

Accelerating Leadership and Management of Global Creative Industries

Certificate Overview

Global Creative Industries are driving dramatic and far-reaching changes in business, culture, and society. As a vital source of transformative ideas, these industries are also remaking themselves as new technologies and talent mixed with deep and enriching traditions of creativity and innovation.

Thunderbird's executive certificate in Accelerating Leadership and Management of Global Creative Industries features leading academic faculty and coaches, creative business leaders, and valuable learning materials customized for those transforming the creative industries and themselves.

Taught by both creative entrepreneurs and distinguished academic faculty with decades of experience working with leaders of cultural and creative businesses, this certificate will teach participants how to develop a more holistic approach to global creative industries and become more successful and creative leaders.



Munich, Germany
or
Dubai, UAE



Hybrid:
Virtual & In-person

2

in-person days

October 6–7, 2023 (Munich)
January 20–21, 2024 (Dubai)



Professional Certificate

Full tuition cost (USD)

\$2,500; other fees may apply

Learning Outcomes

- A deep and actionable understanding of impactful creative leadership and management practices.
- Practical skills to allow for leadership and management growth and development – regardless of experience level.
- Enhanced ability to make sense of complex and changing environments and Creative Industry trends (AI, web3) and integrate them into creative leadership and management.
- A commitment to lead others and oneself as a core action of everyday leadership.
- The development of an individual (or, if appropriate, team) plan to build a bespoke creative leadership and management practice.

Curriculum

- Introducing Creative Systems
- Making Sense of Ongoing Change in Global Creative Industries (and Beyond)
- AI, Web3, and Creative Industry 4.0
- Leading Fearless Organizations (from whichever position or role you occupy)
- Paradoxes of Creative Leadership and Management
- Teaming for Creativity and Innovation
- Self-making: The Heart of Creative Leadership and Management
- Guest Speaker on Heart-Based Leadership
- Creative Leadership and Management as Learning
- Building Your Creative Leadership and Management Practice

Who should attend?

Current high-potential, early career, and mid-level creative leaders and managers – that is, those who are seeking to grow their leadership beyond initial successes and aspiring to greater leadership responsibilities. Also creative entrepreneurs, particularly those who have experience in more established creative businesses and have launched new ventures, should attend. Shared by all these leaders are the distinctive challenges and opportunities of the creative industries: inspiring creative people, finding and solving problems and pursuing outcomes imaginatively, reconciling business and creative drivers of success, embracing new technologies and other innovations, and competing in a marketplace in which creative ideas are the essential products.

While a priority of the program will be the evolving shape, definition, and interdependence of creative industries, those who should attend include current and emerging leaders, managers, and entrepreneurs in advertising and marketing, film-television-new media, music, gaming, design, architecture, and fashion.

The program has also been designed to support creative team building and to deepen the relationships between creative leaders and their partners and clients, who are encouraged to participate together.

APPLY NOW

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Contact us: +1 602-496-6920 | exec.ed@thunderbird.asu.edu

