

## BECOME THE POWER

**Rocket fuel your team with drums and rhythm.** See your people directly access the total power of true collaboration. Watch your team create shared vision, jettison barriers, and celebrate success. Everyone engages, everyone gets it: every time.

**Powerful leadership necessitates the potent skills that are synchronous with team development.** All the skills and tools that get success, alignment, depth and winning energy in a team are the tools that cutting edge leaders utilize and deploy. Drumming and rhythm build these skills. It's exciting, it's powerful.

No previous musical experience is necessary; through specialized facilitation, this innovative approach guarantees your team will 'jam!'

## PROVEN RESULTS

**Teams unify and leadership develops when internal awareness directly changes, yielding new vision and behaviors.** What creates this kind of change?

- Experiences that engage leaders/teams on every level - not just mental;
- Experiences that engage as many of the leaders'/teams 5 senses as possible; and,
- Experiences that are novel and access true innovations in thought and behavior.

***Rhythm is the experience.*** In 1665 a Dutch scientist, Christian Huygens, discovered that if 2 pendulum clocks were placed side by side, and the pendulums were swinging at different speeds, by the next day the pendulums would be swinging together in perfect unison.

This describes exactly what happens when leadership/teams engage in rhythm experiences as a part of strategic planning, visioning, or group development.

## TOTAL LEARNING

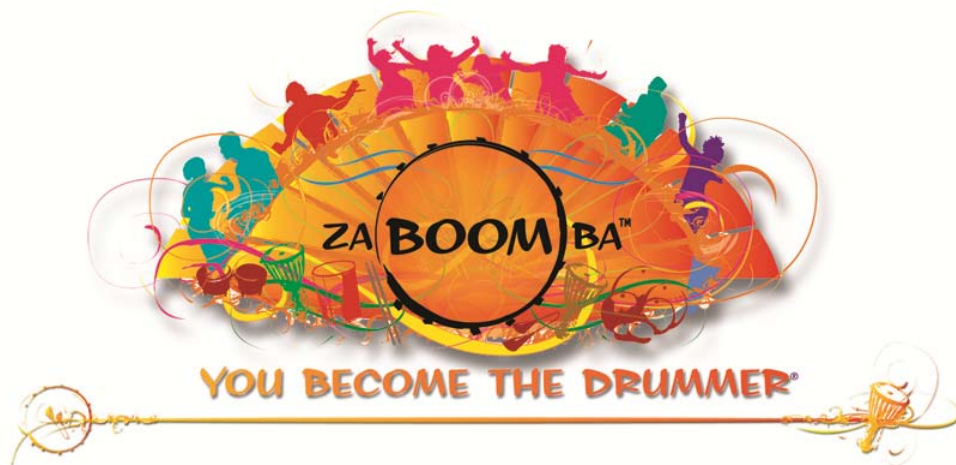
Great organizations take advantage of the fact that the **emotional commitment** is even more powerful than the **rational commitment**, and leads to **total engagement**.

To access this total engagement, Za Boom Ba™ programs are experiential: the team and leadership skill development occurs simultaneously.

Each module provides a multi-faceted approach to anchor learning and make connections through various multi-sensory modalities – experiential, visual, verbal, cognitive, interpersonal, and intrapersonal.

***In such a rich context, thinking shifts, and behavior changes.***





## OPERATIONALIZED OBJECTIVES

We spend considerable consultative time learning about you, your needs and the specifics of the participants and the event. Our facilitators are trained Organizational Development Consultants and bring years of direct field experience to the program. *Every step of the rhythm program maps directly to your group objectives and delivers effective, powerful learning.* And, while each program is aimed at specific skill development, there are overarching objectives inherent in all rhythm sessions.

All Za Boom Ba™ modules deliver:

**ENERGY:** An energized experience of the power of a team truly working together.

**COMMUNICATION:** Empowered communication flow - creating effective language for success and unified action, enterprise wide.

**DIVERSITY:** Respect and integration of diverse perspectives, working styles, cultural norms and each team member's unique contribution.

**LEADERSHIP:** Leadership skills that promote innovation, engagement, team awareness and the leadership potential in everyone.

**WELLNESS:** Awareness of the tremendous physical and psycho-social wellness effects of rhythm.

Throughout the process, our facilitators excel at identifying and connecting the learning objectives to the experience.

