



LESSONS LEARNED

WaterFire Arts Center
2017 NEFA CCX, New London, CT
June 8 – 9, 2017

1. **DREAM BIG** within your mission and align with your strategic plan
2. **Identify catalysts and engage champions** early in and throughout your process
3. **Build a strong team** - invest in the best
4. **Be relentless and strategic** in pursuing a range of opportunities concurrently
5. **“Luck is the residue of design (and hard work).”** Put yourself in the position to be lucky
6. **Be adaptable and leverage successes**
7. Seek **collaborations and partnerships**
8. **Communicate continuously:** what, why, how and when to all stakeholders including staff
9. **DO NOT underestimate the disruption** and toll a large scale project can take on your organization. Prepare, prepare, prepare.
10. **Have FUN!**

Project and strategy questions and to tour the WaterFire Arts Center:

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