator

GOAL: Teams self-facilitate

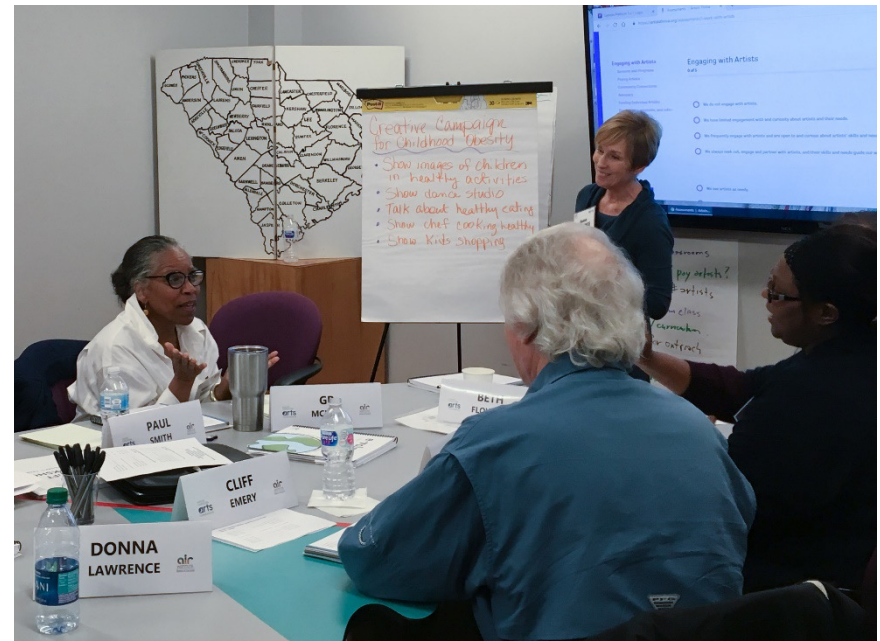
- Scribe and document discussions
- Intervene if discussion fragments
- Manage group dynamics
- Prevent dominance and ensure inclusion
- Summarize discussions



The Ground Rules



- Listen well
- Be kind
- Have fun
- Be creative
- Share freely



The Ground Rules



- Turn off cell phones.
- Everyone participates; no one dominates.
- No interrupting or side conversations.
- We begin and end on time.
- Information can be shared with others unless a member asks that it be confidential.
- Consensus for team decisions



Consensus



Everyone holds a piece of the truth

- Others understand my point of view
- I understand others' point of view
- Whether I prefer this decision or not, I support it—and will not undermine it since it was arrived at openly and fairly, and is the best solution at this time.



Coaching



Coaching Session

- 15 minutes with your team Facilitator to focus on you and what you want or need.
- Not therapy!
- Identify action steps and resources to get where you want to be.
- Accountability buddy.



Training Culture



No one will be left behind.

We listened to our pilot participants

- No fancy tech
- Fillable PDFs
- AIR website



Everyone can manage the technology.

Facilitator Training



Online Sessions

Session One

- Welcome & Zoom Training
- AIR Overview
- Creative Economy Growth Process
- Facilitator Purpose, Roles, and Tools
- Introductions
- Advanced Zoom Training & Practice

Session Two

- Welcome & Check-in
- ABBBA Presentation & Exercises
- BREAK
- ABBBA Practice
- Certification Process Review

Facilitator Training



Session 3

- Curriculum Overview
- Facilitator Purpose, Role, & Tools
- Shift Workshop Agenda Review
- SHIFT DAY ONE Presentations & Exercises
- Presentation Training
- DAY ONE Presentation Practice
- Shift Story Practice

Session 4

- Check-in
- SHIFT DAY TWO AM Presentations & Exercises
- Facilitation Training
- Facilitation Practice
- LUNCH BREAK
- Facilitation Practice
- SHIFT DAY TWO PM Presentation & Exercises
- Presentation Practice

Session 5

- SHIFT DAY THREE Overview
- SHIFT ACTION SESSION Presentations & Exercises
- Coaching Training
- Coaching Practice
- Workshop Delivery
- Evolve Overview
- Next Steps Plan
- Evaluations

Sessions can be online or in-person

Presentation Training

Goals

- Deliver the curriculum content thoroughly and with verve!
- Inspire participants to learn and practice what you're preaching
- Make it personal – tell your stories



