

# Building a Great Barbershopping Organization

## Three Workshops:

1. Compellingly Attractive Chapter Meetings—Shifting to Priorities that Vitalize
2. Popularization—Performances, Administration and Community Profile
3. Stewardship—Colonizing New Nearby Chapters

## Workshop 1:

### Compellingly Attractive Chapter Meetings—Shifting to Priorities that Revitalize

Wouldn't it be *grrrrreat* if...

- chapter meetings were so compellingly attractive that guys couldn't wait to participate every week?
- new song learning was fast, easy, joyful, effective and not heavily dependent on individual homework?
- over 70% of the potential members who visited your chapter joined?
- several really good associate directors and audio and visual coaches were active members of the chorus?
- each member's talents were tapped to innovate improvements?
- chorus progress was so keen it fostered the Director's artistic growth?
- at each meeting you could feel your chapter becoming the great organization you always wished it would be?
- your chapter helped model the way for other chapters' vitality and growth?
- the Radio City Music Hall Rockettes kicked off your chapter meetings?

No pipedream (except maybe for that last item)—

This first workshop is chocked full of new stuff—no tired familiar rehashes. It's designed to be fast-paced and fun. It involves innovation, leadership and management primarily by the Music Director and Music/Performance team. Workshop 1 can bring out the keys to vitalization for the majority of Society Chapters and provide extremely valuable strategies for chapters already on an upswing. The best part is the near-term results. It can take as little as 3 to 5 months to introduce the strategies in steps, refine them and get consistently good at it while continuing the chapter's usual annual schedule. Yes, the near-term turnaround claim seems unbelievable. But after two years beta-testing strategies and inventing tools with the Asheville Chapter, the confidence is warranted.

**Purpose of Workshop 1:** "Get chapter leaders to use strategies that will cause their chapter meetings to become compellingly attractive and inspire growth."

Activity Content:

Chorus singing, directing, emceeing, coaching, innovation, new song learning, injection of fun and humor, director training, efficiency habits and more...

Classroom Content:

1. Learn the characteristics and priorities that people currently look for when considering joining or renewing membership (bulleted below).

2. Translate that knowledge into action—new innovative strategies that cause chapter meetings to become compellingly attractive.

Within every hour of the workshop, participants have opportunities to test-drive attractiveness strategies, use new creative tools, evaluate for improvements and sing. By the end of the workshop, everyone will have a vision—*based in experience*—of what can happen on meeting nights to make their chapter compellingly attractive to members and prospective members.

Workshop 1 teaches participants what members and prospective members desire and look for in a chapter-based organization like ours—the 14 items bulleted below. Then, participants learn what to do to make sure the 8 Deal-Maker items out of the 14 are *obvious* to anyone attending so much as one of their chapter meetings.

**Basis:**

In this organization members are:

- Appreciated/sought for their talents
- Approached about their needs
- Given high efficient return on their investment of time, energy and resources
- Welcoming to diversity in membership

This organization gives all members opportunities for:

- Creativity—participation in "imagineering" new or improved results
- Participative leadership—power to influence the pace and direction of the organization's life
- Personal growth—skill and knowledge enhancement
- Social Circle

This organization has:

- Astute and trustworthy management & leadership with succession
- Peer appeal—cool enough to invite friends
- Upbeat ambiance—interwoven fun, good humor and positive attitudes
- Value-driven Mission—the opportunity to transform society
- Variety
- Visual appeal

[Each sub-set of bulleted items is alphabetized and not indicative of prioritization.]

During beta-testing (Asheville, NC) over 2 ½ years, active membership increased by over 100%, over 70% of the prospective members who visited a meeting joined, and the average age of the active chapter membership dropped by 9 years. It's only one Saturday of your time...

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