

The Collective



LEADERSHIP+
CREATIVITY=

⚡ *Your New* ⚡

SUPER
POWER

Offered by Creative Catalysts,
an initiative of Mesa Arts Center



MESA ARTS CENTER

Creative



Catalysts

The Collective

Creative  Catalysts



MESA ARTS CENTER

Creative Catalysts, an initiative of Mesa Arts Center, is launching **The Collective**, a program that uses creativity to activate leadership skills and enhance innovation across sectors.

The Collective brings creativity to the forefront of the conversation by intentionally weaving it into every lesson on leadership, collaboration, failure, problem solving, and mindfulness.

WHAT WILL I GET OUT OF THIS?

- **Creative Leadership:** A fresh look at leadership through a creative lens, with skills to apply in everyday life and career situations.
- **Personal Growth:** By combining skill building with mindfulness and personal growth, we equip participants to thoughtfully and effectively put skills into practice.
- **Peer Network:** A robust collective of collaborators and leaders across sectors and access to an extensive network of artists, civic practitioners, local business and community members.
- **Community:** Enhanced skills and tools to design, implement and sustain effective community engagement.

HOW CREATIVITY JUST BECAME YOUR SUPERPOWER.

Creativity is an invaluable part of the equation when it comes to being an effective leader. We know we need to “think outside of the box” and be “innovative” but what is at the heart of those things? Creativity. We learn from creative leaders, use creative examples, and practice leadership skills through creative experimentation, and at the end of the program you can claim creativity as your new superpower.



Creative Catalysts is supported by:



WHY *Creativity?*

There is no shortage of blogs, articles, and studies that discuss the value of creative workers when it comes to productivity, innovation, and all around better business. One article asserts that creativity helps employees capitalize on complexity and is believed to be the most important leadership quality, another states that innovation is essential to competitive advantage, and are placing greater value on finding and employing creative workers (*Ready to Innovate, 2007*).

A global study by Adobe surveyed 5000 people and found a significant link between creativity and professional success, with the majority believing businesses that invest in creativity are more likely to foster innovation, have happier employees and increased employee productivity (*Why You Should be Investing in Creativity and Design, 2016*).

SO HOW DO WE MAKE A MORE CREATIVE WORKFORCE? AND HOW DOES THIS BENEFIT YOU?

We all know innovation is the future of our economy, but adding creativity to the equation is like having that extra cup of coffee in the morning -- it's an amazing jolt that makes you feel unstoppable. Adding a creative lens to your professional training is not just thinking "outside the box." It's ripping it open, giving it a paint job and turning it into something better.



CREATIVITY TAKES
courage.
-Henri Matisse



WHO SHOULD *Apply?*

You DO NOT need to be an ARTIST to participate in The Collective. If you have a desire to build your leadership skills through creativity, and to learn how to make change through creative practice - *this program is for you*. Participants will be selected through a competitive application process, and each round will include 15-24 people.



IF YOU SAY YES TO ANY OF THE BELOW,
we want you!

INDIVIDUALS WHO:

- Seek to expand their skill sets to include creative and mindful leadership
- Self-identify as a creative and are looking to step into leadership opportunities.
- Self-identify as a community leader and are looking to elevate your skills.
- Leaders who are eager for new experiences, relationships, cross-sector collaborations and potential partnerships with others working in your community.
- Are part of an organization that values innovation.

ORGANIZATIONS WHO:

- Have core values of innovation and creative problem solving.
- Value collaboration.
- Want to empower employees to develop relationships and resources through a cross-sector network.
- Want to empower employees to expand their skill sets to include creative and mindful leadership.
- Value how a hyper-localized community can impact business.
- Recognize the value of creativity in building a workforce steeped in innovative capabilities.

WHAT IS MY *Commitment?*

ESTIMATED TOTAL OF 110 HOURS

- 30 hours in session
- 50 hours outside work including:
 - Reading
 - Independently-pursued arts experiences,
 - Volunteer time, and
 - Time spent on your final project
- 30 hours for the overnight retreat

THE BIG PICTURE

- 14 weeks in the program, two months to implement your final project
- 6 half-day sessions, occurring once every two weeks
- 3 arts experiences, one as a volunteer
- 1 overnight retreat-style experience
- A desire and commitment to build community using creative problem solving

HOW MUCH DOES THIS COST?

Program tuition is \$800 and is due in full by the first day of class. This includes all your sessions and the retreat expenses.

