

The Way Ahead in the Arts – Always Forward

John Tusa, 2015

Ten commandments

- Thou Shalt Worship the Arts for What they Are...
- Thou Shalt not Seek False Profits...
- Thou Shalt not Worship False Prophets...
- Thou Shalt not make Graven Images...
- Honour the Masters who Laboured before you...
- Thou Shalt not Covet the Riches...
- Thou Shalt make the arts Accessible...
- Thou Shalt not Re-brand thyself...
- Thou Shalt not Covet thy Neighbour's Capital Project...
- Thou Shalt not Delight in thy Neighbour's downfall...

Why Leadership Matters – What Must a Leader Be?

- The arts world is more complex
- Relationships are more Extensive
- Leaders must have the Knowledge for the new complexity
- Leaders must have the Character to Behave well

What Must a Leader Do?

- Programme creatively
- Plan efficiently
- Market brilliantly
- Communicate persuasively
- Negotiate skilfully
- Budget realistically
- Manage generously

What Must a Leader Be?

The Six Key Senses:

- Sense of Vision
- Sense of Direction
- Sense of Purpose
- Sense of Identity
- Sense of Cohesion
- Sense of Feeling

What is Leadership?

- Leadership is what you must BE
- Management is what you must DO
- Bureaucracy is about RULES
- Leadership is about the AFFECTIVE part of the organisation
- Management about the EFFECTIVE part
- Bureaucracy is about ORDER

Mind What you Say!

- Audiences are not customers
- Results are not Objectives
- Direction of Travel is not Knowing what you do
- Accountability is not Responsibility

What Should Arts Centres do?

- Ideas
- Debate
- Controversy
- Education
- Community
- Openness

What Do You Really Believe?

The Catechism of the Arts

The Six Certainties

Thank You!