



“So what does participation and experience in the artistic endeavours bring to the development of strategic thinking?

It has nothing to do with artistic talent per se; the aim is not to achieve fame and fortune as an artistic master but, rather, to develop the attributes and critical reflective processes necessary for strategic thinking.

An arts experience ‘opens the doors of perception,’ as poet William Blake wrote in The Marriage of Heaven and Hell.”

(Learning to Think Strategically, p244. Julia Sloan, 2017)

Art in Strategic Thinking

Looking and seeing

Art classification

Negative space

Light and shade

Colour

Perspective

Medium

Big picture



When you look at your organisation, what do you see?

Is there another way to view your organisation?

What are you not seeing in your organisation?

Is your organisation being blinded by data and information?

What colour is your organisation?

How might you benefit from another viewpoint?

Are the right resources being used in your organisation?

And in the big scheme of things, on what should you focus?

Art in Strategic Thinking is a program that provides you and your team with a new approach to leadership thinking that could enable your organisation to outsmart its more conventional competitors.

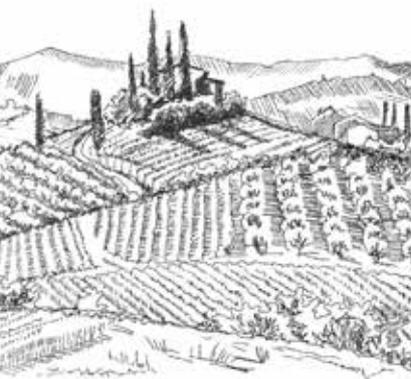


Seeking a
Co Pilot

If you are interested in hosting an expenses only pilot of this course please get in contact.

Purpose

The purpose of this course is for participants to develop their critical reflective processes and embrace the future with creativity as an important element of strategic thinking. The course engages participants in developing their knowledge, skills and behaviours by experiencing eight key principles of artistic endeavour.



Principles

- Looking and seeing
- Art classification
- Negative space
- Light and shade
- Colour
- Perspective
- Medium
- Big picture



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Process

A participant attending the two day course will embark on a creative journey of discovery. Each step explores an art based principle through a set of experiential, strategy related activities.

Participants will be invited to:

- challenge any self limiting beliefs they may have regarding their creative ability
- examine different art and organisational possibilities
- discover previously unknown insights
- look to see what data and information can be found in the dark recesses of their organisation
- embrace how a range of different temperaments might contribute to their strategic intent
- acknowledge the validity and benefit of a different viewpoint
- compare and contrast the appropriateness of different tools and instruments available
- decide on what to focus their efforts

Outcome

As a result of this course participants will see things differently; be more creative in their strategic thinking. They will acquire a set of tools that will enable them to challenge traditional perceptual frameworks. And they will appreciate that art and aesthetics can provide value to leadership thinking and skills, that can be applied to organisational and strategic intent.

Participants

The course is important to all levels within the organisation, particularly:

- team leaders and first line managers
- project and operational managers
- directors and business leaders

The idea of including the team leader level is to develop a cohort of strategic thinkers who have embraced the power of learning to think in a more holistic manner. This develops the organisational capability to outsmart and out compete those that continue to rely solely on senior business leaders following traditional business school rationalistic formula.

The aim is not to create a strategic thinking campaign but, rather to create a pipeline of strategic thinkers across functions and at all levels within an organisation, for competitive purposes.

Julia Sloan. Learning to think Strategically. 2017