

## Art builds business builds art.

**AIR:Shift™ Workshop** is an entry point into a community of exchange, support and development fueled by cutting-edge online resources and a powerful curriculum. The workshops change people that attend in a way that is immediate and sustainable. Visit our website for testimonials: [Airinstitute.org](http://Airinstitute.org).

Skilled facilitators lead small groups through exercises that produce hands-on experiences in collaboration, planning, and challenging our mental models about art, business, money, and community. It's totally unique in bringing together emerging and professional creatives with business professionals for a sustained, collaborative learning experience.

## What will I learn?

### Day 1 | 3:00pm – 7:00pm

Discover new ways to think about the power of creativity and challenge your mental models about art, business, community and money.

The Paradigm Shift

Who Are We?

Tell Your Story

Art Builds Business Builds Art

Community Collaboration & Design Thinking

### Day 2 | 8:00am – 6:30pm

Learn by doing - with others! Take the mystery out of business planning. Strengthen your creative muscles. Practice design thinking and prototyping. Work with a small facilitated group to refine collaboration skills and build a business plan that is achievable.

Team Building

Right Brain Strength Training

Building the Project Plan: Overview

Building the Project Plan: Research

Building the Project Plan: Marketing Strategy

Building the Project Plan: Operations

Prototyping, Testing, & Refining

Presentation Skills

### Day 3 | 8:30am – 3:30pm

Find your voice. Present your groups' plan and get valuable feedback. Make it personal. Get a 15 minute coaching session and start planning your new career path, project or creative venture.

Presentation Preparation

Project Presentations

Visioning Your Future

Personal Shift Statement

Licensing & Career Exploration

Personal Action Plan

Coaching Session

## The Impact.

We use detailed surveys to gather feedback on the quality of our programming and to track the progress of our participants. Our programs are still new, however we can report on the following from our first 300+ nationwide AIR program participants:



## About AIR.

AIR is more than workshops, more than a website, more than a way business people and creative types share skills. It's a model for communities who want to build economic sustainability into their communities in a whole new way. In short, AIR is the catalyst for finding solutions to some of society's most pressing problems—and seizing some of its most exciting opportunities.

## AIRffiliate™ Communities.

AIRffiliate communities foster economic and community development from within and strengthen their sense of community across all boundaries. We've designed a turn-key model that includes training, templates and hands-on program support. The growth potential for AIR is exponential and your community's progress will be immediate and sustainable.

[AIRinstitute.org](http://AIRinstitute.org)

Funding provided in part by:



Give us three days  
and we'll shift your world.

# AIR:Shift™ Workshop



INSTITUTE  
of BEREA COLLEGE

# Once upon a time...

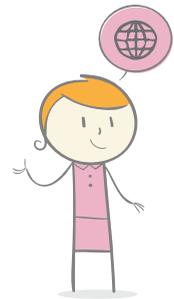
There were a teacher, a software designer and a musician. All of them were frustrated by their chosen careers and wanted to find balance between **passion, purpose, and financial stability.**



Luckily, they met at an **AIR:Shift™ Workshop** and discovered that they all had stereotypes about each other that needed to be adjusted. They had lots in common and together they shared skills, experience, and creativity.



They all got an **individual coaching session** that helped them set goals, create an action plan, and set up accountability for making the changes that they needed to build their careers and lives using the skills and tools they used in the **AIR:Shift™ Workshop.**



The **Science teacher's** kids were heading off to college. She loved books and cherished her time as a young mother, snuggling and reading with her kids. She had an idea for creating a business that combined children's literature and textiles. **She didn't know any authors or how to license her project and had no idea where to start.**

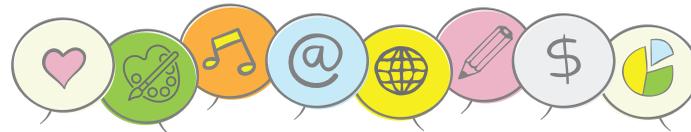


The retired **software designer** had a daughter who was an artist. She worried that her daughter's financial future would be less stable than her own; **she wondered how to use her years of business experience to help others.**

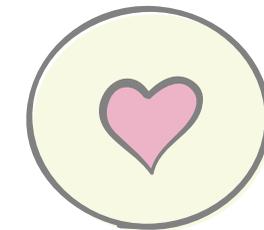


The recently graduated **musician** had a penchant for culture, fashion, and travel that couldn't be satisfied by her meager wages. She knew she wasn't alone – **all her musician friends were struggling to find audience connections and a way to protect their art from the free nature of the internet.**

They lived in a community that saw the value of art and creativity across all aspects of life and the business world. Their local Community Foundation, business incubator, and arts council became an **AIRaffiliate™** and offered **AIR:Shift™ Workshop** training to help folks collaborate and learn how to be a 21st Century business together.



Over three days they learned that there were great opportunities to expand their views about their careers and their impact in their community. They learned to collaborate and together they actually completed a business plan for a new career fair for their community's high school that showed the value of creativity in lots of new professions. They couldn't believe how easy it was to use design thinking and business planning to test and refine their ideas until it was a **real, viable project** that their school district could implement easily.



**Six months later,** these new friends reported more confidence in their business skills, higher morale, and new peer networks. Several of the participants enrolled in additional training and actually launched new businesses; their community rolled out a new creative industries career fair that led to new funding for arts curriculum in their schools.

...the perfect ending to every story.