

**THE LABS RESULTS IN:**

**DORTMUND, DE**

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**UNITED SOUNDS FACILITATING A NETWORK OF ALTERNATIVE MUSIC EVENT ORGANISERS**

	N. SESSIONS	N.PARTICIPANTS	AIMS	ACHIEVEMENTS
Labs for 2 <sup>nd</sup> tier facilitators	4	3-4 (local youth and music center managers, music network organisers, event managers)	To discuss and define the main goal(s) of the United Sounds network; establish a core team and assign team members roles Learning action learning by using action learning methods	Core team structure as backbone of United Sounds; basic definition of network functions and long-term goals; personal identification and belief in the project increased
Labs for SMEs	7	6-15 (local youth and music center managers, music network organisers, event managers, artists, students with interest in the subject, local administration (special type of SMEs!))	Establishing connections and a common interest between individuals; re-establishing trust and communication structures	Growing number of participants; common goals defined; first products (website, United Sounds events); role of moderation given to 2nd tier facilitators at the end; „automatic“ use of action learning methods and instruments

TOOLS AND METHODS	LABS FOR 2ND TIER FACILITATORS	LABS FOR SMES
Main tools used	Very basic tools used repeatedly to create methodical understanding To-do minutes Visualisation Role of moderation Countdown planning	To-do minutes Visualisation Strong moderation and intervention to overcome old communication habits

### Overall evaluation on Labs for 2<sup>nd</sup> tier facilitators:

- Briefing and preparation, central aspects:  
Provide location and necessary workshop equipment  
Plan learnshop by defining aims, work contents, learning contents, methods, instruments  
Use results of former learnshops as input (in advance)  
Understand action learning as a method (again!)  
Define common goals of work  
Develop a project everybody can agree upon  
Distribute responsibilities  
Learn how to prepare a meeting  
Learn about the role of a moderator  
Evaluate the learnshop: What has been done? What has been learned?
- Overall achievements in terms of contents and methods  
United Sounds is working as a network  
People feel responsible and work on the tasks  
Milestones have been defined for the next 24 months  
Some PR products have been delivered and distributed  
United Sounds makes constant use of action learning methods  
Level of methodical reflection is quite high  
(Do we mean the same? What is the common goal?)
- Role of moderator well played
- sfs withdrew from United Sounds in a good conscience

### Narration

- The relevance of communication is generally underestimated. Diligent planning and preparation of meetings and workshops is often considered as a secretary's task or something which can be done 'on the run'.
- A general understanding of this necessity has to be created in order to make a group of people accept a 'communication leader', a moderator. Therefore, for the start, an external moderator usually is a necessary and very helpful 'initiator' of changing the communication style of the whole community.

### Overall evaluation on the Labs for SMEs

- The experience that goal-oriented communication is a prerequisite for common action and that action is strongly facilitated by clear, focussed and visualised communication has created deep impact among the 'creative scene' people.
- Also for the facilitators it was a striking experience to see how a few basic methods of communication can turn a 'flock of sheep' into a relatively organised network and project (community of performance) with clear aims and strategies and accepted 'leaders'.

### Lessons learned and recommendations

- Organising communication means organising processes of learning (not teaching!) and agreement
- Learning is deeply depending on positive emotions related to its processes and events, on experiences of success.
- Only then, it translates in motivation for action.
- Fear is a killer of learning and motivation, hence of voluntary action