



# LEARNING LABS PROGRAM:

*experiential learning for creatives*

"I walked away from Learning Labs with more clarity around what my values are today, an appreciation for how they can and should evolve, and, more importantly, a call to action for sharing my values more broadly with others."

Bridget Lohrius  
Founder and CEO of SANDWINA



PROFESSIONAL DEVELOPMENT SESSIONS DESIGNED TO MEET THE CREATIVE, REFLECTIVE, AND LEARNING NEEDS OF ART MAKERS, NONPROFIT CULTURAL WORKERS, & CREATIVE PRACTITIONERS

*Gain insightful & practical tools about management, emerging issues, & leading research in the arts/cultural field*

## HOW IT WORKS

Through an aspirational yet tactical approach, Learning Labs do more than check off boxes for learning and professional development; they provide opportunities to start new conversations about arts + culture nonprofit management and continue discussing solutions for challenges faced across the sector.

Our peer-to-peer approach encourages participants to learn in community and in a purpose-driven way. A typical session consists of guided discussions, theoretical grounding, discussion-based activities, and time for networking.

## WHO SHOULD ATTEND

Participants come from various backgrounds and have many vocational, academic, and lived experiences.

We encourage you to participate in a Learning Lab if you are a:

- Nonprofit staff
- Cultural worker
- Creative entrepreneur or practitioner
- Arts administrator
- Art maker
- Individual working in a creative industry or organization

✓ STRENGTHEN YOUR SKILLSET

✓ GO FROM IDEAS TO ACTION

✓ JOIN A DYNAMIC NETWORK OF CREATIVES

✓ LEARN BY DOING & AT YOUR PACE

# BENEFITS & PRICING

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## BENEFITS

- Be part of an inquiry-based, enriching conversation, and go from ideas to action
- Expand and strengthen your knowledge and skillset to include strategy, influence, negotiation, creative decision-making, communications, and branding
- Join a dynamic network of arts, cultural, creative, and business leaders
- Receive recordings from sessions and supporting materials

## PRICING

In 2023, we shifted from charging a flat \$35 ticket fee to a **"pay-what-you-can" model** to make our learning programs affordable and more accessible. As we navigate this new model, we encourage you to discover our new programming rates and explore professional development funding opportunities that might be available to you through your job or any other source.

## FORMAT

Bi-monthly  
Online  
Live Sessions

# CURRICULUM & DATES

**FEBRUARY 22**  
10:00 - 11:00 AM CT

## DEEP LISTENING: HOW HUMAN-CENTERED DESIGN CAN HELP YOU LISTEN TO WHAT YOUR COMMUNITY NEEDS

George Aye, Co-Founder and Director of Innovation at Greater Good Studio, will lead participants in a deep listening session. This method is one of several being practiced during an overview of human-centered design. This session will feature a video that Greater Good Studio produced as a teaching tool for

sharing how to learn design research. The behaviors modeled during the video gives learners a rich sense for how to show up and honor the lived experiences of research participants that we're ultimately learning from.

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**APRIL 26**  
10:00 - 11:00 AM CT

## BRAND STRATEGY AND STORYTELLING FOR NONPROFITS

Brand strategy is no longer optional for the arts.

Mission statements are aspirational, yet they are not enough – they are not decision-making tools and are rarely unique or memorable.

In this session, we will make a case for articulating an organizational purpose that can help you make big and small decisions, create team alignment, make your funders understand why you are unique, and communicate to your audiences what they can expect from you.

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**AUGUST 30**  
10:00 - 11:00 AM CT

## ROADMAP TO ENACTING PAY EQUITY + TRANSPARENCY IN NONPROFITS

Enacting pay equity is not as expensive as it appears. This Learning Lab will tackle crucial aspects of understanding and navigating pay equity and transparency; from posting salaries in job offers and creating organizational policies to talking about money and fair compensation from a place of justice.

Be ready to engage in discussion-based activities and learn about pay equity, transparency, and justice.

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**OCTOBER 25**  
10:00 - 11:00 AM CT

## PROPOSAL WRITING: HOW TO BUILD A SUCCESSFUL CASE

Support for nonprofit arts organizations and art makers in Chicagoland drastically increased in 2022 and is expected to continue growing throughout 2023. Grant amounts from the City of Chicago are larger, their terms are more flexible, and the application process is less rigid. When it comes to private foundations, a similar case is happening.

During this workshop, attendees will get tools to build a case for their project and effectively prepare for grant writing. This session focuses on philanthropic foundation and government grants for arts organizations, although some underlying principles around proposal writing apply to individuals.

# MEET THE CONTENT EXPERTS



## **GEORGE AYE (HE/HIM)**

Co-Founder and Director of Innovation at Greater Good Studio

George believes that design can lead to positive behavior change. Before co-founding Greater Good Studio, he spent seven years at global innovation firm IDEO before being hired as the first human-centered designer at the Chicago Transit Authority. Since founding Greater Good, he has worked across multiple social issues, including autism, criminal justice, education, public health, and health care. He has facilitated discussions with small executive leadership teams and workshops with 150+ participants to help uncover hidden opportunities for innovation. George is an adjunct full professor at the School of the Art Institute of Chicago.

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## **JENNIFER MARTINDALE (SHE/HER)**

Marketing and Branding Professional

Jennifer has worked with global brands, innovative nonprofits, and founder-led companies. Her expertise includes consumer goods, multi-unit retail & restaurants, arts & entertainment, automotive, government, and professional sports. She believes brands can use their platform to help shift culture. She worked at Yerba Buena Center for the Arts, Leo Burnett, and Museum of Contemporary Art Chicago, before joining the Chicago Cubs as Senior Vice President of Marketing

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## **ELSA HILTNER (SHE/HER)**

Organizer and Consultant for Pay Equity & Associate Director of Programs at Lawyers for the Creative Arts

Elsa has worked for over 15 years as a freelance artist and arts non-profit administrator, including as director of development for Collaboraction Theatre Company and as Associate Director of Programs at Lawyers for the Creative Arts. Her essays on labor and pay equity have inspired systemic change in the theatre industry. Her Theatrical Designer Pay Resource has been used nationwide to promote pay transparency and start conversations around pay equity. She is a co-founder of On Our Team, which successfully organized pay transparency on the job sites of Playbill, BroadwayWorld, and the League of Chicago Theatres.



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**REGISTER [HERE](#)**

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## **QUESTIONS? CONTACT A&BC'S STAFF**

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