

## **Developing Entrepreneurs as Leaders**

### **Cultural Leadership Programme at the ICA:**

The Cultural Leadership Programme is working with the ICA to deliver Developing Entrepreneurs as Leaders.

The ICA has an established track record of supporting the development of Entrepreneurs in the Creative and Cultural Industries. The Club at the ICA started in 2000 with an aim to provide a home for people in the creative industries. The Club has helped creative businesses by offering professional / leadership development, supporting cross-disciplinary collaboration, giving access to mentors and professional leaders and assisted in networking and showcasing of new creative / commercial work. The Cultural Leadership Programme's "Developing Entrepreneurs as Leaders" strand is a natural extension for the ICA and its current programme.

The ICA is organising three individual Leadership Events, which are based upon the principles of knowledge sharing, personal and professional development and skills training:

Pecha Kucha Mentoring Programme

Discovering Voices Workshop

Thoughts & Action Conference in conjunction with Mind of an Entrepreneur (MOAE)

Each event will aim to instill cultural entrepreneurs with:

- Confidence
- A wider understanding of interaction between business and culture
- Context – a broader view of their business strengths and business skills
- The ability to communicate to a diverse audience
- The opportunity to tap into extended networks through speakers' / mentor networks, peer collaborations and personal initiative
- The ability to identify private and public sector resources
- Long-term knowledge sharing, with emphasis on core skills, aiding both business and personal growth.

**Please note: At present applications for the Pecha Kucha Mentoring Programme are open.**

**For information about the Cultural Leadership Programme's sector and geographical spread visit: <http://www.culturalleadership.org.uk/fullpage/default.aspx>**

**For information about The Club, Creative Network London please visit: <http://www.ica-theclub.com/>**

## **PECHA KUCHA MENTORING PROGRAMME**

On Tuesday 10<sup>th</sup> July 2007, Pecha Kucha, will be held especially for the Cultural Leadership Programme, and will be the first stage of an extended mentoring programme for 10 entrepreneurial individuals, and will be employed as a means of gauging individual needs to develop leadership skills.

The Japanese term 'Pecha Kucha' roughly translates as 'chit-chat.' The entrepreneurial individuals show 20 slides for 20 seconds each in their chosen field, presenting to a room of people their work, thoughts, photos or anything that is related to what they find interesting relating to the creative industries, meaning the audience experiences an exhilarating range of speakers and images over the course of the evening.

Subsequently, the mentoring programme will then run for those individuals for the following 4-6 months. Participants will be paired with an appropriate mentor and a programme of contact devised specifically tailored to their development needs. Mentors will offer a gateway to the experts and resources that mentees need to succeed. Research indicates that mentoring is one of the crucial and important factors in career success. Within the programme, some leaders and participants will wish to keep to rehearsing specific skills. Some will focus on self-awareness around dealing with current obstacles. We will also devise a series of bespoke, break-out sessions to help with more general skills and development and knowledge transfer.

The range of potential mentors include Ian Charles Stewart - founder WiReD Magazine, John Newbigin - former Head of Public Affairs at Channel 4, Ekow Eshun - Artistic Director of the ICA and Alexandra Pringle – Editor in Chief, Bloomsbury. The ICA will also call upon the extended list of past Pecha Kucha participants, including Ron Arad, Thomas Heatherwick, Rem Koolhaas, APFEL etc.

At the end of the programme, all the entrepreneurs will present again at Pecha Kucha, which will publicly chart and demonstrate their progress over the course of the 6 month programme.

The ideal applicants for these placements will be dynamic and determined emerging and mid-career leaders. To select participants we will focus on the specific entrepreneurial challenges that they currently face, how the programme will positively impact their business or organisation, and how the programme will contribute to their entrepreneurial leadership development. Once applications forms are reviewed we will interview suitable candidates and then choose the final participants, who will then be guided on how to prepare for Pecha Kucha.

**Proposals to participate in Pecha Kucha and as a mentee in the “Developing Entrepreneurs as Leaders” mentoring programme should be made by completing the application form via the ICA website and submitting a CV (maximum 3 A4 sides). The closing date for applicants will be Friday 15th June 2007. Successful applicants will need to be available for interview the following week, commencing Monday 18<sup>th</sup> June.**

## **DISCOVERING VOICES WORKSHOP**

A week-long workshop focusing on ‘telling a story’ to underpin pitching, sales, business development and Customer Relations Management (CRM). This will enable participants to develop narratives and speak with confidence about themselves and their ideas. This will be for a group of 25 entrepreneurial individuals.

### **The Workshop - Story Telling**

The ancient art of storytelling is especially well-suited for entrepreneurial exploration. As a learning tool, storytelling can encourage individuals to explore their unique expressiveness and can heighten the ability to communicate thoughts and feelings in an articulate, lucid manner. These benefits transcend the art experience to support daily life skills. In our fast-paced, media-driven world, storytelling can be a nurturing way to remind entrepreneurs that their spoken words are powerful, that listening is important, and that clear communication between people is an art.

We will help people find their voice, which they will use to articulate their visions, to effectively communicate their ideas and share their knowledge with other creative entrepreneurs and businesses. One of our core aims is to help build a sustainable community of creative entrepreneurs within the cultural sector and to develop their skills in the following areas:

### **Business Development**

Business development includes a number of techniques designed to grow any enterprise. Such techniques include, but are not limited to, assessments of marketing opportunities and target markets, intelligence gathering on customers and competitors, generating leads for possible sales, follow up sales activity, formal proposal writing and business model design. Business development involves evaluating a business and then realizing its full potential, using such tools as marketing, sales, information management and customer service. For a sound company able to withstand competitors, business development never stops but is an ongoing process.

## **Customer Relationship Management (CRM)**

Customers are key to all businesses, regardless of size or industry. Successful businesses build their reputation based on long-term relationships with satisfied customers. Customer Relationship Management (CRM) is a business philosophy, not just a technology - understanding your customers' needs enable you to build better relationships and increase sales. Practicing CRM helps you stay close to existing customers and win new ones.

## **Pitching**

When you're addressing a large audience, meeting a prospective customer or discussing ideas with a colleague, you're promoting your business, your product and yourself. Having the right skills could make all the difference.

**More information regarding dates, eligibility and application process to follow shortly.**

## **THOUGHTS & ACTION CONFERENCE IN CONJUNCTION WITH MIND OF AN ENTREPRENEUR, 24 November 2007**

Thought and Action at Mind of an Entrepreneur (MOAE) 2007 will bring together the expertise of the ICA with MOAE in November. Conceived and run by entrepreneur, Alexander Amosu <http://www.alexanderamosu.com/business.asp>. MOAE is the UK's leading and most diverse event for entrepreneurs, start-ups and small to medium size businesses. The ICA will curate a series of international and UK speakers focusing on entrepreneurship for the cultural and creative industries.

MOAE: <http://www.moae.co.uk/>

**More information regarding dates, eligibility and application process to follow shortly.**