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?

$800 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, 2019

DEADLINE TO APPLY:
November 1, 2019

2020 PROGRAM BEGINS:
Februay 1, 2020

MesaArtsCenter.com/TheCollective

Creative Catalysts is supported by:

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