### *Clients Have Included...*

Our spirited clients have included the following fine companies and organizations.

FLUOR	ConocoPhillips	DELL, Inc.	Freescale
APS	Canyon Ranch	SHAPE Magazine	The City of Austin
The City of San Antonio	Chevron	The University of Texas	The University of Arkansas
Rutgers University	Oncor	Organic Valley	The State of Washington
Premera Blue Cross	Fujitsu	Qwest	The Methodist Hospital System

## CONTACT

Let Za Boom BA™ empower your team! Conference Keynotes | Teambuilding Sessions | Staff Development Training

Kenya Masala | Director, Source Consulting Group

[www.ZaBoomBa.com](http://www.ZaBoomBa.com) | [kenya@zaboomba.com](mailto:kenya@zaboomba.com)

512.293.2400 (mobile)



Source Consulting Group  
[www.sourceconsultinggroup.com](http://www.sourceconsultinggroup.com)



## PERFECT ENTERTAINMENT

You've spent time and money making all the arrangements for your event; you've got all the details set for the perfect occasion – now you need the perfect entertainment.

Put a team of incredible percussionists and an ensemble of phenomenal dancers front and center for your next celebration and watch the excitement *ripple* through your event.

The blazing drum roll of a djembe announces the excitement - an infectious rhythm fills the room. Dancers in vibrant costume groove through the room as the beat quickens. The dancers reach the "stage;" the rhythm kicks into high gear - the awesome percussion ensemble hits full power. The scene brims with graceful steps and electrifying rhythms working in pure synergy. And this is only the beginning...

## UNPARALLELED EXCITEMENT

Let the **Za Boom Ba™** ensemble bring the magic and spirit of Brazil, Caribbean, and West African percussion to your next event. Moving seamlessly through these incredible rhythm traditions, we provide a visual and auditory feast that promises one thing: **FUN**. It's entertaining, it's engaging, and it brings over-the-top celebratory energy to any gathering and event. And, if your attendees so desire, we put instruments in their hands and let them *all* be a part of the groove ensemble with specialized facilitation: everyone will be making music.

*Make your next event phenomenal with Za Boom Ba!™*

Be sure to check out our unique **Team Development** programs using rhythm and drumming.

More Info: [www.ZaBoomBa.com](http://www.ZaBoomBa.com)

## BOOK US TODAY!

Let Za Boom Ba™ Rock Your Event! Performances | Festivals | Parties | Event Entertainment

Kenya Masala | [www.ZaBoomBa.com](http://www.ZaBoomBa.com) | [kenya@ZaBoomBa.com](mailto:kenya@ZaBoomBa.com) | 512.293.2400 (mobile)





## DrumPowerment for Youth

### POWERFUL YOUTH DEVELOPMENT

Engage youth in a powerful experience of rhythmic collaboration: Za Boom Ba™ DrumPowerment! Through specialized facilitation with drums and rhythm based programming, young people become energized, directly sensing the power of their voice and the power of working together. They break down barriers, create shared vision, and celebrate success. No previous musical experience is necessary; everyone is guaranteed to jam!

### POWERFUL PROGRAMMING

Growth in young people occurs when internal awareness directly changes, yielding new awareness and behaviors. But what creates this kind of inner change for young people?

- Experiences that engage youth on levels beyond the cognitive;
- Experiences that engage as many of the 5 senses as possible; and,
- Experiences that are novel and promote true innovations in thought and behavior.

### POWERFUL ASSETS

Youth of all ages benefit from and are naturally drawn to the powerful yet simple experience of group drumming. From the moment the program begins, participants are engaged and active. *Every* participant gets a drum or percussion instrument and each person becomes a member of the community ensemble where their empowered contribution is respected and appreciated. In the Search Institute's list of \*40 Development Assets™, this community rhythm experience is a kinesthetic experience of Asset #7. The metaphor of all voices heard and shared, and all contributions coming together to create the unity of the beat (the strength of the community), becomes a real-life application of the rhythm metaphor. And, rhythm connects directly with more Assets! A '40 Assets™ / rhythm program' correlation appears on page 3.

