

The Brookwood Way® Conference

A multi-day gathering to explore the heart of Brookwood.

This 3-day experience is designed for individuals and organizations seeking to understand the culture, programs, systems, and spiritual foundation that shape Brookwood.

This conference includes a comprehensive tour and overview of what we call “The Brookwood Way®”—our beliefs, practices, and the intentional programming that supports adults with disabilities in living lives of purpose and dignity.

Community Builders (attendees) engage in breakout sessions led by Brookwood leaders and staff, covering topics such as enterprise development, inclusive on-campus employment, business practices, volunteer engagement, café, retail, marketing, fundraising, staff retention, spiritual life, residential, fitness and activities.

In addition to the 3-day The Brookwood Way Conference®, we typically offer a Pre-Conference Immersion into one of our smaller, off-site programs and a Post-Conference Deep Dive, designed to give participants the opportunity to explore topics and experiences not covered within the central sessions.

What to Expect

1. In-depth tour of our main campus

Members of the Brookwood Leadership team will host the tour. You'll see Citizen studios, horticulture, café, retail, Activity Center, pool, Bloom Fitness, and homes.

2. Attend breakout sessions such as:

- Enterprises (horticulture, café, retail, food packaging, craft studios)
- Work Program structure and philosophy
- Volunteer coordination and engagement
- Fundraising and donor cultivation
- Recruiting and retaining mission-aligned staff
- Leadership development and organizational culture
- Spiritual Life
- Brookwood Community College
- Managing Challenging Behaviors
- How to Start a Program
- Leadership
- Business Practices
- and many more

3. Learning Labs

Hands-on experience working alongside Citizens and Studio Supervisors to learn how to start an enterprise. There are typically three Learning Labs to choose from that focus on subjects such as making fudge, jewelry, candles, spa products, horticulture, private label and packaging, ceramics, or stone casting.

4. Honest and transparent conversations

Hear real stories of growth, including moments of success and, “failing forward.” We'll share what's worked, what hasn't, and lessons we learned the hard way, so you don't have to.

5. Networking with other Community Builders

Connect with Community Builders (attendees) from other parts of the nation and world who share a heart for serving adults with disabilities. This will give you the opportunity to learn from others and share your successes and challenges.

6. Time with Brookwood leadership

Lunch will include members of our Leadership team who will be available to answer specific questions you may have about the departments they lead. You will also be able to participate in Q & A with those presenting at the conference.

7. Handbells

Get a glimpse into the methods and technology we have developed for our nationally known Brookwood Citizen Handbell Ensemble.

8. Our Goal

We hope you will leave with practical insights, renewed vision, new friends, and encouragement for your own journey.

Frequently Asked Questions

1. Who should attend *The Brookwood Way*® Conference?

This conference is ideal for nonprofit leaders, educators, faith-based organizations, board members, and anyone seeking to build or strengthen a program for adults with disabilities.

2. How long is the conference?

The core conference typically lasts three days, with an optional fourth and fifth day.

3. What is the pre-conference offering?

The pre-conference day provides an extra day for a deep dive into one of Brookwood's satellite campuses (The Woodlands or Grand Parkway/Sugarland). You will be with a member of the Citizen Life Leadership Team who will allow you to experience what a "start-up" can look like with only a few Citizens in free or borrowed space. *(Additional fee applies)*

4. Are breakout sessions customizable?

While sessions are scheduled in advance, Community Builders can choose which ones to attend based on their interests and needs. We base the breakout session options on the feedback received from previous conferences.

5. Is there a fee to attend?

Yes. The fee helps cover meals, materials, staff time, and pre-conference planning. These fees ensure that our outreach efforts remain sustainable and do not draw from resources designated for the Brookwood Mission. We are committed to stewarding Citizen tuition responsibly. There is an additional fee for the Pre-and/or Post-Conference.

6. Are scholarships available?

Yes, we have a limited number of scholarships available for those who qualify. We are deeply committed to sharing what we have learned over these many years.

7. How often is the conference offered?

We typically offer *The Brookwood Way*® Conference twice a year.

8. How do I register?

Registration will be open well in advance of the conference. Contact us at cfl@brookwoodcommunity.org or 281-375-2240 to be added to our email list or check our website under [Center for Learning - The Brookwood Community](#) to receive news of upcoming events that will include registration information

Terms Defined

1. *The Brookwood Way*®

We refer to Brookwood's culture-in-action as *The Brookwood Way*®..... the invisible, secret sauce rooted in faith, dignity, purpose, and community. It is how Citizens and Community Members work, how we treat one another, and live out our mission every day.

2. Citizens

We refer to the adults with disabilities who live and work at Brookwood as *Citizens*. They are the heart of Brookwood, vessels through whom the Lord teaches us daily, reminding us that we learn far more from them than they ever learn from us.

3. Community Members

Our Community Members are the staff who live out *The Brookwood Way*® each day, forming the interconnected community that makes our mission possible. As members of one body, we work in an interdependent relationship supporting, learning from, and relying on one another to create a place where our Citizens can thrive.

4. Community Builders

We refer to participants in our Brookwood Way Conference and Center for Learning Offerings as *Community Builders*—those who are actively shaping purposeful communities across the street or across the world.