

The Business of Culture

Executive Program
for Leaders in
Arts and Culture

Leadership and Strategy / Top and Middle Management / Start October 2021

aaltoee.com/culture

To strengthen the position of culture in society, leaders need skills and competencies to impact beyond their organization and the field itself.

The Business of Culture is a first-of-its-kind consortium program across the Nordics and Baltics led by Aalto EE together with its partner BI Norwegian Business School, and in collaboration with the Nationalmuseum, Sweden.

The program is tailored to enrich and develop participants' understanding of how effective leadership, management, and networking can transform their

organizations. It draws on the multiple perspectives – innovation, leadership, design, and strategy – of an organization in arts, culture, or creativity which is engaging in future processes to explore potential change.

The program equips leaders and executives with strategies and tools to effectively advance their careers and organizations.

For

The program is designed for professionals working in arts and culture organizations in Nordic and Baltic countries. Applicants should be in a leadership position and highly motivated to take their skills to the next level. The program is for dynamic experts who are eager to grow as leaders and are enthusiastic in embracing and living the business of culture. We are seeking both young and seasoned practitioners to stimulate cross-fertilization of ideas, insights, and experience.

Personal Benefits

- Transform from manager to leader through a self-development process.
- Build a stronger understanding of how to deploy organizational strengths and external networks to maximize creativity and collaborative outcomes within the community.
- Widen your network with other leaders and experts and explore new and innovative concepts.



Instructor's View

“Arts and culture organizations need equally strong leadership expertise as to leading consumer brands. They compete for people’s time and interest. Their pedagogical and educational mission is realized only by effectively reaching the audience and other customers and building the right networks.”

Pekka Mattila

Group Managing Director, Aalto University Executive Education Ltd
Professor of Practice, Aalto University School of Business

Organizational Benefits

- Cultivate a mindset of change and innovation and develop an entrepreneurial attitude towards the business of culture.
- Gain an understanding of new ways of thinking, changing mindsets, and acquiring new skills that can keep your organization innovative.
- Find unique ways for arts and culture institutions to stay relevant and have a greater impact on society.

Methodology

The program will be delivered through seven training days, self-development project and two online courses, and coaching. Module days include lectures, keynotes, discussions, and workshops. Interactive and reflective tools and methods will be used throughout the program to help thinking and renewal. Discovery visits are used to augment learning. Evenings are reserved for receptions to meet with business leaders and arts and culture colleagues and network with peers from the program.

Modules

October 27–29, 2021 CoPassionate Leadership

During the first module, participants will network and strengthen a common platform for cultural leadership in the Nordic and Baltic countries.

CoPassionate Leadership module provides a deep dive into leading self, leading others, and leading change. The focus will be on developing self-awareness and learning how to lead and implement change in your organization.

Online Course – Design Thinking, Impactful Innovation through Design

The course walks you through the human-centric process of Design Thinking and gives you the best tools for all phases.

Online Course – Fundamentals of Accounting

Online course provides you with comprehensive basic skills in the areas of financial and management accounting.

Selected Key Faculty and Key Note Speakers



Mr. Pekka Mattila
Professor of Practice,
Aalto University School of Business



Photo: Touko Hujanen

Mr. Ben Nothnagel
Senior Advisor,
Aalto University Executive Education



Mr. Johan Magnusson
PhD, Associate Professor,
Department of Applied IT, University
of Gothenburg



Photo: Anna Danielsson / Nationalmuseum

Ms. Susanna Pettersson
Director General,
Nationalmuseum



Mr. Terje Gaustad
Assistant Professor and Associate
Dean, BI Norwegian Business School



Mr. Kasper Holten
CEO,
The Royal Danish Theatre

Modules

March 3–4, 2022 Distinctive Business

The module offers a blend of tools and strategies to develop a unique arts and culture business. The themes will challenge your leadership mindset and skills, while introducing you to innovative concepts and trends.

May 12–13, 2022 Strategic Relations and Thought Leadership

Strengthening strategic relations internally and externally adds value to your organization and the society around us. We will focus on contracting choices, efficiency, and rationalities behind them. Finally, the power of art as an engine of social and cultural transformation will be explored.

Coaching

Working on your personal and professional development with an experienced coach deepens your ability to work through conflicts, paradoxes, and dilemmas in order to find new solutions and move ahead.

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In Brief

The Business of Culture Program is an executive program for leaders from the arts and culture sector in the Nordic and Baltic regions. It equips leaders and executives with strategies and tools to effectively advance their organizations.

This is a joint program with BI Norwegian Business School, and in collaboration with the Nationalmuseum, Sweden.

Instructor's View

“Culture industries are the key for any society. They need strong leadership no matter if they are blooming and growing or balancing with their funding and existence. Ambitious and profoundly competent leaders are high on demand!”

Susanna Pettersson

Director General, Nationalmuseum, Sweden

Application

Register for the program via the application link by **May 16** or **September 30, 2021**, depending on your need for funding. Please note all the steps for the application process at aaltoee.com/culture.

Place and Time

The program venues are in Copenhagen, Helsinki, and Oslo. The program runs from October 2021 to May 2022.

Contact Information

BI Norwegian Business School

Ms. Sissel Th. Hammerstrøm

Tel. +47 46410276

sissel.t.hammerstrom@bi.no

Program Fee

The fee for the Business of Culture program is

€ 15,700
(+ VAT)

The fee includes learning materials, lunches, and coffee breaks on training days, one dinner and reception per module, and coaching.

The fee does not include travel expenses or accommodation.

VAT is applicable to private persons and Finnish companies.

