

**The Art of Managing Your Career (AMYC) Course Outline,  
Fall 2018**

Course Instructor: Heather Bishop  
Email: [heather@heatherbishop.com](mailto:heather@heatherbishop.com)  
Phone: 204 427-2112 AMYC  
Coordinator: Rachel Andrushuk  
Email: [iaprograms@creativemanitoba.ca](mailto:iaprograms@creativemanitoba.ca)  
Phone: 204 927-2787  
Class: 4th floor  
Location: 245 McDermott- Creative Manitoba

**The Art of Managing Your Career** is designed to address the need for business training for self-employed artists in all disciplines.

The AMYC workshop modules will give working artists the confidence and knowledge to successfully manage their careers or businesses in the cultural sector. The workshop material has been designed at a college/university level and is applicable to artists from all disciplines.

Based on adult education principles, the workshops are highly participative and provide opportunities to practice and use skills and competencies essential to career self-management.

The workshop modules begin by exploring the attitudes and behaviours that may make it difficult for artists to recognize their transferable skills. It then builds components of a business plan and other self-promotion tools. A peer learning network will be established to support the participants once the workshop modules have been completed.

The overall learning objectives are to undergo a change in attitude: from uncertainty about effectively managing your career and business in the arts, to a strong belief that you have the knowledge, skills and tools to be successful.

You will develop at least three new skills for managing your career as an artist.

You will develop a practice using five to seven key processes and tools that support managing your own career.

Finally, you will identify at least three benefits of peer learning and peer learning networks.

**By the end of this course, you will have developed an extensive business plan, a marketing plan, and have a template for managing your finances.**

With diverse disciplines at the table, the more you network with each other, the richer will be your learning experience. You will be expected to do on-line research and complete assignments outside of the classroom experience.

## **COURSE SYLLABUS**

### **Week 1: Do I Have What It Takes?**

This module introduces each of the students and what your arts practice involves. It then moves into self-examination and begins assessing individual talents and skills and putting together Values Statements. The module will introduce **The Art of Managing Your Career Guide**.

### **Week 2: Do I Have What It Takes – Right Brain/Left Brain**

This module will begin to develop personal career goals and explore the value of the SWOT analysis. It will develop and examine Vision Statements and examine the value of effective forms of feedback and criticism/critique.

### **Week 3: Presenting...Yourself!**

This module will offer the opportunity to practice presenting yourself. The practice of writing a concise profile, bio, and/or artist statement will be initiated.

### **Week 4: Promotion and Publicity**

This module will examine both social networking tools and developing an effective promotional package.

### **Week 5: Networking Face to Face and Virtually**

This module will examine all different forms of networking – how to find networks specific to your discipline and how to work them well.

### **Week 6: Research**

This module will begin extending the tentacles of research into professional associations, and sources of direct or indirect financial support. This will lead to self-examination of historic approaches to risk management and critical thinking.

### **Week 7: Action Planning**

**“Vision without action is only a dream...Action without Vision passes the time...Vision combined with Action can change the world!”**

This module will develop an action plan and examine how changes to previous project plans would have made the project more effective.

### **Week 8: Marketing Planning**

This module is designed to identify and understand your specific market and begin examining the ways in which to reach that market.

### **Week 9: Financial Planning**

This module will start with self-examination of learned experience in managing money. It will then move into tracking money and developing a financial strategy.

**Week 10: Financial Management**

This module will focus on budgeting and developing cash flow forecasts.

**Week 11: Bookkeeping**

This module addresses the essentials of good bookkeeping skills as well as taking a look at GST.

**Week 12: Negotiating**

This module will highlight good negotiating technique and discipline-specific contract development and presentation. It will also take a cursory look at using an agent or manager and when to seek outside expertise.

**Week 13: Legal Issues and Your Completed Business Plan**

This module will take a look at copyright including moral rights and neighbouring rights. It will then examine legal disputes and discuss the use of professional legal services. Finally, it will take a critical look at your accumulated Business Plan developed through the course.