



MUSEUMS
ASSOCIATION

Transformers 2018

Programme information

Transformers: Influence is for change agents who believe in the social power of museums. Three energising days, bespoke to the Museums Association, bring together people from across the UK to share knowledge, make new connections and be inspired to make change happen.

A cohort of 60 people become better influencers, ready to make change.

The **Influence** cohort will attend two intensive learning days with content drawn from the Transformers Toolkit. The programme culminates in a final sharing day - a gathering where experiences and outcomes are shared with peers. The cohort will work collectively to determine priority areas for consideration and the most inventive responses to create lasting change.

Day 1: Gearing up for Change supports participants to understand themselves - and their strengths - better. The overarching idea is to stimulate and motivate participants to engage proactively with projects and actions for radical change - to inspire them with the potential for change and create capacity building through tools, techniques and the encouragement of support processes and networks to facilitate change.

Day 2: Impacting Others will focus on tips and tools for influencing others. Transformers will learn how to have a much stronger impact inside and outside their organisations. As well as exploring how we can influence more effectively, we will explore the role of museums as change making agents and borrow from the campaigning world to consider tactics for change for ourselves, our museums and society.

Day 3: Forward Momentum will offer a chance to reflect, draw on the strength of the peer network and plan for next steps.

Learning will be structured through a mixture of large and small group activities, keynote speakers, speed mentoring and project surgeries, drawing on the expertise of the Transformers Network.

What to expect? Previous participants report benefiting in the following ways:

- stimulating, thought provoking and inspirational programme
- the ability to share ideas in a safe environment
- peer support from beyond their own institution and learn from other experiences, challenges and solutions
- listen to and seek inspiration from a range of ideas and voices – widened their perspective
- opportunity for self-reflection
- enhanced confidence in themselves and their ability and propelled them to take risks when driving change
- provided new tools they can use in the workplace
- time to formulate their ideas and take them further.

Feedback from previous participants:

"Great day – given me lots of confidence regarding influencing and also around tackling social issues. I have a clearer idea of where museums fit in society and how we might take an active role in creating change."

"Excellent content and thought-provoking documents. Very useful networking opportunity."

"I am particularly inspired by the context of day 2 – practical ideas I can imagine working in my organisation. I have so many thoughts to develop now. Loved meeting other delegates from different institution. There was a real buzz in the room."

"The networking opportunities to build a professional network of colleagues has given me a sense of place within the sector."

Recruitment information

This programme is for people working in or for museums and galleries (including trustees, freelancers, volunteers and career changers), who want to make change happen. We are looking for participants from a broad variety of backgrounds, in any roles and from any type of museum. Previous Transformers cohorts have had a mix of backgrounds, disciplines, skills, seniority and they represented independent, national and local

authority museums. This mix worked very well and we are keen to sustain and develop the diversity of the cohorts.

Participants will:

- be beginning to frame new ideas to change museums
- be ready to challenge assumptions
- understand that change can be difficult and be 'up for' the challenges this represents
- share skills and knowledge generously
- focus on *how we can* rather than *why we can't*
- commit to attend all events.

Participants will be selected on:

- their values and approach to working in or for museums
- their appetite for change
- their ability to commit to attending all sessions and events.

How to apply

The closing date for applications is **23 July 2018**

In order to apply, please submit a completed application form – you can apply [online here](#).

We are fully committed to creating inclusive programmes and events and always interested to hear how we can achieve this for participants. Please contact jess@museumsassociation.org with any thoughts and requirements you have.

If you require any adjustments to the recruitment process, please contact jess@museumsassociation.org

Programme timeline & key dates

The time commitment over the 7-month programme is 3 days in total.

Event	Date
Deadline for applications	23 July 2018
Dissemination of selection decisions	By 10 August 2018
Gearing up for Change day	19/26 September 2018
Impacting Others day	3/5 December 2018
Forward momentum	6/13 March 2018

Transformers Influence locations 2018

Transformers is a national programme and has been designed to reflect that. Participants will be split into two cohorts who will attend events in England, Scotland and Wales as part of their learning journey.

Gearing up for Change: 19 September (Edinburgh or Glasgow, tbc) or 26 September (Cardiff)

Impacting others: 3 December (Liverpool) or 5 December (London)

Wrap events: 6 March (Edinburgh or Glasgow, tbc) or 13 March (Cardiff)

Please hold the event dates in your diary until you know whether you have been selected for the programme.

The initial Transformers programme was developed with the insight and guidance of Gaby Porter and Richard Sandell, MA board members and Transformers Think Tank members Daniel Glaser, Director, Science Gallery London, Kim Thomas, Senior Advisor, BBC Caroline Mason, Chief Executive, Esmee Fairbairn Foundation and Pam Warhurst, Chair, Incredible Edible.

The programme will be delivered by Jessica Turtle, Inclusion Manager, Museums Association. The programme will also draw on the insights of expert speakers and facilitators from within and outside of the sector.

Previous speakers on the Transformers programme have included:

- [Charlie Craggs](#) - award-winning trans activist and founder of Nail Transphobia
- [Jenny Sealey](#) - artistic director of Graeae Theatre company
- [Hassan Mahamdallie](#) - arts consultant, theatre creative, and co-director of the Muslim Institute, Hassan wrote the Creative Case for Diversity for Arts Council England
- [Richard Sandell](#) - professor of Museum Studies, University of Leicester
- Sara Wajid - head of interpretation, Birmingham Museums and Art Gallery, Arts Council England Change Maker and founder of Museum Detox
- [Marc Steene](#) - executive director and Founder of Outside In

"Met the most fantastic people and accomplished a project that would not have been possible without the programme. It's helped me take brave career steps!" - participant 2015