*Your employer may be willing to assist with all or part of the tuition. Tuition will not be reimbursed to applicants who for any reason cannot complete the program requirements. Please note you will be responsible for your commute expense (car, bus, carpool) to attend the retreat.

Partial scholarships based on need may be available.

HOW TO APPLY:

Applications are available
October 1, 2019.

DEADLINE TO APPLY:

The deadline to apply for admission to the fall session is **November 1, 2019.**

THE *Sessions*


HOW ARE THE SESSIONS STRUCTURED?

Participants will experience an interactive setting, where lessons will be discussion-based and framed through creative practice. Collective participants will gain tools they can implement in their work and personal life immediately. Six half-day sessions focus on: understanding your preconceived ideas about leadership, exploring your unique leadership style, breaking down barriers to creativity, learning from failure, gaining an understanding of the value of collaboration and creative problem solving, mindful leadership, and how to implement projects thoughtfully.



EACH SESSION IS DESIGNED
to support

individual growth
and collaboration through
thoughtful discussion,
hands-on experimentation,
individual reflection,
and opportunities to
put learning into practice.



DETAILS:

Half-day sessions will take place every two weeks. Participants in The Collective will pursue a minimum of three arts experiences throughout the program, one of them as a volunteer.

An overnight retreat will offer an opportunity to be inspired about the work you can do in your own community before final projects are proposed. The retreat will provide an opportunity to further connect with personal goals, each other, and the larger community.

Participants will lead a final project, as an opportunity to practice new skills by demonstrating competency in creative leadership, problem solving, collaboration, mindfulness and community engagement. Participants will implement their projects in the two months following session completion.

Timeline

EVENT	DATE	INSTRUCTOR/HOST
The Collective Class Social	January 23, 2020	Chupacabra Taproom
Show Experience: Classical Music Inside Out - Catalyst Quartet	January 23, 2020	Mesa Arts Center
Session 1: Creative Collaboration	February 1, 2020	Krissy & Dorian Lenz
Show Experience: The Moth Mainstage	February 5, 2020	Mesa Arts Center
Art Experience: Wordplay Café	February 13, 2020	The Nile
Show Experience: TBA	February 14, 2020	Mesa Arts Center
Session 2: What is Leadership?	February 15, 2020	Pamela Slim & April Tinhorn
Art Experience: spark @ dark	February 15, 2020	Mesa Arts Center
Session 3: What is Creativity?	February 29, 2020	Sogol Homayoun
Show Experience: The Finest Hour: Davina & the Vagabonds & Hot Club of Cowtown	March 5, 2020	Mesa Arts Center
Overnight Retreat: Ajo, Arizona	March 14, 2020	International Sonoran Desert Alliance
Show Experience: Blackbird Fly	March 20, 2020	Mesa Arts Center
Art Experience: Mesa Prototyping Project	March 21, 2020	Mesa Arts Center
Session 4: Equitable Mindfulness	March 28, 2020	Tiara Cash
Show Experience: Dorrance Dance	April 1, 2020	Mesa Arts Center
Session 5: Mindful Leadership	April 11, 2020	Amanda Garbade
Art Experience: Ceramics Studio	April 18, 2020	Mesa Arts Center
Session 6: How to Make My Vision a Reality	April 25, 2020	Dennis Gable & Ito Udo-Ema
Graduate Celebration	June 25, 2020	The Collective Graduates

THE *Instructors*

**KRISSY LENZ
DORIAN LENZ**

Creative Collaboration

PAMELA SLIM

What is Leadership?

SOGOL HOMAYOUN

What is Creativity?

AMANDA GARBADE

Mindful Leadership

ITA UDO-EMA

Video Production 101

TIARA CASH

Equitable Mindfulness

TOMÁS J. STANTON

Program Coordinator
& Facilitator

DENNIS GABLE

Creative Grassroots
Engagement

JENNIFER GASTELUM

Program Coordinator
& Facilitator



KRISSY LENZ

KRISSY LENZ is the Creative Director of National Comedy Theatre Phoenix. Krissy has more than 20 years of performance experience and training as well as more than 10 years of teaching and directing. Krissy also teaches improv comedy workshops for adults, teens and kids. She coaches and administers the very awesome and successful AZ High School Improv League, and presents Team Building Experiences and private workshops as well as performing in many Corporate Remote Shows. Krissy can be seen on 3TVs Your Life Arizona (azfamily.com) as the Guru of Geekery, presenting geeky takes on everyday life. And check out her podcast network Most Excellent Pod (mostexcellentpod.com) where she can be heard as the host of the Most Excellent 80s Movies Podcast and Gank that Drank: A Supernatural Drinking Game Podcast and WHOA: A Most Excellent Keanu Reeves Podcast. Besides doing all of that? Krissy is the proud mama of two adorable youngsters.



