

The Collective



LEADERSHIP+
CREATIVITY=

⚡ *Your New* ⚡

SUPER
POWER

Offered by Creative Catalysts,
an initiative of Mesa Arts Center

Creative  Catalysts

The Collective

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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 between sessions spent co-designing an arts based community engagement program in a small group
- 30 hours for the overnight retreat

THE BIG PICTURE

- 12 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 \$750 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. If you choose to attend The Moth art opportunity, you will be responsible for purchasing your ticket. All other art opportunities will be free.

Partial scholarships based on need may be available.

HOW TO APPLY:

Applications are available
October 1, 2018.

DEADLINE TO APPLY:

The deadline to apply for admission to the fall session is **November 2, 2018.**

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.

The Sessions

SESSION	DATE	TOPIC	INSTRUCTOR
Session 1	Jan 26, 2019	What is Leadership? What is Creativity?	Pamela Slim
Arts Experience	Feb 1 Feb 7	The Moth Wordplay Cafe	Mesa Arts Center
Session 2	Feb 9	Fail Forward	Caress Russell
Arts Experience	Feb 16	Creative Catalysts: Art Brunch; volunteer opportunity	TBD
Session 3	Feb 23	Creative Problem Solving	Christian Adame
Team Gathering	March 2	Studio Art Night	Mesa Arts Center
Session 4	March 9	Goal Mapping	Tomas Stanton
Arts Experience	March 16	Spark! Festival of Creativity; volunteer opportunity	Mesa Arts Center
Session 5	March 23	Mindful Activation	Tiara Cashand Nika Gueci
Retreat	March 30-31	Ajo: How does a community transform through the arts?	International Sonoran Desert Alliance
Session 6	April 6	How to Make My Vision a Reality	Jeffrey Lazos Ferns
Graduate Celebration	June 6	Final Project Presentations	The Collective Graduates

THE *Instructors*

SOGOL HOMAYOUN

What is Creativity?

CHRISTIAN ADAME

Creative Problem Solving

NIKA GUECI

Mindful Leadership

PAMELA SLIM

What is Leadership?

TOMAS J. STANTON

Goal Mapping

**JEFFREY
LAZOS FERNS**

How to Make Your
Vision a Reality

CARESS RUSSELL

Fail Forward

TIARA CASH

Equitable Mindfulness



SOGOL HOMAYOUN is a trilingual, strategic and self-motivated leader. 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. 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.



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. 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.



CARESS RUSSELL has dedicated her life to the art of communication as both a poet and public speaker. Currently pursuing her MFA in Performance from ASU, she has designed performance workshops for Upward Bound, YMCA and served as Spoken Word Poetry Consultant for Iowa's National Night Out. With her unique set of comedy, music, beatboxing and theatrics, she has toured over 150 Colleges and Universities with her solo show. In 2015 she served as Speech and Debate Fellow at Southern Methodist University and in 2017 was awarded Campus Activities Spoken Word Artist of the Year. Seen on BET at the 365 Black Awards and Season 4 of *Verses and Flow* on

TvOne, Lady Caress is truly a dynamic performer.



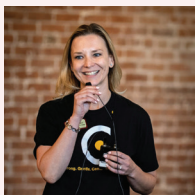
CHRISTIAN ADAME is a museum educator with 15 years of diverse experience developing in-gallery interpretation, designing and managing public programs, and mobilizing diverse communities through outreach. In 2011, he joined Phoenix Art Museum as Assistant Curator for Education. He is currently the Museum's Assistant Education Director. He manages museum-wide interpretation, accessibility, and public programs including *Slow Art & Mindfulness* and the Arts Engagement Program, for those experiencing dementia and their care partners. He is passionate about inclusive and intersectional practice, particularly with creative aging, Latinx, and LGBTQI communities.



TOMAS J. STANTON is a poet, teaching artist, and community engagement specialist. Tomás is dedicated to advancing the art of creativity as a platform for youth development, civic engagement, & social transformation. Co-Founder of Phoenix's premiere literary arts and youth development organization, Phonetic Spit, Tomás uses critical pedagogy to inspire young and emerging adults to boldly express themselves – from the margins to the core. His work and teaching style are rooted in his experiences of learning to unlearn the pitfalls of poverty, violence, privilege, and hyper-masculinity through a lens of intersectionality.



TIARA CASH comes to Center for Mindfulness, Compassion, and Resilience as an alumnus of Arizona State University. With a background in wellness management and exercise and sport psychology, her vision with Center is to engage ASU and the surrounding community in life-long learning and personal development with an emphasis on mindful practices and a true focus on connection through compassion. With her background, her goal is to create a culture of connection through innovative programming with workshops, trainings, and events.



NIKA GUECI is the inaugural Executive Director for University Engagement at the Arizona State University Center for Mindfulness, Compassion and Resilience. Under her direction, Center advances an environment of well-being through the promotion of skills such as mindfulness and compassion to support lifelong resilience. Creating a culture where wellness is of vital importance to the development of human potential is her daily call to action. Nika is a doctoral candidate in ASU's Mary Lou Fulton Teacher's College Educational Leadership and Innovation program and will graduate in December.



JEFFREY LAZOS-FERNS is a native Arizonan, entrepreneur, artist and cultural worker who provides leadership in business development, marketing, public relations, community partnerships, community relations and strategic planning for corporations, cultural institutions, museums, artists and individual clients. A few of his endeavors included previous Managing Partner for Gregangelo & Velocity Arts & Entertainment of San Francisco, developing Tarra Lazos Creative a multi-cultural, multi-platform arts, special events and arts administration venture.

CRITICAL RESPONSE PROCESS

Learn a versatile feedback method that has been in use for over 25 years by artists, educators, and business leaders around the world. Whether the focus is creative work in progress, coaching and assessment, or human relationships, Liz Lerman's Critical Response Process offers a flexible framework for effective critical conversations. Grounded in principles of meaning, inquiry, and dialogue, CRP leaves doers and makers eager to get back to work. This process includes reflection and application to offer ample experience in giving, getting and facilitating feedback.

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. A volunteer social liaison from each cohort will be responsible for creating quarterly social opportunities and will ultimately work with other graduating participants to create and promote social gatherings, with the support of Mesa Arts Center's Creative Catalysts.


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.

