

The Collective

Creative  Catalysts



MESA ARTS CENTER

Creative Catalysts, an initiative of Mesa Arts Center, offers **The Collective**, a creative leadership program for those with a desire to build their leadership skills through creative thinking and practices.

The Collective intentionally weaves creativity throughout its interactive, hands-on program. Participants will grow their leadership opportunities by practicing collaboration, embracing and learning from failure, applying innovative thinking and improving mindfulness.

WHY IS THIS IMPORTANT FOR MY BUSINESS?

Creativity and innovation are the future of our economy. Artists and the arts industry are uniquely poised to offer critical strategies leaders can employ to expand their skills and competency in these areas. While business leaders agree that innovation is essential to competitive advantage and are placing greater value on finding and employing creative workers, fewer than 1 in 10 companies report providing any kind of creativity-training options to employees. The Collective seeks to meet that need by providing creative leadership training, strengthening both innovation skills and leadership ability.

WHAT IS THE INVESTMENT?

\$750 pays for the 12-week long program, including 6 half-day sessions, 3 arts experiences, and 1 overnight retreat-style experience for each participant. Final projects will be implemented in the two months following session completion, and project results will be presented at a graduate celebration.

PARTICIPANTS WILL GAIN:

- **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.

APPLICATIONS AVAILABLE:

October 1, 2018

DEADLINE TO APPLY:

November 2, 2018

2019 PROGRAM BEGINS:

January 2019

MesaArtsCenter.com/TheCollective

Creative Catalysts is supported by:



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