DORIAN LENZ

DORIAN LENZ is the Director of NCT Phoenix. He previously enjoyed a successful career as Director of National Comedy Theatre San Diego; San Diego's longest running comedy show. Dorian began performing improv comedy as a young teenager and now has more than 20 years of performance experience under his belt. Dorian has been teaching professional improvisers, workshop classes and high school improv leagues for more than 15 years. Dorian has performed across the country and all over the world, including performing overseas in Germany, Holland and Belgium for US Troops with Armed Forces Entertainment, as well as countless corporate and special events all over the United States.



PAMELA SLIM

PAMELA SLIM is an award-winning author, speaker and small business coach. She spent the first 10 years of her solo practice as a consultant to large corporations such as Hewlett-Packard, Charles Schwab and Cisco Systems, where she worked with thousands of employees, managers and executives. In 2005, she started the Escape from Cubicle Nation blog, which led to coaching thousands of budding entrepreneurs, in businesses ranging from martial art studios to software start ups. Her first book, Escape from Cubicle Nation, won Best Small Business/Entrepreneur Book of 2009. Her latest book, Body of Work, was released with Penguin Portfolio in January 2014. Pam opened the Main Street Learning Lab in Mesa, Arizona in 2016, where she works with diverse entrepreneurs to solve core business challenges and generates stories, research and insight for companies and organizations who serve them.

THE *Instructors*



APRIL TINHORN

APRIL TINHORN's (Hualapai/Navajo/Chinese) childhood curiosity about a video game led her to earn her Bachelor's and Master's degrees in computer science, inspiring her to help others at the National Security Agency, IBM, and Indian Health Service. In 2010, April created TINHORN CONSULTING, LLC, where she helps clients disrupt perceptions about Indigenous People via media. Through cultural marketing and training services, she has helped the Tohono O'odham Nation, San Carlos Apache Tribe, and Gila River Indian Community connect with others by creating websites and marketing strategies. The American Indian Chamber of Commerce of Arizona (AICCAz) recognized Tinhorn Consulting as the "2017 American Indian Business of the Year". April has earned numerous professional recognitions and achievements including being honored as the "2018 Arizona State University Native American Alumni of the Year," a Native American "40 Under 40" honoree, a Business Fellow at the Internet Corporation for Assigned Names and Numbers (ICANN) conference in Johannesburg, South Africa, a Native American "40 Under 40" honoree, an adjunct faculty at Mira Costa College,, Americans for Indian Opportunity Ambassador Leadership Program alumna, Sigma Sigma Sigma Sorority Beta Kappa Chapter alumna, and a former title holder of the Miss Indian Arizona Teen, Miss Hualapai and Miss Indian Arizona State University Pageants. April is most joyful when experiencing life with her husband, Sam Bender, Jr., and her seven-year old daughter, Zoey Bear.



SOGOL HOMAYOUN

SOGOL HOMAYOUN is a trilingual, strategic and self-motivated leader. She started her career in investment management undergoing a rotational leadership development program while pursuing her Global MBA at Thunderbird School of Global Management. Sogol was then inspired to learn more about leadership. She started her second career as global university recruiter for her alma mater, Thunderbird (now a unit of Arizona State University), while pursuing her doctorate in Leadership and Innovation at ASU's Mary Lou Fulton Teacher's College. For her action research study, her innovation was to develop a creative leadership professional development program. Sogol's goal is to help students understand what creativity means, how to recognize it, and share ways to creatively express their value to others and organizations. Originally, Sogol was raised in the Middle East and has traveled to over 14 countries. She has worked and studied in developed and developing markets and thrives in cross-cultural environments yet remains committed to improving the community in which she lives and works.



