

Leadership for Artistic Directors

a joint program of Theatre Communications Group, Dance/USA and National Arts Strategies

Agenda

Location: Dance/NYC offices in SOHO, 63 Greene Street, #506, between Spring and Broome Sts.

Sunday November 13, 2005

3:30 p.m. **Introduction**

4:00 p.m. **Session 1: Functions of Leadership**

What are the factors that have contributed to successful and unsuccessful artistic directorships? This session will use real-world examples and a sampling of the extensive literature to identify the functions of leadership and the distinctions between leadership and management.

6:00 p.m. **Dinner**

7:00 p.m. **Session 2: Positioning**

To be successful, an arts organization needs a clear and compelling direction, such that stakeholders regard it as important and audiences and donors want to pay for its activities. Artistic direction is a big part of this, but what are the other elements that contribute to loyalty and collective will to succeed? In this session we will explore the concepts of mission, strategy and alignment through a case discussion on Whitney Museum.

9:00 p.m. **Adjourn**

Monday November 14, 2005

9:15 a.m. **Continental Breakfast**

10:00 a.m. **Session 3: Managing Relationships**

To be maximized, collective will depends both on a clear and compelling direction and on a deep desire on the part of artists, staff, and volunteers to realize the organization's ambitions. The collaborative relationships necessary to success may be based on trust or they may be based on formal roles. This session uses a case discussion on *Contemporary American Theater Festival* to explore the role of trust in motivating productive results.

12:00 p.m. **Lunch**

1:00 p.m. **Session 4: Organizational Culture**

What are the elements of an organization's culture that can be identified and managed to productive effect? Through a case discussion on *Circus Oz*, this session will explore the ways in which that culture can be integral to an arts organization's success

3:00 p.m. **Break**

3:15 p.m. **Session 5: Leadership in Action**

4:15 pm **Wrap-up & Evaluation**

4:30 p.m. **Adjourn**