

## **Day 2: From leadership, vision, values, purpose and inspiration to entrepreneurial tools and requirements**

### **09.00 *Economic concepts I: Leadership* (Miha Škerlavaj)**

Miha Škerlavaj takes the role of explaining the characteristics of leadership, especially in the arts and heritage: how to lead creative and innovative work, which role (artistic/cultural) leaders play in an economy with changing values. He explains concepts like transactional and transformational leadership. Furthermore, he pays attention to authentic leadership, pro-activeness, leadership behavior, post-heroic leadership and the innovation paradox.

### **10.30 Break**

### **11.00 *Economic concepts II: Entrepreneurship* (Arjo Klamer, Miha Škerlavaj, Frans Brouwer)**

Arjo Klamer explains the process from creation of ideas to production of vision and values. From this process, illustrated with cases, he derives characteristics of cultural entrepreneurship and describes the role of cultural entrepreneurs working towards innovation in a changing economy. He articulates the purpose strategy and design, so we know first why we want to do something creative anyway.

The participants work on their purpose and relate this to the cultural sector in their own country. Arjo Klamer, Miha Škerlavaj and Frans Brouwer help them to do so. With the explained economic concepts of entrepreneurship and leadership in mind and taking the mission, values and goals of their organizations or cultural events as a point of departure, the participants formulate the entrepreneurial tools and leadership requirements needed to realize these goals. They make their first sketches of cases, individually or in groups.

### **12.30 Lunch break**

### **13.30 *Developing the cases* (Arjo Klamer, Anna Mignosa, Frans Brouwer, Darija Aleksić, Judita Peterlin)**

Anna Mignosa, Darija Aleksić and Judita Peterlin present their expertise in the field of creative entrepreneurship, leadership and/or culture (resp. cultural heritage and tourism, creativity in a digitalized world and virtual tours/museums). They explain how their research and knowledge in various cultural domains can contribute to the development of the cases towards project plans.

Thereafter, the participants work on their cases in groups. The cases describe the process of using entrepreneurial and leadership tools to turn the problem into a success, calculating with internal and external circumstances of the participants'

own country. Arjo Klamer, Anna Mignosa, Frans Brouwer, Darija Aleksić and Judita Peterlin help the participants in their role of consultants.

**16.45 Break**

**20.00 *What inspires us?*** (participants & lecturers)

Participants and lecturers tell their stories about why they have chosen to study/work in the cultural sector. Which are our deepest inspirations and what do we wish to reach?

**22.30 Closure**