\*The 40 Assets™ are developed and trademarked by the SEARCH Institute | All other text and images © 2008 Kenya Masala

### POWERFUL PREVENTION

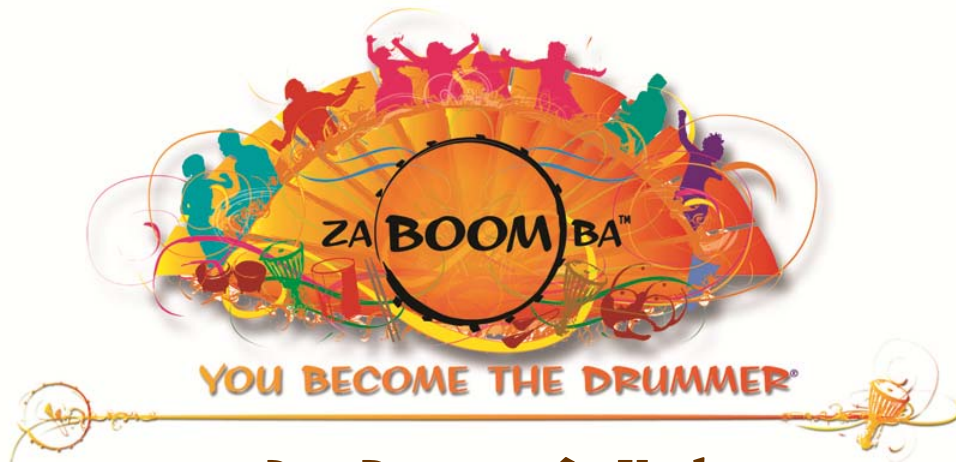
#### Another Model: *Risk and Protective Factor Theory (Social Learning Theory)*

For over 20 years, two researchers from the University of Washington (J. David Hawkins, PhD and Richard F. Catalano, PhD) examined what contributes to or protects against a child's developing problem behaviors. Through years of collecting and analyzing evidence, they found conditions that contribute to, or safeguard against, substance abuse and other problem behaviors. They call these conditions risk and protective factors.

The protective factors that have been validated by Hawkins' and Catalano's research all fundamentally relate to **bonding**. **Bonding** is the attachment, commitment and belief that develop in children who are attached to pro-social families, friends, school and community. According to this theory, youth who are bonded in a positive way to their peers, family, school and community, are less likely to engage in negative behaviors.

**Bonding** will only take place, however, if all three of the following conditions are present:

- *[Young people] must be given the opportunity for involvement in productive, pro-social roles in all four domains (individual/peer, family, school, and community);*
- *They must be given the skills to be successfully involved in those roles; and*
- *They must be given recognition and reinforcement for their pro-social involvement.*  
<http://www.nebraskaprevention.gov/SAPR.htm>



## DrumPowerment for Youth

*DrumPowerment!*<sup>™</sup> provides direct kinesthetic experience of the conditions necessary for bonding. *DrumPowerment!*<sup>™</sup> reinforces the conditions through an engaging, inspiring activity and adds a dynamic element to prevention programming. As a keynote presentation, this interactive session provides a fully engaging and memorable experience, sure to inspire learning and development.

### POWERFUL CHARACTER EDUCATION

Character Education fosters ethical, responsible, and caring young people by modeling and teaching good character through an emphasis on universal values we all share. It is the intentional, proactive focus on values such as respect for self and others, responsibility, integrity, and self-discipline.

*DrumPowerment!*<sup>™</sup> provides a direct experience of these values and provides an engaging learning context in which youth feel inspired to live their highest character.

### POWERFUL OBJECTIVES

While each program is aimed at specific skill development, overarching objectives are inherent in all rhythm sessions.

**All Za Boom Ba<sup>™</sup> modules deliver:**

**ENERGY:** An energized experience of the power of truly working together.

**COMMUNICATION:** Empowered communication flow - creating effective language for success and unity.

**DIVERSITY:** Respect and integration of diverse perspectives, cultural norms and each person's unique contribution.

**LEADERSHIP:** Leadership skills that promote innovation, engagement, and leadership potential in everyone.

**WELLNESS:** Awareness of the tremendous physical and psycho-social wellness effects of rhythm.

Throughout the process, our facilitators excel at identifying and connecting the learning objectives to the experience.

