

# Arts & Culture Strategy

Arts and culture leaders have a tough but rewarding task: creating and leading sustainable organizations that deliver real social value. There is a lot of competition out there. Being an effective leader means constantly adapting, cleverly using the best tools to reach as many people as possible. This five-week course is designed to help leaders at any level do just that.

**4-6 HOURS/WEEK**

**ON-DEMAND**

This course is self-paced, with suggested deadlines to help you keep on track.

## INSTRUCTORS

### Peter Frumkin

Professor, Nonprofit Leadership Program,  
School of Social Policy & Practice

### Russell Willis Taylor

Past President & CEO, NAS

“It gave me tools and takeaways that I can almost instantly apply or apply to future projects. It made me look at situations and projects in a different way and helped me know what to look out for.”

### May Leng Yuen

Planning & Communication Director  
Cirque du Soleil

## COURSE SYLLABUS

### WEEK 1

Value Then, Value Now,  
Value Tomorrow

### WEEK 3

Who Are We For?

### WEEK 2

Form Follows Function:  
Organizational  
Structures  
Aligned to  
Purpose

### WEEK 4

Where Do We Stand?  
Making Choices

### WEEK 5

Building Support &  
Finding Legitimacy

