If It Ain’t Broke, Break It

Closing Keynote by Alan Brown

League of American Orchestras

June 6, 2014
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

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
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