



# CHANGE LEADER INSTITUTE



This program supports Colorado Creative Industries goal to better equip arts and cultural leaders to deal with environmental and organizational change, and to create a statewide mentoring network in the arts and creative community.

Learn more at [www.coloradocreativeindustries.org/changeleader](http://www.coloradocreativeindustries.org/changeleader)

## COLORADO CREATIVE INDUSTRIES

Colorado Creative Industries (CCI) was created to foster and support Colorado's creative sector with the immense potential to drive economic growth and quality of life. Our programs serve artists and creative professionals, arts organizations, educators, community groups and municipal agencies. CCI is a division of the Colorado Office of Economic Development and International Trade.

### CHANGE LEADER INSTITUTE

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Change Leader Institute is a three-day professional development opportunity that builds and sustains an active network of graduates who become leaders in their communities, and supports the work of CCI across the state. Designed for cultural and community leaders, the institute lays the basics for assessing the environment for needs and opportunities, and teaches communication and facilitation skills that can implement change.

Those who attend the Change Leader Institute go on to become certified by conducting an arts or creative development project in their own community. Each Institute contributes to the ongoing development of a network of cultural and community leaders that

share a common language, mentor one another, and convene through leadership circles, social networking and conferences.

### CHANGE LEADER INSTITUTE OBJECTIVES

- Develop leadership and professionalism in the arts, community and as creative activists.
- Create a support and mentoring network to reduce geographic isolation.
- Prepare cultural leaders to recognize and become catalysts for change in their communities.
- Establish a committed and sustained leadership delivery system.

### PROGRAM OVERVIEW

Adapted for Colorado from a highly successful program in Utah (and replicated in Idaho), the three-day curriculum supports Change Leaders learning to:

- Navigate group dynamics
- Leverage and facilitate change
- Understand personalities
- Explore negotiation tactics
- Implement transitions
- Communicate change
- Build community

### PROGRAM IMPACT

Over the past 12 years of the successful Utah Change Leader model, evaluation has shown that participants reap personal, organizational and community impact:

- 95% of participants credit the Institute for personal growth
- 95% say they are more apt to be creative and innovative
- 90% report enhanced leadership capacity

### CERTIFICATION

To complete their certification, Change Leaders design a Creative Response project, applying the concepts they learned in the Institute. After examining their environment to identify a need, they plan a response, engage others, identify resources, negotiate, adjust plans as necessary and implement change. Each project is unique.

## CREATIVE RESPONSE PROJECTS

Creative Response Projects bring creative solutions to social and community needs. Activities can range from art projects to targeted community participation by artists or members of arts organizations. CCI provides modest funding in the range of \$500 - \$1,000 to help Change Leaders accomplish such projects as:

- Supporting local civic engagement using arts as a medium and the Change Leader network as a collective volunteer pool of collaborative partners.
- Illustrating the impact of arts and artists in meeting social/community needs through small projects that are not part of regular programs.
- Building value and increasing connections within their respective communities.
- Raising awareness of and creating a stronger sense of unity within the Change Leader network and the creative sector through media and other public relations.



## CHANGE LEADER CONFERENCE

A Change Leader Conference will be held annually to provide continued networking and high-level educational opportunities for Change Leaders who have completed the Institute. The conference includes a ceremony in which new Change Leaders present their Creative Response Projects and receive certificates of completion.

## WHO ARE CHANGE LEADER CANDIDATES?

Change Leaders are a varied group; they may be individual visual or performing artists or designers, mayors, executive directors, professors, government employees, business owners, representatives of creative enterprises or board members, administrators or volunteers of cultural or creative nonprofits. Our goal is to serve rural, urban and mountain areas, organizations of all sizes, small businesses as well as individual artists and community activists. This creates a diverse networking and mentoring group which will enhance the benefits of the Institute. This program is a certificate program and will be recognized as such by CCI.

## HOW MANY CHANGE LEADER CANDIDATES ARE ACCEPTED FOR EACH INSTITUTE?

Each group is limited to 12 participants because of the action learning elements. We maintain a waiting list and contact those people first when a new Institute approaches. In the inaugural Change Leader Institute, participants are identified and invited based on their passion and commitment to arts leadership and creative activism, as well as to help the program meet goals of geographic and organizational diversity.

## HOW IS THE INSTITUTE STRUCTURED?

The Change Leader Institute is based on a "learning by doing" approach, focused on reflective listening and insightful questioning. The main curriculum is taught during the three-day institute. The intensive training involves many activities that extend into the evenings. Participants complete a certification project within a year of the Institute and present the results of the work at a Change Leader conference.

## WHAT COMMITMENT IS REQUIRED TO PARTICIPATE?

Funding from CCI covers a significant portion of the cost of the Institute. Our investment is in creative leaders who continue to build community and participate in a broader network. A modest fee is required and is an important expression of your commitment to the program. The fee ranges from \$100 - \$400 based on the annual revenue of your organization or creative enterprise, and covers materials, lodging and meals. Participants are responsible for their transportation to the Institute site.

It is also critical to your success and the success of others that each participant is in attendance for the entire institute. We will ask for a commitment statement with your registration form.



## TESTIMONIALS

*"Art is often a solo enterprise, but it can also play a bigger role in communication and community building. Change Leaders has been a positive, practical influence and inspiration for me. Everyone who has anything to do with art should be part of this. Keep up the good work!"*

**- Craig Hibberd, Change Leader, Grand Junction**

*"In my project, I facilitated collaboration between the Gunnison Arts Center and the Upper Gunnison River District. Our River, Our Valley, a year of water education through the arts has emerged including a film series, an invitational visual arts exhibit and water commercials by local composers aired on commercial, public, and college radio stations."*

**- Maryo Gard Ewell, Change Leader, Gunnison**

*"As an administrator of grants, I was able to meet and connect with people across the state. I had no idea at the time how much it would help me be more effective at my job. I used the tools and techniques learned at the Institute to streamline processes and gain the buy-in of those who originally resisted change. "*

**- Katie Woslager, Change Leader, Denver**

Learn more about the Colorado Creative Industries Change Leader Institute at [www.coloradocreativeindustries.org/changeleader](http://www.coloradocreativeindustries.org/changeleader) or contact Amanda Flores at 303.892.3832, [amanda.flores@state.co.us](mailto:amanda.flores@state.co.us).



### Colorado Creative Industries

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