



Creating Out Loud

Communicating value

This Discussion Guide supports the first Creating Out Loud Topic-Based session, which addresses one of the big challenges facing the arts and culture sector – that is, communicating its value.

Purpose

The purpose of this session is to explore how you communicate the value of your work by

- reflecting on what motivates your creative practice, or involvement in the arts and culture sector, and
- considering what “value” means.

Agenda

Suggested Timing: 1 Hour

Activities:

1. Being Here (15 minutes)

- Acknowledging Country (5 minutes)
- Check-in (10 minutes)

2. Individual Exercise (20 minutes)

- Personal reflection (5 minutes)
- Sharing reflection (15 minutes)

3. Group Discussion (20 minutes)

- Building Relationships

4. What Next? (5 minutes)

TIP: Fee free to adjust the timing to suit the size of your circle and how much members want to share.

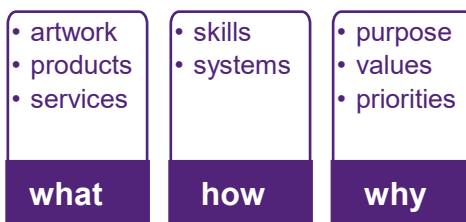
1. Being Here

Please acknowledge the Traditional Custodians of the lands on which you are meeting today.

- If this is your first meeting, share your name and how you are currently involved in the arts and culture sector.
- If this is not your first meeting, tell your circle about the step(s) you took since your last meeting.

2. Individual Exercise

Author Simon Sinek claims that people don't buy what you do – they buy why you do it.^[1]



Reflect on the ‘why’ of your work:

- What motivates your work?
- What priorities do you bring to it?
- What threatens / supports your “why”?
- How central is knowing your “why” to how you communicate about your work?

Share your reflections with the circle.

3. Group Discussion

Discuss one or more of these questions:

- Why do artists need to communicate about value?
- What types of benefit / value most need to be communicated?
- What are you communicating the benefit/value of?
- Who do you need to communicate with?
- How can different communication channels help you communicate value in new ways?

4. What Next?

Name one step you plan to take after this meeting. Possible steps include

- exploring some of the extra resources provided in the Discussion Guide.
- pursuing your own personal or professional goals.

Where can I access the program?

All Creating Out Loud materials are free to download from the program website: <https://creatingoutloud.business.uq.edu.au/>

References

1. Sinek, S., How great leaders inspire action. 2009, TEDxPuget Sound. https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=