AMANDA GARBADE

AMANDA GARBADE is a Certified Clinical Hypnotist, Life Coach, and Holistic Wellness Practitioner certified through the International Medical and Dental Hypnotherapy Association, American Council of Hypnotist Examiners, and Southwest Institute of Healing Arts where she received her Associates in Mind-Body Transformational Psychology. Amanda also holds a BBA in Accounting, an MBA in Global Management, and is a doctoral candidate focusing on emotional intelligence and mindful leadership. Specializing in the mind-body connection, Amanda customizes programs to facilitate awareness, healing, transformation, mindful leadership, and collaboration by helping people recognize their own power and the power of others to drive success. Believing in the foundation of mindfulness, Amanda teaches people to live mindfully and to use and expand their inner resources to not only solve inner conflict but to remove blocks and barriers to connecting with other people, moving from me power to being empowered. Amanda's goal is to not just help people manage interactions with others, but to help people build stronger relationships so that they increase their sphere of influence to get more of what they want and less of what they don't want.

THE *Instructors*



TIARA CASH

TIARA CASH, Program Manager, comes to Center for Mindfulness, Compassion, and Resilience as an alumnus of Arizona State University. She holds a Bachelor's degree in Exercise and Wellness from ASU and a Master's degree from Western Illinois University in Kinesiology with a concentration in Sports Psychology. Her practice of mindfulness spans the last 19 years of her life and as a practitioner she has worked in various settings including: athletics, campus recreation, and student success. Tiara has been granted scholarships, grants, and awards for her work with mindfulness in the student-athlete population, mindfulness and equity/social justice, and creating art with a foundation of mindful practice. In 2018 and 2019 she traveled internationally to present on her research involving mindfulness and overlooked populations. Her career focuses include delving into the intersections of mindfulness in marginalized and unrepresented populations, resilience training for life transitions, and mindful performance art. In her current role with Center, she works to create innovative programming through workshops, trainings, presentations and events. Her vision is to engage ASU and the surrounding community in life-long learning and personal development with an emphasis on mindful practices and connection through compassion.

"In this moment, there is plenty of time. In this moment, you are precisely as you should be. In this moment, there is infinite possibility." - Victoria Moran



DENNIS GABLE

DENNIS GABLE You wouldn't believe my story if I told you myself. I'm grateful to be where I am in life. I have 2 beautiful children: Nevaeh & Nehemiah. I'm an Arizonian. The first time I remember consulting on a brand was in 1998. My 20's were spent as a creative entrepreneur and public speaker. I studied Commercial Graphic Design @ Nossi College of Art. Now I'm a progressive voice in both the creative and mental health spaces.



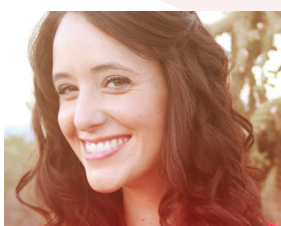
ITA UDO-EMA

ITA UDO-EMA has been creating digital media for the past 15 years. With a degree in computer animation from the Art Institute of Phoenix, Ita has co-produced three independent feature-length films, two network affiliate television programs and published over 200 online videos. In 2005, Ita founded the media studio, View from Above Entertainment and works as an above-the-line video producer.



TOMÁS J. STANTON

TOMÁS J. STANTON a Poet, Teaching artist, and Community Engagement Specialist. Tomás is dedicated to advancing the art of creativity as a platform for community development, civic engagement, & social transformation. Tomás is many things but conventional he is not. His favorite color is green, he loves red velvet cupcakes and eggs give him really bad gas. You get the point right? Currently he serves as the Community Engagement Manager of the Mesa Arts Center.



JENNIFER GASTELUM

JENNIFER GASTELUM is a local resident and Mesa native. She studied Psychology and Community Counseling before stumbling into her role as the Community Engagement Specialist at Mesa Arts Center. Jennifer has worked for over five years researching and exploring the effective use of art as a community and economic development tool. She uses collaboration and kindness to bring together her passion for community and the arts to make positive change.

THE COLLECTIVE *Network*

HOW DO WE KEEP UP THE MOMENTUM?

The Collective will produce a network of local leaders who are tied together by shared experiences and the desire to continue making an impact in their communities. The 2019 cohort has organized The Collective Alumni Network and are excited to be developing mentorship, social opportunities, and ongoing professional development to future graduates.

WHAT IS THE BIG, HAIRY, AUDACIOUS GOAL OF THE COLLECTIVE?

The Collective will catalyze a diverse network of leaders who are equipped to use creative tools and leadership skills to impact social and cultural transformation.



BY BUILDING A *supportive*

network and approaching this program with a spirit of experimentation and risk, participants in The Collective will have an opportunity to transform as leaders.



the info

For more information about Creative Catalysts and The Collective, visit mesaartscenter.com/thecollective.



MesaArtsCenter.com/TheCollective



MESA ARTS CENTER



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