

**Overview:**

The Institute for Arts Entrepreneurship (The IAE), established in 2008, is a 501c(3) educational institution committed to helping artists from all disciplines develop meaningful, relevant and sustainable careers. The IAE is developing a two-year international interdisciplinary curriculum designed to cultivate creative arts capital - the ability to synthesize creativity into other strands/sectors of society for social good and economic productivity. Our two-year pilot program is targeted to commence in Chicago in the fall of 2011 through 2013 and Casablanca, Morocco in the fall 2012 through 2014.

We seek specifically to develop new art-and-culture intrapreneurial jobs and creative businesses to enhance community and economic development both locally and internationally. Additionally, we seek to address how art-and-culture can positively impact diplomatic relations and address security interests to break down barriers and reach new levels of understanding so that economic opportunities can begin to flow.

Through proof of concept and research we seek to demonstrate that art-and-culture has a relevant role to play in both business and cultural diplomacy/security initiatives. We seek to prove that the art-and-culture can foster economic productivity and build important bridges to harness cooperation, understanding and ultimately increase economic opportunities between countries and for their people.

The IAE is supported by Partners for a New Beginning's North Africa Partnership for Economic Opportunity (PNB-NAPEO), a public-private partnership created by the U.S. Department of State. The mission of PNB-NAPEO is to build a network of entrepreneurs and business leaders in the United States and North Africa where both communities can identify projects that will foster entrepreneurship and job creation, especially for youth. With the support of PNB-NAPEO, IAE seeks to build our two-year curriculum in 2011 and 2012 for the development of both entrepreneurial ventures and entrepreneurial jobs for artists in the U.S. and North Africa.

The Institute for Arts Entrepreneurship will run our US pilot program from The Greenhouse Theater Center located at 2257 N Lincoln Avenue in Chicago, Illinois. Our location in Morocco is yet to be determined. Our program is open to all creative individuals and artists from all disciplines.

**Our Mission Statement:**

The IAE is committed to helping our students discover meaningful solutions to one essential question: *As a creative person, or as one committed to the arts, how do I develop the knowledge and skills to make a successful, meaningful and sustainable difference in today's world?*

A 2003 Urban Institute study indicated a substantial demand for artists in hybrid markets exists but few programs support their development. The study revealed that artists are working at the intersection of art and community development, social services, education, health, justice, civic engagement, and youth development. Yet public validation and training programs needed to sustain and advance these hybrid practices continues to be weak. The study also revealed that many higher education and training institutions for the arts are not proactive in developing markets for artists, or in teaching them the business skills they need to productively impact society with their gifts.

Additionally, arts administrators, researchers, analysts, grant makers, foundations and policymakers tend to view the public, commercial, nonprofit and informal arts sectors as separate realms with little connection to each other. As a result, funding sources are difficult to obtain and are not rising in priority even with demand and need growing.

**U.S. Programs currently that exist to train artists:**

- Tremaine Foundation- practical, career-oriented skills building
- Creative Capital provides mentorship/ career development services on "as needed basis"
- Global Center for Cultural Entrepreneurship- artistic cultural impact
- Columbia College-arts management focus

The IAE extends the reaches of all of these programs by harnessing this skill building and training for societal good, providing rigorous training/mentorship to build the habits of mind needed to cultivate creativity for economic and societal advancement, and expanding the potential impact through cultural diplomacy/low level security initiatives in the U.S. and in North Africa.

Successful Art/Social Entrepreneurs, and educators from University of Illinois and University of Colorado will assist in curriculum development. A select group of arts/social entrepreneurs will contribute to the development of a case study textbook.

### **Curriculum Design:**

Our curriculum recognizes the needs of the 21st century to innovate. We believe creativity and artistry are a vehicle for economic growth and development for artist, community and business alike. Each module of our two-year program contains one week devoted to participating in a group experiential learning project or what we call a LEAP (Learning Experiential Artistry Pod). Through each LEAP students will learn in real world scenarios to test and shape their knowledge, perceptions and ideas about their products or services.

### **Year One Incubation**

Each module of our two-year program contains one week devoted to participating in a group experiential learning project or what we call a LEAP (Learning Experiential Artistry Pod). Through each LEAP students will learn in real world scenarios to test and shape their knowledge, perceptions and ideas about their products or services.

#### **Module #1: Mindset and Identity (Who We Are and How We Think)**

**Emotional Intelligence:** Flexibility & Fluency, Improvisation, Willingness to Fail, Out of Your Comfort Zone, Risk -Level 1

**Self-Analysis/Discovery:** Inventory of Skills, Time Management Analysis, Money and Lifestyle, Case Studies- Level 1

**Careers and Opportunities in the Arts:** Goals of Artists, Leadership Models, Case Studies, New Professions: Teaching Artists, Health Care Artists, Consulting Artists, New Emerging Fields in Sociology, Sciences, National Security, etc.

