

The Collective

Creative  Catalysts

 MESA ARTS CENTER

Mesa Arts Center's **Creative Catalysts** initiative offers **The Collective**, a certificate program that builds 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, creative problem solving, 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?

We are offering tuition at a reduced cost of \$500 for the 2021 cohort, in consideration of the current climate and in order for the program to remain accessible during this time. We know that 2020 has been challenging for many of our community members, and this is our effort to ensure this Professional Development is available despite the unprecedented struggles 2020 has presented.

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, 2020

DEADLINE TO APPLY:

November 1, 2020

2021 PROGRAM BEGINS:

February 6, 2021

MesaArtsCenter.com/TheCollective

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Creative Catalysts is supported by:
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