



## Ten Tips for Transformative Engagement

1. **Listen** more than you talk.
2. **Serve food.** Always food! There is no better conversation generator among people that don't know each other.
3. Make sure your **internal training** and chorus conversations happen *before* collaborators are invited as guests into your space. Explore issues of power and privilege, cross-cultural dynamics, language sensitivity, etc as recommended by your "community guides."
4. **Anticipate** ways to help your collaborators feel comfortable when they are in your space:
  - a. provide greeters at the door
  - b. prepare nametags
  - c. think about the food and drink you are providing. Is it appropriate for your guests?
  - d. Ask in advance what things would help your collaborators feel welcome in your space.
5. **Participate** in events and projects hosted by your collaborative partner in *their* space. Ask how your chorus can support their mission and work in the community.
6. **Balance** creative process and flexibility with written understandings and expectations. A written contract is a must for any collaboration, especially if it involves significant time and/or finances. If a new work of art is created through this collaboration, be sure to clarify in writing in advance who owns the on-going rights to that new work.
7. If collaborative partners are participating in a concert (especially if it is revenue generating) make sure that they are **generously compensated financially** for their time and expertise.
8. Ensure that any event or project **advertising** and promotion is agreed upon by all collaborators.
9. Find meaningful ways to **stay in touch**. Especially if the collaboration stirs a lot of emotion or vulnerability for your collaborators or your chorus, offer follow-up support and continue building trust rather than dropping the connection immediately after the collaboration is officially finished.
10. Collaboration is trendy but proceed with humility, **embracing the possibility** that this community partnership might just transform your life, your chorus... and the world!

## Remember...

- "Outreach" is not the same thing as inclusion or engagement.
- True collaboration involves a willingness to let go of control.
- Know that the outcome of the collaboration may take a completely different form than you originally envisioned.
- If you feel uncomfortable, this might just be the perfect collaboration for your chorus.
- Any true collaboration takes time, patience, creativity, willingness to adapt and lots of listening. Be realistic about the time that true, transformative partnership may take.

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# Transformative Engagement Planning Grid



Project Title & Chorus	
Collaborative partner	
Community Experts/Guides	Who are the experts in your community that can bridge between your two organizations, help with training or facilitate conversation?
Internal Training	What kind of internal training will your chorus need? What does your collaborative partner suggest?
Message	What is the simple message you want to convey through this artistic project?
Goal Setting	Create some basic goals for the partnership – together! 1. 2.
Barriers to participation	What barriers /challenges does your collaborative partner anticipate in terms of getting their community members involved in the project? How can you address these?
Planning & Decision-making	How will your collaborative partner be engaged in decision-making, or not? Selecting repertoire, where they stand on stage, concert order, etc...
Project Description	What will the project and/or performance look like, sound like, feel like? What will the audience experience, hear or see as soon as they walk in the space? How will they feel welcome and engaged? How will your community partners be represented on stage? Other side too...
Transformation	How will your chorus participate in an activity hosted by your collaborative partner?
Audience Engagement	How will you engage community members to be involved? How will you get them there? Free tickets are NOT enough - be creative. This will take time. What do your collaborators suggest?
Evaluation	Who will be involved in the evaluation? What form will it take? How can we evaluate impact and enthusiasm of participants as well as numbers?
On-going Engagement	How will you continue to stay connected with your collaborative partner over the next 12-24 months?