

CREATORSHIP

*Creative leadership for navigating
uncertain times, together.*

Programme Syllabus and Information for Applicants



TABLE OF CONTENTS

1. COURSE OVERVIEW	4	2. COURSE INSTRUCTORS	9	3. COURSE EXPERIENCE	18
Objectives	6	Vid Tratnik	10	Dates	19
Outcomes	7	Sholeh Johnston	11	Location	20
Course structure	8	Maja Drobne	12	Cost	21
		Gaja Kodrič	13	Program	22
		Priel Korenfeld	14	Course Content Overview	23
		Chris Baldwin	15	Application Process	24
		Nikola Jurišič	16		
		Luisa Camatta	17		



ABOUT CREATORSHIP

“Global Executives say creativity is essential for 2020 and beyond.”

World Economic Forum

CREATIVITY + LEADERSHIP = CREATORSHIP

The nature of how we work is changing, and so is the context in which we’re doing it. From covid to climate change, businesses are handling greater complexity and facing new challenges, decisions and opportunities on a daily basis. The key to leading well in this uncertain landscape is creativity.

Creativity allows us to create what has not existed before, individually and together. Everyone has the potential to be creative, but it is often inhibited and discouraged in the spaces where we live and work. Unblocking creativity opens new perspectives and solutions, and enables workplace cultures that inspire innovation, high team performance and sustainable success.

Creatorship prepares people for this voyage of creative leadership. It supports leaders to set a vision and direction of travel, prepare well for the journey, develop the sensitivity to read the landscape and scan the horizon, and empower a capable crew of people who bring different expertise and experience to solve problems.

Creatorship is a new paradigm of leadership that is authentic, collaborative and responsive to social, economic and environmental conditions.

JOIN US AND START TO THRIVE

A watercolor illustration of a landscape. On the left, a dark brown mountain peak is sketched with black ink. Below it, a valley contains two clusters of green coniferous trees. The background is a mix of light yellow, white, and grey washes, suggesting a misty or snowy environment. On the right, more mountain peaks are sketched in grey and white. A dotted line of small grey dots curves across the middle of the page, starting from the left and ending near the text.

COURSE OVERVIEW

“Experience the magic that happens in between spaces, translations, fields of experience.”

Training Participant



Creativity is a practice of freedom. It allows you to imagine different or unimaginable situations and stimulate out of the box thinking that can be applied also in collaboration with others.

Gaja Mežnarič Osole, Trajna Collective

Creatorship is a three-month, 100 hour course delivered through a variety of methods, with live and online workshops. It is for established and emerging leaders from Slovenia. It will take place in Slovenia and will be delivered in Slovene and English.

The Creatorship curriculum has been designed by our expert training team in consultation with a steering group of artists, entrepreneurs, creativity consultants, academics and business change-makers. It draws on the latest global research and practice in leadership development and combines it with PiNA's interdisciplinary and creative

practice of working between industries and fields of knowledge to create impact. The curriculum has been tested world-wide with leaders in a range of industries, and adapted to the specifics of working in Slovenia and its neighbouring countries.

Our training team will work "on the job" alongside participants during the course to support creative leadership development using real examples from participants' experience, prepared case studies, guest expert inputs and practical tools and exercises



THIS COURSE IS FOR YOU IF

YOU WANT TO ADDRESS SUSTAINABLE DEVELOPMENT CREATIVELY IN YOUR WORK.

YOUR BUSINESS NEEDS TO ADAPT TO NEW MARKET CONDITIONS.

YOU WANT TO COLLABORATE MORE EFFECTIVELY WITH TEAMS, PARTNERS AND EXPERTS.

YOUR ORGANISATION'S SYSTEMS AND STRUCTURES ARE HOLDING YOU BACK FROM APPLYING NEW IDEAS.

YOUR TEAM IS LACKING IN MORALE, NEW IDEAS AND/OR EFFECTIVENESS.

YOU WANT TO DEVELOP CONFIDENCE IN YOUR CREATIVITY.

YOU ARE READY FOR A STEP CHANGE IN YOUR LEADERSHIP SKILLS AND CAPACITIES.