Presentation Rubric



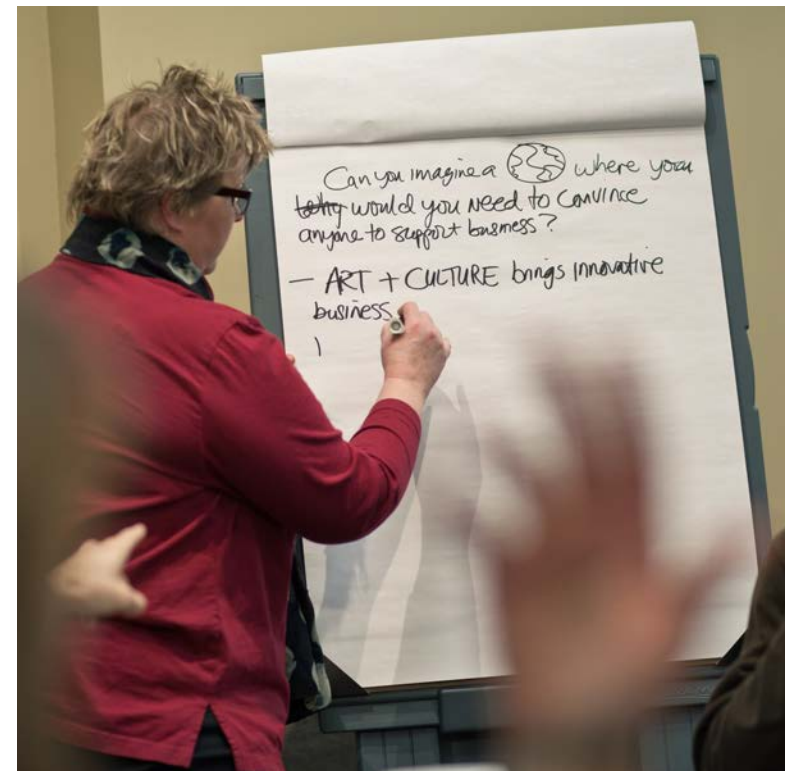
	Emerging	Approaching	Meeting	Exceeding
Content	<ul style="list-style-type: none">Well prepared and organizedStays within time limit	Demonstrates previous, AND: <ul style="list-style-type: none">Uses simple, clear, and concise languageSounds knowledgeable	Demonstrates previous, AND: <ul style="list-style-type: none">Shows passion & interestConfident in concepts & exercise directions	Demonstrates previous, AND: Includes valuable, personal stories
Tech	Demonstrates operation of: <ul style="list-style-type: none">Computer & slide advancerPresentation software	Demonstrates previous, AND comfortable with: <ul style="list-style-type: none">ZOOMKahoot!Microphone	Demonstrates previous, AND can operate: <ul style="list-style-type: none">ProjectorAudio systems	Teaches others how to use the technology

Facilitation Training



Goals

- Participants collaborate, listen, learn, and respect others
- Participants shift their mental models
- Participants discover they know the answers!
- Participants are inspired and implement their projects.



Facilitation Rubric



	Emerging	Approaching	Meeting	Exceeding
Leader-ship	Establishes and follows: <ul style="list-style-type: none"> • Ground rules • Goals • Schedule & time • Confidentiality 	Demonstrates previous, AND: <ul style="list-style-type: none"> • Facilitation tools • Manages Conversation 	Demonstrates previous, AND: <ul style="list-style-type: none"> • Team is cohesive • Team achieves consensus 	Demonstrates previous, AND: <ul style="list-style-type: none"> • Team self-facilitates • New leaders emerge
Support	<ul style="list-style-type: none"> • Create safe, comfortable, positive tone and environment 	Demonstrates previous, AND: <ul style="list-style-type: none"> • Active, deep listening • Ensure equitable participation • Models Consensus spirit 	Demonstrates previous, AND: <ul style="list-style-type: none"> • Stimulates discussion • Handles problems • Offers non-biased positive support 	Demonstrates previous, AND: <ul style="list-style-type: none"> • Uses questions to develop team • Knowers become learners

Coaching Training



Goals

- Participants shift their mental models
- Participants discover they know the answers!
- Participants identify their challenges, set goals, and have an accountability plan to move forward



Coaching Rubric



	Emerging	Approaching	Meeting	Exceeding
Session Management	<ul style="list-style-type: none"> Establishes session timing and purpose Respects confidentiality Does not give advice 	Demonstrates previous, AND: <ul style="list-style-type: none"> Provides focus and manages session time 	Demonstrates previous, AND: <ul style="list-style-type: none"> Discover client's challenge Identify action steps 	Demonstrates previous, AND: <ul style="list-style-type: none"> Action steps with timeline are written
Support	<ul style="list-style-type: none"> Create safe, comfortable, positive environment Active, Deep Listening 	Demonstrates previous, AND: <ul style="list-style-type: none"> Offers positive feedback Encourage client to discover their answer 	Demonstrates previous, AND: <ul style="list-style-type: none"> Uses powerful questions Shares relevant resources 	Demonstrates previous, AND: <ul style="list-style-type: none"> Action step includes new resource or connection provided by coach

Evolve Creative Ventures



2020-2021 Cohorts in VA and OH

- Ceramics artist & gallery
- Solar powered generator
- County economic development director
- Toy company
- Dance studio
- Music venue
- Tap House
- Textile artist





Questions & Discussion



Shift Happens