



GATHERING as COMMUNICATION*

Priya Parker, author of *The Art of Gathering*, believes that too many of us in the non-profit world are not fully taking advantage of gatherings for what they are: **a communications vehicle to share ideas, information, culture, and connection.** Here are 3 of her tips for getting the most out of our gatherings:

1. GIVE YOUR GATHERING A NAME.



A thought-out name will set the stage for how the gathering runs, how people show up, what they are expecting to do or not do, whether they think they should be there, and whether they want to be there.

Compare "Quarterly Meeting" to "Why Last Quarter Was Such a Disaster."



2. THINK PURPOSE BEFORE LOGISTICS.

Give thought to the people interactions of your gathering and let those guide decisions about room setup, agenda, and name tag options. *Format flows from desired outcomes.*

3. PRIME YOUR PARTICIPANTS.

Hosting begins with the invitation, not when participants arrive. Lead-up emails can give reading assignments or even pop-up rules that temporarily shift norms. *Each email to a guest gives implicit or explicit instructions on how you want them to show up.*



“Gathering is a form of **power**. It's a form of **influence**. It's a form of invitation into a **conversation**. And, yes, it's also a form of **communication**. Because people who work at non-profits have limited time and resources, every time you gather, every time you choose to convene, it's deeply important that it's not only strategic but purposeful.

- Priya Parker

* These insights are from Priya Parker's book *The Art of Gathering*, and her August 2019 article in *The Chronicle of Philanthropy*.