



How to be a Creative and Commercially Focused Leader in Creative Industries Level 3

Course Overview

This 12-week programme is designed specifically for professionals like yourself working in the creative and cultural sector. Over the weeks, you'll dive deeper into what it means to balance creativity with commercial awareness, exploring practical tools, real-world applications, and personal growth as a leader. Whether you are preparing for a leadership role or looking to refine your management style, this course will help you develop the confidence, clarity, and strategic insight needed to lead successfully in today's creative industries.

Sector-Specific Case Study Analysis

Whether working in a museum, theatre, gallery, library, or creative enterprise, this programme will equip you with the essential tools to lead with purpose.

Through a mix of practical workshops, reflective exercises, and sector-specific case studies, you will explore the realities of leadership in the creative industries.

- **Example:** Analyse a leadership challenge in a museum, library, theatre company, or arts council.
- **Focus:** Stakeholder engagement, funding pressures, cultural policy, or community outreach.
- **Assessment Criteria:** Contextual understanding, strategic insight, ethical considerations.

Key Topics

Topic	Description
Introduction to Leadership and Management	Introduction to the Creative and Cultural sector.
Conflict Management	Navigating creative differences, public scrutiny, or internal politics
Stakeholder Analysis	Funders, patrons, artists, community groups, policy makers
Time Management	Balancing programming schedules, deadlines, and creative freedom
Learning and Leadership Styles	Supporting diverse learners in libraries, workshops, or cultural education programs and adaptive leadership
Transitional Management	Leading through funding cuts, rebranding, or digital transformation
Self-Awareness	Understanding leadership identity in values-driven sectors
Communication Styles	Adapting tone and messaging for public, creative teams, and institutional partners
Strategic Development	Aligning cultural mission with long-term sustainability and innovation
Finance	Develop finance model, project planning and funding.

Project Overview

Learners will develop a **financial strategy and budget plan** for a proposed or existing project within the creative or cultural sector. This could be a community arts festival, a library outreach program, a museum exhibition, or a digital storytelling platform.

Project Components

Component	Description
Project Proposal	Brief overview of the initiative, its goals, target audience, and cultural relevance.
Budget Plan	Detailed breakdown of income (e.g. grants, sponsorship, ticket sales) and expenses (e.g. staffing, marketing, venue).
Funding Strategy	Identify potential funders (Arts Council, local authority, private donors) and outline engagement plan.
Risk Analysis	Explore financial risks (e.g. low-ticket sales, funding cuts) and mitigation strategies.
Sustainability Plan	Long-term financial strategy—how will the project continue or evolve beyond initial funding?
Presentation or Pitch	Learners present their financial plan to one of the HCAL Directors.

Assessment Criteria

- Realism and accuracy of budget
- Strategic alignment with project goals
- Understanding of sector-specific funding challenges
- Creativity in financial problem-solving
- Clarity and professionalism in presentation

Group Presentation

- Builds communication and collaboration skills
- Assessed on clarity, teamwork, creativity, and engagement

Tutor Support

- Weekly tutor and learner reflection and learning logs
- Teams channel to support with weekly information
- Email support for course-related queries

Peer Support

- **Discussion Forums:** Connect and exchange ideas, challenges, and success stories.
- **Group Projects:** Work together on sustainability initiatives and share outcomes with the cohort.
- **Mentorship Opportunities:** Pairing with experienced educators or sustainability leads for guidance.

Resource Library

- Articles, videos, and toolkits on sustainability in education
- Sample lesson plans and curriculum guides with sustainability themes
- Templates for session plans, action plans, and eco-friendly classroom practices

Accessibility & Inclusion

- Multilingual support and translation tools available for key materials
- Captioned videos and screen-reader-friendly documents
- Mental health and wellbeing resources for educators navigating change
- Safeguarding, Prevent, Equality, Diversity and Inclusion.
- Information Advice and Guidance



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