*Our spirited clients have included the following fine community and educational organizations:*

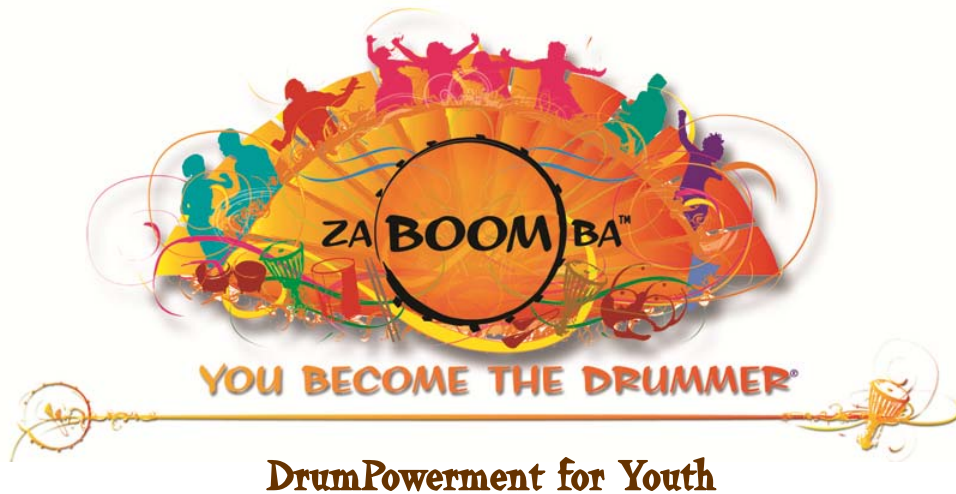
ITI	CFRAZ	Spring Branch ISD	The State of Washington DOH
Tucson Unified Schools	Catalina Foothills Schools	The Drum Café	Pasadena Schools
The University of Texas	The University of Arkansas	Search Institute	The University of Arizona

### CONTACT

*Let Za Boom Ba<sup>™</sup> empower your young people!*

Conference Keynotes | Conference Breakouts | Teambuilding Sessions | Youth Development Training

Kenya Masala / [www.youth-first.com](http://www.youth-first.com) | [kenya@ZaBoomBa.com](mailto:kenya@ZaBoomBa.com) | 512.293.2400 (mobile)

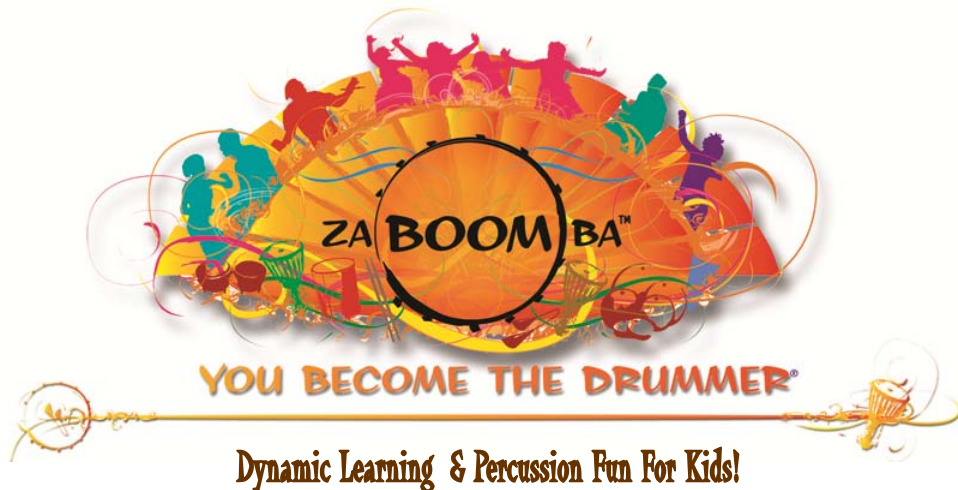


## Asset Correlation: Specific Learning Outcomes\*

The rhythm program is guaranteed to deliver a unique, energizing, and exciting conference session, *and* participants will leave with a kinesthetic awareness of the strength inherent in an **Assets focused Community**. Through facilitated understanding of the drumming metaphor, the experience builds the following assets:

