

Event Title / Topic

Brainstorming Worksheet

Offering a five-day intensive in NVC to people who've never heard of it before may not result in a packed house. Along the same lines, offering only introductory workshops, or the same type of workshop time and time again, may also keep your attendance far below its potential. One key to developing well-attended workshops/trainings is to identify the current learning and community needs of potential participants, and to design a workshop that meets those needs. Use this worksheet to brainstorm potential workshop trainers, workshop formats and topics that will truly meet the PRESENT learning needs of your community.

STEP ONE: WHAT IS YOUR PRIMARY GOAL FOR HOSTING A WORKSHOP OR TRAINING?

Whether you are an independent trainer, a local supporter working alone, or a NVC team, it's important to consider what need(s) will be met by coordinating a local NVC workshop. Identify your PRIMARY GOAL for hosting a workshop below:

- REVENUE GENERATION:** Some local teams host a visit from a well-known NVC trainer as a means of generating revenue to pay for some ongoing organization expenses. Are you hoping to generate revenue for your workshop/training or conference? (an actual profit beyond covering workshop coordination expenses?)
- INTRODUCE NEW PEOPLE TO NVC:** Are you attempting to spread NVC locally to people who've never been exposed to it, or even to introduce NVC within a particular group (such as K-12 educators, child care providers, administrators of your city's community mediation program, leaders within a major healthcare corporation, etc).
- EXPAND LOCAL NVC EDUCATIONAL OFFERINGS:** Have you hosted introductory trainings in the past and now want to expand your offerings to more intermediate, advanced, or topic-specific workshops? If so, consider the general make-up of your existing NVC community (demographics, cultural/political/socioeconomic make-up), the type of workshop(s) you've hosted in the past, and any specific training requests you've received.
- RESPOND TO SPECIFIC TRAINING REQUEST:** Are you responding to a specific request for training within your community (via a survey you distributed to your local NVC community, or a request received from a specific group)?
- AFFECT ORGANIZATIONAL AWARENESS, CULTURE OR POLICY CHANGE:** Are you offering a workshop with an intended goal to affect change among participants (via expanded awareness, cultural paradigm shift, or consideration of a policy change).
- OTHER (Identify/describe here):** _____

STEP TWO: CONSIDER ANY ORGANIZATIONAL, FINANCIAL OR OTHER CONSTRAINTS.

Regardless of your goal for hosting a workshop, before diving into choosing a trainer, topic, and format, it's important to consider any constraints that may limit or focus the training you offer. For instance, you and other volunteers may only be willing to devote a limited amount of time to planning and coordination; you may have a very limited amount of money to invest in upfront event expenses; or you may have a limited knowledge of the learning needs of your area community. Identify any challenges or constraints that are important to consider in this stage of your planning:

In selecting a trainer for your workshop, you may want to consider the following factors:

- CREDENTIAL PREFERENCES OR SPECIALITY:** Do you have a strong preference for a CNVC certified trainer? What are the benefits of having a CNVC trainer facilitate the workshop? Do you have a preference for a trainer who specializes in teaching specific groups or specific applications of NVC? How would the trainer s specific credentials enhance the quality of this learning opportunity?
- GEOGRAPHY:** Do you preference utilizing a trainer that is based out of, or closer to your region? This preference may meet needs for community and support differently, and could have an impact on transportation/lodging costs.
- CONNECTION AND TRUST:** Are there specific trainers with whom you have a personal connection and/or have especially high trust for their ability to support your community in the ways you hope?
- TRAINER FEES:** In talking to trainers, what type of financial support would meet their needs in providing the kind of workshop you are considering?

TRAINER: _____

DATE(S) OF WORKSHOP: _____

STEP SEVEN: FINALIZE YOUR WORKSHOP INFO.

Now you have the basic facts available to finalize a general description of the workshop(s) you ll be offering. Write this information in below:

TRAINER: _____

DATE(S) OF WORKSHOP: _____

WORKSHOP TITLE: _____

PRIMARY WORKSHOP GOAL: _____

TARGET AUDIENCE / ANTICIPATED PARTICIPANT(S): _____

TRAINER: _____

DATE(S) OF WORKSHOP: _____

WORKSHOP TITLE: _____

PRIMARY WORKSHOP GOAL: _____

TARGET AUDIENCE / ANTICIPATED PARTICIPANT(S): _____