



## advanced creative entrepreneurship accelerating your creative enterprise

**Starting a creative enterprise takes courage, resilience and an enormous amount of perseverance. But how do we continue to energise ourselves, our team and our vision once the business has been running for a few years? How do we move our business to the next level, empower our teams to build on what we have created, and generate a strong sense of purpose and mastery in what we do.**

Advanced Creative Entrepreneurship: Accelerating your Creative Enterprise (ACE) is a programme that attempts to do just that. ACE provides you with the creative leadership skills to fall in love with your creative business all over again. It addresses the blindspots you have been running too fast to see, helps you to understand what you need to focus on, and what you need to let go of.

This experiential creative leadership and business course is a strategic makeover for your enterprise with heart at the centre. It focuses on peer learning, a network of support, and weekly workshops giving you global snapshots of inspiring happenings internationally. This is a learning experience which gives you back your inspiration and drive to take your business to new creative and strategic heights.

ACE is a 12-week immersive course designed for creative company owners. A series of high impact masterclasses designed to unlock your leadership and engage your brilliance. You've been wanting to take your business to a new level, this is your change. ACE will consolidate, level up, fine-tune, re-ignite, inspire, and set you on track.

[WWW.CREATIVELEADERSHIPCONSULTANCY.COM/ACE](http://WWW.CREATIVELEADERSHIPCONSULTANCY.COM/ACE)

### **Dates and format:**

- > 21 August – 13 November 2020
- > Friday mornings from 08:00-12:00, punctuated with mentorship, self-study and peer learning in between lectures.

### **Application qualifiers:**

- In order to qualify applicants must meet ONE of the following criteria:
- > Your business must be operational for 3 years or more.
  - > Annual turnover of R1m or more.
  - > Team size of 6 or more.

### **Application Process:**

- > There is a vetted and screened process for applicants. Potential delegates will be required to provide a letter of motivation.

### **Deadline for applications:**

- > Applications close on 24 July 2020.

### **Course Fees:**

- > R14 999.00
- > Course fees to be paid in full before the start of the course.

### **Presented as a Partnership between:**





SESSION 1:

## **Stepping into Your Future Self through Lego Serious Play**

### **Identify and enable a new leadership quality through Lego.**

In our first, future thinking session together we will spend time building out the particular leadership practice you require to move your business to the next level. It is informed by peer learning and has as its modality Lego Serious Play.

SESSION 2:

## **Getting Unstuck**

### **Identifying performance inhibitors around fear, cynicism and judgement**

The complexities of daily life create hindrances, challenges and blockages which we will seek to address in this process. Obstacles such as fear, cynicism and judgement limit our growth and impact on the quality of our decision making. With glueguns as the modality, delegates are taken through a rich experiential learning process to grapple with the voices of fear, judgement and cynicism.

SESSION 3:

## **The Persona of your Business**

### **Uniqueness, your end-consumer and efficient reach**

What is unique about your product? Who is your end-consumer? How do you win orders? (Re)Defining your market, your route to market, appropriate marketing. An internal audit on resources, operational requirements vs availability.

SESSION 4:

## **Pricing and Margins**

### **The basics well in order**

This is a timely opportunity to relook your pricing and margin strategies in a safe and supportive environment. This session will include a specialist overview on pricing and margins to apply to your particular business and industry.

SESSION 5:

## **Growth Strategies**

### **Where are you going next?**

Three perspectives on setting strategy for sustainable growth: Growing up, growing down and growing out?

SESSION 6:

## **Letting Go Responsibly**

### **The art of effective and empowering delegation**

This process is a creative learning response to the difficulty of passing on work responsibly to others to amplify for change. Japanese Kite Making is an embodied experience of creative and learning how to let go responsibly. Using the tenets of this craft, delegates will not only learn how to make a kite, but also embed the principles of successful delegation and letting go with responsibility, ease and grace.

SESSION 7:

## **Amplifying you Network**

### **Harnessing appropriate and authentic support**

How do you appropriately use your network, access business networks and become more curious in order to augment exposure, scale your business and/or to access the right kind of funding? Multiple perspectives will be shared on how to achieve this with impact and efficiency.

SESSION 8:

## **Resource Planning**

### **A standstill of status quo VS what your business requires**

A snapshot of your current team and finances; an ideal view of what your operational team, equipment, gearing etc. should look like – now and for future impact. Identifying your blind-spots, areas of strength versus risk; what is your strategic incompetence.

SESSION 9:

## **Growing the Agile Leader**

### **Understanding and working with the nine lenses of an agile leader**

Agility is viewed as a critical practice for effective entrepreneurs. Contrary to popular belief, one is not quick to market by trying to “just go faster”. An agile business leader does not respond to volatile externalities by trying to match the speed thereof. Instead, they work with a different order of things, finding ways to adjust their own behaviour and perspective. This practical approach to Agility will include an Agility audit, equip you with the 9 lenses of the Agile Leader and give you a clear action plan for what to focus on for your own business.

SESSION 10:

## **Story Making**

### **Putting Your Story to Work**

The most compelling leaders drive loyalty, recognition, and sales through effective storymaking. Narrative is a crucial aspect of customer experience, because our brain uses story to translate experience into memory. Everything your business does tells a story - every picture, artefact, gesture and symbol shapes your customer's experience. In this session you will learn how to develop a deep story for your brand, you will learn some important organisational storymaking habits and processes; and you will get a toolkit for developing your own participative storymaking ecosystem.

SESSION 11:

## **Your Concrete Future Offering**

### **Re-narration of the business**

In this semi-final session, you re-tell the story of your business, including critical components and future planning.

SESSION 12:

## **The Smell of Bravery & Closing Session**

### **Underpinnings of bravery for bold future action**

Smell is the strongest enabler of identity, memory and action. In this final session, we couple smell with Bravery, a critical leadership trait to amplify action and change. In this unforgettable and transformative closing session, you will be building the qualities of your own bravery and transforming them into incense which can be taken away and burnt when your Bravery is most needed.