<i>Asset</i>	<i>Description</i>	<i>Drumming Notes</i>
2	<i>Positive Family Communication</i> -Young person and her or his parent(s) communicate positively, and young person is willing to seek advice and counsel from parents.	Drumming provides the direct experience of clear and positive communication; both listening and speaking.
7	<i>Community Values Youth</i> -Young person perceives that adults in the community value youth.	Drumming provides the direct experience of all community members being fully valued for their contribution.
14	<i>Adult Role Models</i> -Parent(s) and other adults model positive, responsible behavior.	Drumming provides the direct experience of adults modeling healthy ways to express joy and connections.
17	<i>Creative Activities</i> -Young person spends three or more hours per week in lessons or practice in music, theater, or other arts.	Drumming provides the direct experience of creativity through making music, with immediate positive feedback.
30	<i>Responsibility</i> -Young person accepts and takes personal responsibility.	Drumming provides the direct experience of assuming responsibility for individual contribution – leading to the stability of the community's groove
33	<i>Interpersonal Competence</i> -Young person has empathy, sensitivity, and friendship skills.	Drumming provides the direct experience of interpersonal encouragement and support; everyone helps their neighbor create the common rhythm in a non-judgmental way.
34	<i>Cultural Competence</i> -Young person has knowledge of and comfort with people of different cultural/racial/ethnic backgrounds.	Drumming provides the direct experience of valuing the contributions of other cultures.
40	<i>Positive View of Personal Future</i> -Young person is optimistic about her or his personal future.	Drumming provides the direct experience of the joy available in community; this is integral to holding the feeling of a bright future.

\*The 40 Assets™ are developed and trademarked by the SEARCH Institute. The Assets listed are from the 40 Asset list for Adolescents.



*"Every time a group of kids or a community sits down and creates rhythmical synergy together, the world is a better place."*  
 Arthur Hull, Drum Circle Spirit

Drumming, singing, dancing, are some of the most dynamic and exciting elements of communities around the world. *Za Boom Ba for Kids!*<sup>™</sup> is a rhythm-based program that integrates powerful affective skill development and academic learning, with the exhilaration of percussive music making.

### Why Use Rhythm in the Classroom?

Rhythm sessions provide simple, effective, kinesthetic activities that integrate focus on academic curricula and create neurological receptivity to learning. Our classroom rhythm sessions integrate the following:

- **Social Studies** *Cultural awareness and geography*
- **Mathematics** *Counting, addition, subtraction, and, intuitive math*
- **Language Arts** *Storytelling, story creation, and creative writing*
- **Science** *Understanding the physics of sound and vibration*
- **Music** *Pulse, beat, timing, and musicality*



### Rhythm Sessions Directly Promote

- *Character Development*
- *Prevention Skills*
- *Asset Building*
- *Leadership Development*
- *Respect and Diversity Awareness*
- *Bonding and Pro-Social Behaviors*
- *Cooperation & Active listening*
- *Clear Communication*



### What's Involved?

- **Time** *45 minute classroom sessions  
50-60 minute school assemblies  
Weeklong Artist in Residence programs*
- **Space** *Classroom or MPR Please note that these sessions can be loud.*
- **Materials** ***We provide a drum and/or percussion instrument for every student - from 5 to 500!**  
We can provide curriculum materials for pre and post session activities by request.*



### Who Presents?

Designed by certified educator and national trainer **Kenya Masala** these programs are facilitated by a team of talented and experienced presenters, whose skills immediately engage children in an energized learning process.

All Za Boom Ba<sup>™</sup> sessions are based on solid educational and youth development research; they are not only tremendous fun, they are *effective*. *Programs are individually designed for grades K-12.*

**Schedule Your Program Now: 512.293.2400 | [www.ZaBoomBa.com](http://www.ZaBoomBa.com) | [kenya@zaboomba.com](mailto:kenya@zaboomba.com)**



**YOU BECOME THE DRUMMER®**

## Community Jams & Rhythm Events

*"Every time a group of kids or a community sits down and creates rhythmical synergy together, the world is a better place."*  
Arthur Hull, Drum Circle Spirit

Drumming, singing, and dancing are some of the most dynamic and exciting elements from our global communities. **Za Boom Ba™ Community Jams!** are rhythm-based experience that integrate the exhilaration of percussive music making skill with the power of common unity. The experiences offer community members of all ages and abilities the opportunity to come together and make connections through the age-old practice of a rhythm circle. Guaranteed to bring laughter, joy, and satisfaction, the drum jams are purpose driven and expertly facilitated to allow the creative spirit to move - and keep everyone in the groove!