AS A RESULT OF THIS COURSE YOU WILL

DEVELOP AND BUILD CONFIDENCE IN YOUR OWN CREATIVITY.

EXPERIENCE THE STAGES OF THE CREATIVE PROCESS AND LEARN HOW TO FACILITATE IT.

DEVELOP YOUR UNIQUE LEADERSHIP CAPACITIES TO NAVIGATE UNCERTAINTY AND LEAD YOUR BUSINESS, RESEARCH OR INDIVIDUAL PRACTICE TO SUCCESS.

DEVELOP SKILLS TO INFLUENCE AND ENGAGE PEOPLE TO PARTICIPATE IN CREATIVE PROCESSES.

IMPROVE THE EFFECTIVENESS OF YOUR TEAM'S CREATIVITY AND COLLABORATION.

BECOME PART OF A PEER TO PEER CREATIVITY SUPPORT NETWORK FROM ACROSS DIFFERENT SECTORS AND INDUSTRIES.



COURSE STRUCTURE

2 HOURS INDIVIDUAL COACHING

Each participant will have two hours of individual coaching with one of the programme trainers.

12 HOURS ONLINE EXPERT WORKSHOPS

Participants will experience four “deep dive” leadership workshops with expert speakers.

10 HOURS PEER TO PEER GROUP WORK AND SUPPORT

Participants will put collaborative leadership techniques into practice through a group design challenge, assigned by Creatorship facilitators. Outcomes will be presented at the end of the course.

58 HOURS LIVE EXPERT WORKSHOPS

During three intensive residential courses, the course trainers and guest experts will provide practical tools, resources and exercises to support creative leadership development.

18 HOURS “ON THE JOB” GROUP COACHING

Participants will be encouraged to begin the course with a personal project or goal that they want to advance during the three month training. Each week, participants will have two hours of group coaching led by course trainers to support on the job development, learning, trouble-shooting and peer to peer knowledge exchange and problem solving towards this personal goal being realised.



COURSE INSTRUCTORS

60% of the CEOs polled by IBM cited creativity as the most important leadership quality, compared with 52% for integrity and 35% for global thinking.

COURSE CO-DIRECTOR AND FACILITATOR

VID TRATNIK

If there was one word to describe what Vid does, it would be the “joker” - a translator acting in the space connecting personal and societal change, seeking to build safe environments of healthy relationships where the best innovations can emerge. As leader of PiNA and a practitioner of Theatre of the Oppressed since 2005, Vid is an entrepreneur who has built PiNA from scratch to a thriving organisation of 15 people leading national and international projects that support the sustainable development of civil society through art, social innovation, non-formal education and citizen science. As a consultant and educator, he has worked with clients such

as UNESCO, the Council of Europe and the European Commission, writing manuals and delivering training on participative public policy, cultural management, media literacy and climate leadership. He also works with private businesses and NGOs on strategic organisational development, building healthy working cultures, and provides coaching and executive leadership development to individuals through his private coaching and therapeutic practice. His mission is to bring awareness of the emotional territory that affects how we relate in work and life, as a means of helping people reconnect with their personal power and build meaningful



relationships that open a world of creative and transformative possibilities.





COURSE CO-DIRECTOR AND FACILITATOR

SHOLEH JOHNSTON

Sholeh is a creative strategist, coach and facilitator whose mission it is to awaken the full potential of people and organisations to thrive and co-create a sustainable future. Working with over 700 organisations and individuals across the creative industries, the social sector, academia and corporate business, she has lead projects and leadership training programmes in the UK, Europe, Africa and Southeast Asia on creativity and innovation, organisational development, systems change, climate action and intercultural understanding to support people to realise their creative power, collaborate and make bold changes. She conducts original research, and her most

recent paper “Vulnerability and Cultural Leadership” is an exploration of how honesty combined with safe space can revolutionise organisational creativity and success. She also provides coaching and executive leadership development to individuals and teams through her private coaching practice. She first collaborated with PiNA in 2017, when she led the creation of the first Creative Climate Leadership programme, and other clients and collaborators have included the BBC, Royal Opera House, Arts Council England and Climate KIC. She holds a masters in Creative Media Enterprise from Warwick University, is a certified ILM7

Executive Coach, and a fellow of the UK’s Clore Leadership Programme.



