

The Collective



**LEADERSHIP+
CREATIVITY=**

Your New

SUPER POWER



An Initiative of Mesa Arts Center

The Collective



MESA ARTS CENTER

The Collective, an initiative of Mesa Arts Center, is 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 businesses and community members.
- **Community Practice:** Enhanced skills and tools to design, implement and sustain effective community engagement.

CREATIVITY – THE SECRET SAUCE

Creativity is an invaluable part of the equation when it comes to being an effective leader. What is at the heart of impactful and outstanding leadership? Creativity. We learn from creative leaders, use innovative examples and practice leadership skills through practical experimentation. Tap into your own creative superpowers and join others as we carve a new path for success.

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. Creativity helps employees capitalize on innovative solutions, think critically, foster enthusiasm for learning and can help teams work better together and develop strong communication.

In the age of technology, desired skills in the workplace are changing rapidly. World Economic Forum projects that current worker's core skills are expected to change by 40% in the next 5 years as more systems become automatized and machines help to make decision for us. Something that will never be automated is the human capacity for creative adaptability. Universal ranking of vital professional skills has evolved quickly in the last 10 years, creativity went from a ranking of 10th in 2015 to 5th in 2020 (WEF, 2020). Where do you think creativity will be in 2025?

Innovation is the future of our economy, adding a creative lens to your professional training can better equip you with tools for resiliency, forward thinking and adaptability across all fields of work. Creativity as a skill isn't just about "thinking outside the box," it is the ability to reinvent "the box" entirely.

⚡
CREATIVITY TAKES
courage.

-Henri Matisse

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WHO SHOULD *Apply?*

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 individuals.

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 creative or aspiring to be creative and are looking to step into leadership opportunities
- Self-identify as a community leader and are looking to elevate their creativity
- Leaders who are eager for new experiences, relationships, cross-sector collaborations and potential partnerships with others working in their 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 sessions
- 30 hours for overnight retreat
- 50 hours in outside work including:
 - Research and workbook exercises
 - Independently-pursuing arts experiences including 2+ provided experiences
 - Volunteering
 - Final project development

THE BIG PICTURE

- 12 weeks in the program, one month to implement your final project video
- 6 half-day sessions, occurring once every two weeks
- 2+ arts experiences
- 1 overnight retreat-style experience
- 1 group volunteer opportunity

HOW MUCH DOES THIS COST?

Application is free!

Tuition is \$850 for the 12-week long program, including six half-day sessions, two or more art experiences and one overnight retreat-style experience for each participant.

Tuition is due in full by the 1st session - the first week of February. Your employer may be willing to assist with all or part of the tuition.

*Participants will be responsible for their commute expenses (car, bus, carpool) to attend the retreat and all other events/activities.

SCHOLARSHIPS & FINANCIAL AID:

BIPOC and Mesa Small Business scholarships are available to qualifying

candidates, be sure to complete the scholarship portion of the application.

Other grants and professional development funds may be available. Check with your employer and within your industry. Visit azarts.gov for more information and eligibility details.

HOW TO APPLY:

Applications are available
September 1.

DEADLINE TO APPLY:

The deadline to apply for admission is **November 30.**

All applicants will be interviewed after their full application is received.

LEARN MORE AND APPLY!

mesaartscenter.com/thecollective



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 and expanding 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. Group arts experiences will be scheduled throughout the program and serve to exercise creativity like exercising a muscle. An overnight retreat in Ajo, AZ will offer an opportunity to learn from the challenges, successes and creative renaissance of the city and be inspired about the work you can do in your own community.

Participants will produce a final project using session concepts and make a tangible plan of action relevant to you and your professional mission. The parameters for selecting your project are intentionally ambiguous and we will guide you through steps that will help blend your passion and personal values with community practice. Final projects will be pitched in a 3-5 minute video before the final graduation celebration with opportunities for seed funding awarded by a select panel. Fear not, we provide a crash course on videography and storytelling to help you in this process!

THE COLLECTIVE
Network

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.

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the info

For more information about The Collective and our Instructors, visit MesaArtsCenter.com/TheCollective.



MesaArtsCenter.com/TheCollective



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