



# BE A SUPPORTER OF CREATIVE LEADERSHIP

## The Collective

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. While business leaders agree that creativity and innovation are essential to competitive advantage, fewer than 1 in 10 companies provide any kind of creativity training to employees (LinkedIn).

### THAT'S WHERE THE ARTS COME IN

The Collective is a creative leadership program through Mesa Arts Center providing skill building and professional development for local leaders. By supporting this program, you are setting your company apart as one who believes in the power of creativity to make positive change, and the importance of building this capacity within our organizations and community.

CREATIVITY IS A CRITICAL LEADERSHIP SKILL BECAUSE IF WE DON'T HARNESS NEW IDEAS THEN WE'LL STAGNATE. IN ORDER TO ACHIEVE CREATIVE CHANGE, WE HAVE TO DISRUPT THE STATUS QUO. WE HAVE TO DO THINGS DIFFERENTLY AND BREAK FREE FROM BUSINESS AS USUAL.



*-Emergenics International, 2020*



MESA ARTS CENTER



LEADERS HAVE TO LAY OUT THE STAGE FOR PEOPLE TO BE CREATIVE ON. THEY NEED TO SET THE FRAMEWORK OF BEHAVIORS AND VALUES FOR CREATIVITY THE CULTURE. AN INNOVATIVE CULTURE IS SHAPED BY CURIOSITY, PLAYFULNESS, AND OPENNESS. THESE TRAITS CAN'T BE SIMPLY SUMMONED BY ORDER; THEY NEED CERTAIN CONDITIONS TO FLOURISH.

*-The Dirty Easel, 2019*

Be at the forefront of leadership and innovation by sponsoring your employees' creative leadership growth or partnering with Mesa Arts Center to support The Collective, a leadership program that intentionally weaves creativity into every lesson on leadership, collaboration, problem-solving, and mindfulness.

As a partner, we provide your organization with custom sponsorship opportunities that will enhance your brand perception, attract new customers, increase employee satisfaction and provide you with team building opportunities.

### READ WHAT THE COLLECTIVE ALUMNI HAVE TO SAY ABOUT THEIR EXPERIENCE

"I had several moments where I was suddenly struck by what I was really passionate about, or what I had forgotten I was passionate about. I am grateful for those moments of clarity."

"I think my main takeaway professionally (and certainly personally) is that it's okay to not have all the answers. It's okay to not be the expert. But as we are working and living, it's important to share our experiences and the path we are on with others, because there is immense value in that."

"My professional network has grown because of The Collective in meeting people I wouldn't have overlapped with otherwise. I feel more fearless in taking risks in my professional life."



To learn more about how to support The Collective and other Engagement programs of Mesa Arts Center, contact Renee Lopata, Development Director, at [renee.lopata@mesaartscenter.com](mailto:renee.lopata@mesaartscenter.com) or 480-644-6613.



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