CREATIVE INDUSTRIES FUTURE LEADERS INCUBATOR

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CIFLI

CREATIVE INDUSTRIES
FUTURE LEADERS INCUBATOR

CIFLI (or "chiefly") is a first-of-its-kind initiative that combines business skills, leadership training, project generation and business acceleration for the creative sector.

The course runs for 6 months and consists of 23 workshops with 70+ topics, practical activities, guest presenters and project development and support.

THE MISSION

To bring financial sustainability into the creative industries by helping future leaders establish and run high-performing businesses and projects.

YOUR OUTCOMES

SHORT TERM   Learn leadership and business skills

MID TERM   Establish financially sustainable arts businesses or greatly improve the viability of an existing business

ASPIRATIONAL   Alumni program: train future leaders of the industry (optional)

TIMELINE

23 workshops: 14th May to 12th November (over 6 months)
Sundays, 10am – 1:30pm

Breaks: 4 breaks (11 Jun, 23 Jul, 1 Oct + 8 Oct)

Wrap party: 19th November

PHASES OF CIFLI

There are five distinct phases:

1. **FOUNDATIONS**:
(4 weeks)
Learning the key leadership and business skills needed to succeed.

2. **IDEATION**:
(5 weeks)
Creating and exploring project and business ideas.

3. **THE BUSINESS CASE**:
(7 weeks)
Developing project and business ideas to demonstrate that they have strong potential to be financially sustainable.

4. **SHARK TANK**:
(2 week)
Pitching your projects to a panel of business experts.

5. **PROJECT WORK**:
(5 weeks)
Building your creative industry projects or businesses with support and guidance from the facilitators.

KEY TOPICS

Markets | Systems | Leadership | Business skills | Digital business | Marketing | Money | Output optimisation | Perspectives | Professionalism | Communications + relationships

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How CIFLI addresses the challenges faced by the creative industries

Teams only work together for short periods

THE ISSUE

We form teams to tackle a creative project, then we disband and form new teams. It takes 6-18 months for a team to work optimally together, so we rarely get the opportunity to get really good at working with each other.

CIFLI'S SOLUTION

CIFLI creates long-term working relationships that benefit from the same team members collaborating over time within a structured organisation.

The industry is fragmented

THE ISSUE

The creative industries consist of many small organisations scattered throughout the country. It's very difficult to share resources such as people, money, systems and knowledge. This limits what they are able to do, especially when it comes to technology.

CIFLI'S SOLUTION

CIFLI trains individuals and entities on best-practice use of systems and processes and educates them on the tools available to reduce the administrative burden that comes with running a business.

The money basically sucks

THE ISSUE

Creative projects are often done for love. Talent (both artists and management) can usually earn a lot more money working elsewhere. A number of creative businesses aren't run particularly well, or place little emphasis on making a profit.

CIFLI'S SOLUTION

Our primary focus is financial sustainability. We are building businesses, careers, and ultimately a better functioning sector! Rather than detracting from the creative process, more money = more resources = better outcomes.

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THE FACILITATOR

Pete Malicki runs arts organisations, heads creative projects and is a corporate consultant and project manager. His passion is career and business development – helping individuals and organisations make more money from their creative ventures.

Key achievements

- 1,250 play productions in 20+ countries
- 35 major film and theatre awards
- Managing Director, Undo Redo Entertainment
- Executive Director, Bad Powers animation series
- Principal, Arts Business Academy
- Founder, World Monologue Games, World Monologue Film Festival + The Monologue Project
- 5x Festival Director, Short+Sweet Sydney
- 9 years Literary Manager, Short+Sweet International
- Co-Founder, Sydney Foreign Actors Association
- Director (65 productions), Producer, Editor + more

GUEST PRESENTERS

Lisa Nguyen

CIFLI Co-Facilitator, Chartered Professional Accountant

Lisa is a corporate finance manager and senior systems analyst who specialises in process improvement and project delivery. She is also a painter and the co-producer / co-director of animation project *Bridezilla*, executed by a team of ex-Disney animators.

Raef Kandeel

UX Designer, Frontend Web Developer

Raef is a senior frontend team leader with over 16 years of experience. His passion is the user experience, accompanying the user on all steps throughout their journey. He has worked for WooliesX, governments and banks. He is also an app developer and has recently released a new game.

Sonal Moore

Intellectual Property Lawyer

Sonal has 35 years' experience in Intellectual Property Law, particularly in relation to copyright, trademarks and confidential information issues. She is also a seasoned playwright, with her debut full-length play Ten Years To Home performed at Riverside Theatres in 2019.