CO-FACILITATOR

MAJA DROBNE

Maja Drobne is a project manager at Association for Culture and Education PiNA. She is a member of the pool of trainers of Slovenian National agency for E+ programme. She cooperates with various international organisations on the topics of project management, communication, participation, group dynamics and strategic approaches. Led several NGO managers training, training for trainers, staff retreats as well as training in the field of human rights and global learning. Her passion is discovering the potential in people and groups and encouraging them to realise it. Firmly believes in approaches like Art of hosting, non violent communication and

explorative learning. Creating and designing the learning processes is something she really enjoys, especially exploring different learning styles and how to address them through different methodologies. She believes that individuals, included in the learning process and actively involved in all of the phases of the learning cycle can bring the best of themselves and also can support the group of people working with. She finished the BA in Political science with the topic of solidarity and the importance of it in the community. She partially works with the University of Ljubljana on development of different curriculums and developing projects that are student centred and are bringing

new approaches in higher education. She was also one of the cocreators of the first Design. Science summer school that was done in the cooperation of PiNA and University of Ljubljana.



CO-FACILITATOR

GAJA KODRIČ

Gaja is a freelance visual communications designer with a heart that sits more at home in free artistic expressions. Deviating from classical graphic design in latter years she explored the field of sustainability, youth leadership and permaculture design through an ESC (European Solidarity Corps) volunteering programme. In a world where innovation and technology are leading the way forward, she is intrigued by old and forgotten knowledge, a simpler way of living and a respectful re-connection with nature.





CO-FACILITATOR AND EXPERT SPEAKER

PRIEL KORENFELD

Born and raised in Israel, Priel arrived in Italy to participate in a 3-year co-living peace program consisting involving Israeli, Palestinian, Turkish and Kurdish students. He studied psychology and worked in different sectors before starting a career as a freelancer. Today he is a self defined Organizational Hacker. As a facilitator and trainer he helps teams to collaborate more creatively, combining visual and design thinking, game based learning and by opening new spaces for distributed leadership. He works with profit and non-profit organizations, companies large and small, national and international teams, and while he would always prefer

to work in person, he took the pandemic experience to specialize in virtual workshops. The focus on the organizational context within which people collaborate, comes from the recognition that it is the same context that can inhibit or enable the manifestation of human potential. Leadership, to him, is the act of structuring that context as a fertile basis for people to flourish in.



EXPERT SPEAKER

CHRIS BALDWIN

Chris Baldwin is a performance director, curator and writer. He is artistic director and co-founder of CCD Productions Ltd. He is known widely for Teatro de Creacion (TdC) and citizen-centred dramaturgy - approaches to making large scale performance designed for a place, about that place and made in deep collaboration with the people of that place. He is presently Artistic Director of big events for Kaunas2022 (European Capital of Culture, Lithuania), was Creative Director of Galway 2020 (European Capital of Culture, Ireland) and previously Curator of Interdisciplinary Performance for Wroclaw2016 (European Capital of Culture, Poland). He directed two

large scale performances as part of the 2012 London Olympics. He also acts as an advisor to cities and rural spaces wishing to develop their cultural policies - in particular within a European context (European Capitals of Culture). He was Cultural Coordinator for Piran4Istria2025 (Slovenia) in its recent shortlisted bid for the ECoC title. His articles, books and plays are published in various languages and his new book on citizen-centred dramaturgy is due out in 2020 (Routledge). He regularly teaches and speaks at universities across Europe. His PhD was awarded by the University of Kent. Chris is also a permaculture designer.





EXPERT SPEAKER

NIKOLA JURISIČ

A senior expert in culture and change, a facilitator, and a coach. He counsels public- and private-sector leaders on building values-driven systems and has supported over 200 organizations in their cultural transformation over a 14 year career in McKinsey, where he led the Culture & Change work across the 90+ countries of EEMA, counselling public and private sector leaders on transforming their culture, customer and employee experience to achieve high performance. Nikola focuses primarily on large-scale, performance improvement programs that integrate strategic, operational, and cultural initiatives and has consulted on multiple

pioneering national level leadership and cultural transformation projects in the Middle East, drawing on his extensive theoretical and practical experience in both business and systems work, and spirituality.