**Leadership Development:** Critical and Strategic Thinking, Ethics, Problem Solving, and Communication- Level 1

**Communication Skills:** Written and Verbal Presentations- Level 1

**Module Outcomes:** Improve intuition, judgments and reasoning skills, Articulate life and professional goal, Establish personal strengths and weaknesses, Form partnerships with colleagues, Test and improve collaborative, leadership, communication, and problem solving skills, Imagine new opportunities for 21<sup>st</sup> Century artists, Generate ideas for business

#### **Module #2: From Research To Market**

**Discover Your Why:** Value Proposition, Managing Ambiguity & Emotion, Trial and Error, Story Telling, Action/ Reaction

**Product Development:** Features & Benefits, Competition, Market Research, Needs Analysis, Customer Relationships and Segments, Channels, Value Proposition, Case Studies- Level 1

**Communication Skills:** Presentation Styles, Team Building- Level 2

**Branding/Ethics:** Technology, Social Media, Networking, Guerrilla Marketing, Traditional Marketing, Public Relations, Design Strategy, Writing, and Communication Skills, Case Studies- Level 1

**Leadership Development:** Critical/Strategic Thinking, Problem Solving, Decision Making, Relationship Building- Level 2

**Module Outcomes:** Solidify business idea, Identified critical issues, gaps and missing links, Develop Marketing Concept and Value Proposition, Script Key Marketing Messaging

#### **Module #3: Operations**

**Business Organization:** Structures, Accounting, Licensing, Legal Issues

**Business Planning:** Partnerships, Key Activities, Key Resources, Cost Structures, Budget Building, Case Studies

**Soft Launch:** Create working website, and social media presence

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**Module Outcomes:** Identify legal, accounting, licensing, financial issues, Identified critical issues, gaps and missing links  
Script Key Operations Messaging, Synthesis of business concept into live identity

### **Year Two: Mastery**

#### **Module #4: Positioning and Funding**

**Emotional Intelligence Development: How Have You Grown?** Flexibility and Fluency, Improvisation, Willingness to Fail, Getting out of Your Comfort Zone, Risk Assessment- Level 2

**Business Planning:** Venue Logistics, Delegation, Scalability, Sustainability, Fundraising, Event/Project/Product Management, Funding Timeline, Case Studies- Level 2

**Product Development:** Differentiation, Framing, Market Research, Case Studies- Level 2

**Leadership Development:** Critical/Strategic Thinking, Problem Solving/Decision Making, Relationship Building- Level 3

**Ethics:** Confidentiality, Respect, Sensitive Material, Compromise, Case Studies

**Module Outcomes:** Develop 2-year business budget, Finalize 2 year Marketing Plan, Establish corporate structure, Establish legal and accounting council, Establish code of ethics for operations

#### **Module #5: Operational and Marketing Mastery**

**Operational Start-Up:** Execution and Delivery, Follow Through, Critical & Strategic Decision Making

**Sales:** Method, Delivery, Style, and Synthesis

**Product Development:** Features & Benefits, Competition, Market Research, Needs Analysis, Customer Relationships and Segments, Channels, Value Proposition, Case Studies- Level 3

**Branding:** Technology, Social Media, Networking, Guerrilla Marketing, Traditional Marketing, Public Relations, Design, Writing, and Communication Skills, Case Studies- Level 2

**Business Risk Management:** Capital, Accounting, Licensing, Legal

**Business Planning:** Partnerships, Key Activities, Key Resources, Cost Structure, Case Studies- Level 3

**Communication Skills:** Written and Verbal Presentations- Level 3

**Module Outcomes:** Plant seeds to raise capital, Develop fluency with permission, guerilla, social media, viral, Internet, publicity, and mainstream marketing, Complete fully functioning business plan, Marketing campaign in full swing

#### **Module #6: Artistic Mindset and Business Identity Synthesis (Who We Are and How We Think)**

**Self-Analysis/Discovery:** Review Inventory of Skills, Time Management Analysis, Personal Finance, Balancing Work and Home, Address Balancing Personal and Professional Considerations- Level 2

**Raising Capital:** Pitching, Deal Structures, Options for Raising Capital

**Business Planning:** Sustainability Part II, Creating Entrepreneurial Culture, Employee Management, Long-Term Visioning, Presentation of Business Evolution, Venture Funding and Launch- Level 4

**Cultural and Economic Advocacy:** Power(s) of the Arts, Artistry and Relevance, American and International Arts Culture

**Module Outcomes:** Sustainable plan in place, Raise \$5000-50,000 for business, Start-up business in place, Embrace importance of arts advocacy and sustainability

#### **Program Outcome:**

The IAE fosters integrity, leadership strength, and entrepreneurial vision to help artists translate their creative skills into relevant, meaningful, full-time contributions to society and their communities in the United States, North Africa and around the globe.

#### **Strategic Promise:**

Creativity is an essential, irreplaceable human resource. Opportunities exist for artists to develop their creativity, but few are taught to translate and share their competencies in meaningful ways to others. It is the rare artist who even suspects that their discipline/habits of mind have a role to play in closing the global "ingenuity gap." The artistic community often lacks access to interdisciplinary training, business awareness, and entrepreneurial skills due to the silos that exist in higher education. Few artists learn how to apply this knowledge and use it to impact their communities. In an attempt to bridge this gap, higher education is offering workshops/short training programs. While these efforts are to be applauded, they are only introductions at best. Large institutions are complex and have too many competing agendas to focus on the fusion of creativity/artistic skill and life sustaining competencies. The need for a single institution to serve as a focal point is compelling.

#### **Contact Information:**

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