Peter Gizariotis

Director, Optus

Peter has worked as a senior leader and executive with decades of experience managing large departments and major projects in the corporate world. He is also an actor and director. Peter is bringing his extensive experience to CIFLI to help participants with business case development.

Glenda Hewitt

Business Relationships and Communications Leader

Glenda is a highly experienced communications and B2B services marketing leader. She has worked on many major projects as a business relationship, stakeholder engagement and communications manager. She is part of the Shark Tank panel.

Chris Morgan

Olympic Medallist (rowing), World Record Holder

Chris Morgan is an Australian rower. He is a national champion, two-time world champion, three-time Olympian and Olympic medal winner. He has won world championships and scored a world record in the men's quad scull at the Beijing 2008 Olympics.

CIFLI content week-by-week breakdown

Phase 1: FOUNDATIONS

1	14/05/23	Leadership	Solve challenges by being focused on solutions, not the process
		Markets	An overview of the creative sector in Australia
		Leadership	What first principles thinking is and how it helps you make better career choices
		Comms + relationships	Communicate better by being customer centric - and solve others' problems
2	21/05/23	Leadership	Understanding key precepts of logic and how to better analyse information
		Leadership	The three levels of response and the benefits of being proactive over reactive
		Professionalism	How to increase your responsiveness to build relationships and land opportunities
		Optimise output	Learn the principles of optimising systems and processes
		Systems	Systems thinking and how to understand an issue holistically
		Systems	Problem mapping and how it can identify opportunities
3	28/05/23	Comms + relationships	Understanding hierarchies and role boundaries, and why these have benefits
		Markets	Chasing the alternative market to tap into better opportunities
		Markets	Complete a market and competition analysis
		Markets	Market niches and how to take advantage of these
		Markets	The benefits of having points of difference and how to identify them
4	4/06/23	Business skills	Why you should run an objective- and outcome-driven business
		Business skills	The benefits of a narrowly purposed business over having broader offerings
		Business skills	How scaling a business works — benefits, risks and challenges
		Digital	Understanding databases and why they're relevant to any business

Phase 2: IDEATION

5	18/06/23	Perspectives	Healthy perspectives on rejection and "breakage"
		Markets	Innovation generation: combining existing ideas to create something novel
		Comms + r'ships	How we use jargon and metaphor and its impact on communication
		Markets	Analysing some great CIFLI business ideas (and why some of them could never work)

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6	25/06/23	Professionalism	The invisible costs of dishonouring commitments
		Leadership	What is scope and why is it the most important principle of any partnership?
		Business skills	How to iterate your business: understanding the proof of concept
		Business skills	How to iterate your business: failing fast
7	2/07/23	Perspectives	Ethics: understanding the trolley problem, and complexity in decision making
		Money	How to properly understand value and quantify all benefits
		Money	How to price a product or service
		Money	Why working for free is way smarter than it sounds
8	9/07/23	Comms + r'ships	Improving your influence
		Marketing	How to build a brand and manage how others perceive you
		Perspectives	The tools to build credibility: achievements, tenure, volume, skill level, feedback, scale
		Business skills	Law in the arts — intellectual property, toy guns and intimacy coordination
9	16/07/23	Optimise output	What are SMART goals and how are they way better than normal goals?
		Optimise output	Develop a project / goal pyramid for high-quality, adaptive planning

Phase 3: BUSINESS CASE DEVELOPMENT

10	30/07/23	Project work	The fundamentals of business case development
		Leadership	The overestimation problem and why 90% of businesses die quickly
		Money	Learn budgeting for small business
		Money	Why you start in the red: understanding the J-curve of investment
		Business skills	What is volatility in business and how does it impact a startup?
		Marketing	What is reach, what is engagement and how do they interact?
		Marketing	How and why you would capture audience data
11	6/08/23	Business skills	Understand "business requirements" and "acceptance criteria" to get the results you need
		Business skills	How to evaluate suppliers or opportunities and avoid time / money wasters
		Marketing	How to build a brand personality
		Marketing	What is a marketing asset and what are the different types? How do they help?