EXPERT SPEAKER

LUISA CAMATTA

Luisa is an image consultant, teacher, personal shopper, stylist, seamstress, mother and a doctor in psychology. She supports leaders to express their authentic selves, cultivate confidence and personal power. Everything she does, beyond the titles, essentially aims to make people feel good in their own skin, so that they can get out of the aesthetic cages that society often imposes and learn to love the body that nature has given them. Luisa's dream is of a world in which the dress is truly a second skin to express one's essence and to enter into an authentic relationship with others. Her profound and therapeutic approach to image consulting draws on her

degree in psychology, classical training and courses in color, shape and style analysis. She is also the initiator of the Matryoshka Project, an organism made up of people united by a passion for personal image as a vehicle of communication and empowerment, for inner work and for psychology, whose mission it is to teach you to create within yourself the musical harmony of a well-tuned orchestra.





COURSE EXPERIENCE

Creativity is an energy – when it flows between people it can produce new solutions and ideas that are transformative.

Boštjan Botas Kenda, University of Ljubljana



DATES

15 MARCH - 7 JUNE 2022

Creatorship will be delivered through a mixture of live residential workshops and online sessions.

Individual coaching sessions will be arranged at the start of the course.

LIVE WORKSHOPS

MARCH 23-25 (3 days) 9am - 6pm
APRIL 29-30 (2 days) 9am - 6pm
JUNE 3-4 (2 days) 9am - 6pm

ONLINE WORKSHOPS TUESDAYS (2-4 H)

MARCH 15, 29
APRIL 5, 12, 19, 26
MAY 3, 10, 17, 24, 31
JUNE 7

* DUE TO THE PANDEMIC SITUATION, THE COURSE DATES AND FORMAT COULD BE SUBJECT TO CHANGE. PARTICIPANTS WILL BE CONSULTED IN ADVANCE OF ANY CHANGES, SHOULD THIS BE NECESSARY.



LOCATION

The live residencies will take place at the HEKA Lab in Koper, and another location to be determined closer to the time. HEKA is a laboratory at the intersection of science, art and the economy based on the concept of »citizen science«.

It is a platform of networking and cooperation between different stakeholders, establishing a dialogue between society and science using art

and artistic thinking. HEKA introduces empathic curiosity and compassion, which is characteristic of art, into scientific methods of research, guided by a principle awareness that technology, art and the economy always impact an individual and society.

HEKA brings these areas closer to individuals in harmony.



COST

Participants of the 2022 Creatorship programme will be able to experience the course cost-free. Accommodation for residential workshops and meals are not included.

The value of Creatorship is €2,000, but in 2022 fifty places are being paid for by the Ministry of Culture of Slovenia and European Union from the European Regional Development Fund, to support the course

launch and development of a professional alumni network.

In exchange for being able to experience the course for free, participants will be expected to:

- **CONTRIBUTE TO A COMPREHENSIVE IMPACT EVALUATION.**
- **PROVIDE FEEDBACK AND A TESTIMONIAL TO DESCRIBE THEIR EXPERIENCE, VALUE AND OUTCOMES OF THE COURSE.**
- **HOST A DISSEMINATION EVENT IN THEIR WORKPLACE.**



PROGRAM

The Creatorship curriculum has been designed by our expert training team in consultation with a steering group of artists, entrepreneurs, consultants, academics and business change-makers. It draws on the latest global research and practice in leadership development and combines it with PiNA's interdisciplinary practice of working between industries and fields of knowledge to create impact. The curriculum has been tested world-wide

with leaders in a range of industries, and adapted to the specifics of working in Slovenia and its neighbouring countries.