### Bringing Everyone Together

Community Jams are not simply drum jams; the expertise woven into the facilitation calls forth the true spirit in any community and creates the perfect atmosphere for:

- **Celebrations** Igniting the spirit of jubilation
- **Festivals** Unforgettable family fun
- **Reunions** Feel the connection across generations

**Everyone contributes, everyone joyfully participates, and everyone feels the excitement, every time!**

***We provide a drum and/or percussion instrument for every participant - from 5 to 5000!***

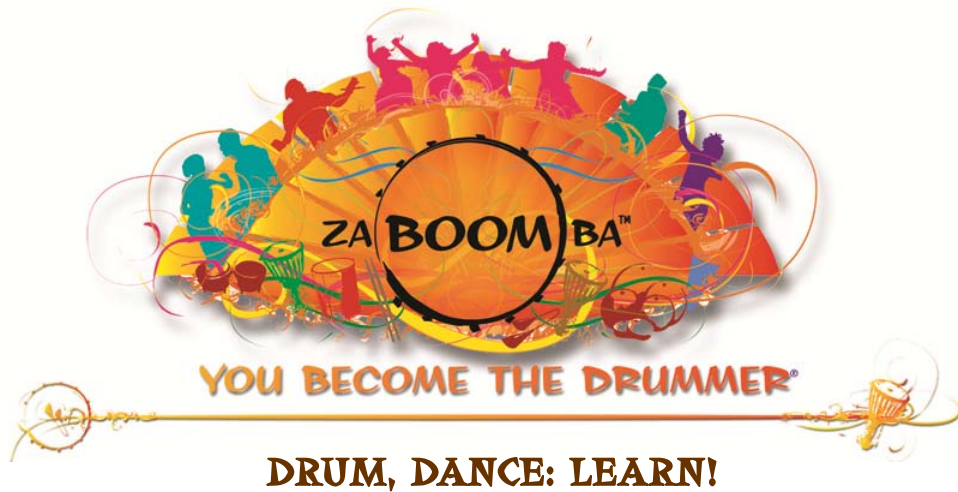
### The Facilitation

Designed by certified educator, national trainer and Remo endorsed Drum Circle Facilitator, **Kenya S. Masala**, these programs are facilitated by a team of talented and experienced presenters, whose skills immediately engage participants in an energized groove. The programs are tremendous fun and *effective*.

### Schedule Your Jam Today!

512.293.2400 | [www.ZaBoomBa.com](http://www.ZaBoomBa.com) | [kenya@zaboomba.com](mailto:kenya@zaboomba.com)





## OWN THE TALENT

You've just been lit by the power of the Za Boom Ba™ performance. Keep that energy and that talent right there with you. Or, perhaps you seek the most incredibly enlivening world dance and rhythm workshop ever?

Za Boom Ba's™ team of amazing percussionists and phenomenal dancers present workshops, sharing the drums and dance skills with your community members and participants!

For fun or formal training, workshops are tailored to meet the skill base of all groups, and inspire everyone - from beginners to advance, to mixed skill groups. Our performance team has the depth of professional instructional training and the sensitivity to reach and empower every participant, every time.

## UNPARALLELED EXCITEMENT

Let the Za Boom Ba™ ensemble bring the infectious rhythms and dance of Brazil, the Caribbean, and West Africa to your community with a workshop. *We provide the drums for rhythm workshops, and always incredible, live percussion for dance workshop sessions.*

Fire up your workshops with Za Boom Ba™!

Check out our unique Team Development, School and Community programs using rhythm and drumming.

More Info: [www.ZaBoomBa.com](http://www.ZaBoomBa.com)

## BOOK US TODAY

Let Za Boom Ba™ Rock Your Event!

Theatrical Productions | Performances | Festivals | Parties | Event Entertainment

Kenya Masala | Director, Source Consulting Group

[www.ZaBoomBa.com](http://www.ZaBoomBa.com) | [kenya@zaboomba.com](mailto:kenya@zaboomba.com) | 512.293.2400 (mobile)