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12	**13/08/23**	Project work	Conducting a "pre-mortem" to manage potential risks in your business
		Marketing	Understand the pros and cons of traditional VS digital marketing
		Marketing	Digital marketing's key principle: understand the value journey
		Perspectives	How to identify your blind spots to help overcome bias
		Case study	Case study: World Monologue Games (a hugely successful, money-losing event)
13	**20/08/23**	Project work	Reviewing business ideas developed to date
		Comms + r'ships	What is expectation management and how can you use it to improve outcomes?
		Business skills	Understand the primacy and recency effect and where it's relevant
		Projects	Conducting a gap analysis of 4x projects to improve their viability
14	**27/08/23**	Comms + r'ships	Deep dive into networking —the benefits of networking up, down and laterally
		Comms + r'ships	How to identify stakeholders relevant to your business or career path
		Optimise output	10 techniques for time management to get more done and be more impactful
		Money	Understanding fundraising pros and cons — grants, sponsorship, crowdfunding
15	**3/09/23**	Project work	Learn how to create a Gannt chart and why it's useful
		Optimise output	Tools and techniques for effective task management
		Optimise output	How to develop a capacity plan that works in reality
		Optimise output	Understand the cost of context shifting
		Project work	Best practice techniques to quantify the benefits of a project
16	**10/09/23**	Project work	Practise your Shark Tank pitches and get feedback from the tutors

Phase 4: SHARK TANK

17	**17/09/23**	Shark Tank	Pitch projects and businesses
18	**24/09/23**	Debrief	Debrief on Shark Tank and discuss next steps
		Digital	The benefits, costs and options when developing a website
		Digital	What is UX design and how does it impact engagement from customers or fans?
		Digital	The fundamentals of search engine optimisation
		Business skills	Writing a business plan: the why and the how
		Optimise output	Understand the pros and cons of outsourcing — and the 4Ds

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Phase 5: PROJECT WORK

19 15/10/23	Professionalism	The importance of following criteria (e.g. for applications)
	Leadership	What are sunk costs, and when to persevere VS abandon
	Optimise output	Best practise record keeping
	Systems	How to benefit from the agile framework: an overview of SCRUM
20 22/10/23	Perspectives	The transferability of skills and how you're better at some things than you think
	Marketing	How to make promotional videos
	Leadership	Learn how policy and regulation impact a business and how to work with these
	Leadership	Understanding Simpson's Paradox and how statistics can lead to erroneous conclusions
21 29/10/23	Marketing	Understand how the media works: pros, cons, risks and rewards
	Marketing	How to self-manage publicity through the media
	Business skills	A portfolio career — the importance of multiple career options, and how much is too much
	Marketing	The what and why of a marketing plan
22 5/11/23	Marketing	Utilising analytics and continued improvement to refine and grow your business
	Finance	A deeper exploration of finances for small businesses
	Marketing	Learn the marketing principles of selling transformations and why this is good for sales
	Digital	How to do social media as an artist and why you might not do it
23 12/11/23	Digital	A health check for your digital presence: recency, relevancy + shareability
	Business skills	How to manage legal risk
	Business skills	Diversification: how, why and why not
	Business skills	A summary of how to start a project

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BUSINESS IDEAS

One of the key purposes of CIFLI is to set up creative industry businesses / projects with your colleagues. These will be selected by the course participants themselves, but the Facilitator has a series of ideas that can be used. These ideas include:

Acting app	No good app exists on the market for actors to learn and practice their skills. Think Duolingo for actors.
Artists Café	A Sydney café for creatives. A networking hangout which helps connect artists with each other and hosts events like classes and presentations.
Livestream escape rooms and whodunnits	Escape room: participants control a performer with verbal commands in a real-life video game. Whodunnit: participants interview performers to solve a mystery.
Polymath challenge documentary	A documentary that follows four polymaths who are given random challenges each week, e.g. play the trumpet, learn a language, create an app.
Wedding re-enactments	Actors perform scenes from the married couple's life: their first meeting, the proposal, etc.
Storytelling walks	Like a guided tours, but done for corporate customers with creative stories told over a lunchtime stroll.

Hint: not all of these ideas would land! We'll go through why in the course.

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YOUR REQUIREMENTS

- Students must be available 85% of sessions (20/23)
- Commitment to respect viewpoints you don't share

WHAT'S IN THE APPLICATION?

To apply for a position in CIFLI, you will be required to:

- Prepare a 1p (max) CV
- Write up to 500 words on why you would be a suitable candidate
- 500 word "First principles" challenge. Question your knowledge base on any topic. Find an assumption you were wrong about, write about what it was and what you have learned

HOW TO APPLY

- Request a CIFLI application form: info@artsbusinessacademy.com
- Applications due Wed 19th April
- Candidates interviewed Sun 30th April
- Placements cost $4,985
  - 20% off due to recovering industry
  - Fee charged in 2023 = $3,988

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