In addition to the workshop programme, participants will receive:

- **GROUP AND INDIVIDUAL SUPPORT TO IMPLEMENT A NEW INITIATIVE IN THEIR WORKPLACE.**
- **A TWO-HOUR COACHING WORKSHOP EVERY TWO WEEKS, TO APPLY LEARNING FROM THE COURSE.**
- **TWO ONE-TO-ONE COACHING SESSIONS TO BE ARRANGED AT THE FIRST RESIDENTIAL COURSE.**

COURSE CONTENT OVERVIEW

CREATORSHIP FOUNDATIONS BUILDING COMMON GROUND FOR THE COURSE

INTRODUCTION TO CREATORSHIP

What creative leadership is and why it matters for leadership in Slovenia and globally.

THE CREATIVE PROCESS

How the creative process works for individual and organisational creativity.

EMBODYING CREATIVE CONFIDENCE IMPROVING INDIVIDUAL CAPACITY TO BE MORE CREATIVE

BUILDING CREATIVE CONFIDENCE

Developing individual and collective confidence to be creative and embrace the risk of innovation through embodied learning and mindset training.

OVERCOMING RESISTANCE

Building awareness of and overcoming the barriers to creativity and change.

REFRAMING FAILURE: THE LEARNING CYCLE

Tackling the most challenging barrier to creativity head-on with practical methodologies that turn the fear and experience of failure into generative learning and innovation.

COLLABORATIVE CREATIVITY AND INNOVATION LEADERSHIP APPROACHES FOR SUSTAINING HIGH-PERFORMANCE COLLABORATIONS

NON-VIOLENT COMMUNICATION AND CONFLICT TRANSFORMATION

Communication strategies for compassionate working cultures that improve people's performance and self-initiative, and turn conflict into transformative action.

CONSTRUCTING A SAFE CONTAINER

How to set up a group of people to deliver high-impact collaborative projects.

COLLABORATING ACROSS DIFFERENT FIELDS OF EXPERTISE

Creating the conditions for cross-disciplinary collaborations to be effective.

COLLABORATIVE CREATIVITY AND INNOVATION

Leadership approaches for sustaining high-performance collaborations

FACILITATING EFFECTIVE DESIGN AND INNOVATION PROCESSES

How to facilitate innovation processes for your team or collaborators, and how to design organisational processes to inspire ongoing innovation.

CREATIVE LEADERSHIP HOW TO LEAD WELL IN UNCERTAIN TIMES

AUTHENTIC LEADERSHIP

A strengths-based leadership profiling process that hones purpose, vision and values.

LEADING CHANGE AND TRANSFORMATION

How to steer a ship through stormy waters and come out winning.

IMPACT AND INFLUENCE

How to build personal power to influence the change you want to lead.

LEADING CREATIVE TEAMS

How to empower teams to be creative, feel valued and perform at their best.

ETHICS AND CREATORSHIP

Integrating sustainable development and ethical concerns into strategic planning and leadership values.

NETWORKED GROWTH AND PEER TO PEER SUPPORT SYSTEMS

Exploring new perspectives on growth and business modelling for a networked society.

ATTEND A TASTER EVENT

LINK

CONTACT OUR TEAM



APPLICATION DEADLINE
16th February 2022
(Wednesday, until 5pm)

**APPLY
HERE**

CANDIDATES WILL BE NOTIFIED OF THE SELECTION
NO LATER THAN 25 FEBRUARY 2022, BY 1 P.M.

APPLICATION PROCESS AND CRITERIA

Applications are welcome from established or emerging leaders from Slovenia in any industry or sector, including: academic leaders and departmental directors, public institutional leaders, business directors, managers, start-up entrepreneurs, freelance business owners, NGO directors, and creative practitioners.

Applicants must be:

- **MANAGING THEIR OWN PROJECTS, DEPARTMENT AND/OR LEADING THEIR OWN BUSINESS.**
- **HAVE A PROJECT OR INITIATIVE THEY'D LIKE TO ADVANCE DURING THE TIME OF THE COURSE.**
- **ARE AVAILABLE TO ATTEND ALL OF THE SESSIONS AND COMMIT FULLY TO THE COURSE ACTIVITY.**
- **ABLE TO SPEAK ENGLISH TO AN INTERMEDIATE LEVEL.**