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If It Ain't Broke, Break It

Closing Keynote by Alan
Brown

League of American
Orchestras

June 6, 2014

WolfBrown

UNDERSTANDING
the VALUE
and IMPACTS
of CULTURAL
EXPERIENCES

A LITERATURE REVIEW

PREPARED FOR ARTS COUNCIL ENGLAND BY

JOHN D. CARNWATH

ALAN S. BROWN

“Creative Capacity”

Six Elements of Creative Capacity

1. Clarity of intent and commitment to risk-taking

Six Elements of Creative Capacity

2. Community Relevance

**How do you know what your
community needs from you?**

Community Relevance



- Home
- Understand
- Connect
- Build
- Share
- Reflect
- About



Community Relevance Guide

Arts organisations connecting with communities

Understand

How do we look beyond our existing communities?



Connect

How do we identify and make new connections?



Build

How do we develop respectful collaborations?



Share

How do we create and exchange collaboratively?



Reflect

How do we know we are relevant?



Six Elements of Creative Capacity

3. Excellence in curating and a capacity to innovate

How healthy is your creative process?

- What are the inputs?
- Are the right artistic voices at the table?
- Who can suggest ideas for programs?
- What process is used for vetting program ideas?
- What settings and formats will engage your community?

Six Elements of Creative Capacity

4. Technical proficiency, skill and artistry

Six Elements of Creative Capacity

5. Capacity to engage audiences

Six Elements of Creative Capacity

6. Critical feedback and commitment to continuous improvement

Six Elements of Creative Capacity

1. Clarity of intent and commitment to risk-taking
2. Community relevance
3. Excellence in curating and a capacity to innovate
4. Technical proficiency, skill and artistry
5. Capacity to engage audiences
6. Critical feedback and commitment to continuous improvement