

# SKILLS BOOTCAMP

FOR

# FUTURE LEADERS

An **interactive 10-week programme** to empower innovative leaders of the future and help creative industries **thrive**.

Apply by Sunday 8th December 2024.



## CONTACT

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www.uwe.ac.uk



# HELPING THE CREATIVE INDUSTRIES SECTOR TO THRIVE

Our Skills Bootcamp for Future Leaders is designed to **empower** current and aspiring leaders to **excel** in senior management roles. We will provide **cutting-edge training** in leadership, strategic thinking, business management, and innovation.

The creative industries in the West of England is a thriving sector, employing talented professionals and contributing significantly to the region's economy. As this dynamic sector continues to evolve, the demand for skilled leaders will be greater than ever to **navigate the challenges of the modern creative landscape.**



By developing future leaders, we aim to ensure **long-term resilience** and success for organisations across the creative industries, helping them **thrive** in a competitive market and build **sustainable futures.**

If you want to play a leading role in the growth of your organisation, join us to unlock your leadership potential and **make a lasting impact** on your career and the creative sector.



# WHO IS THIS FOR?

Our Skills Bootcamp is specifically designed for **future leaders** within the creative industries sector. We will boost the leadership and management skills of SME employees, enabling them to fulfil senior management roles and support **business growth**.

The programme will develop a **holistic skillset**, encompassing business management functions (understanding financing, contracting, pitching and marketing approaches), alongside core leadership capabilities to create a **climate for creativity** and innovation across the organisation.

## Benefits to you as an individual

- Develop your ability to lead creative teams.
- Help your organisation to grow in a competitive environment.
- Learn transferable skills that will benefit your day-to-day work.
- Deepen your understanding of management.

## Benefits to your employer

- Invest in the future of your business.
- Help your business to grow through effective management.
- Develop effective leaders.
- Support the continuous professional development of your workforce.

# PROGRAMME STRUCTURE

## **Live sessions**

The programme is delivered through ten half-day tutor-led interactive sessions, which will walk you through the different aspects of business management, alongside core leadership skills, to build your capability as a senior manager within your creative organisation.

## **Lunchtime Learner Forum**

Each live session is complemented with a follow-up online lunchtime forum to provide space for learners to reflect on the tutor-led interactive session content, share thoughts, challenges, and solutions for implementing into their organisations.

## **Industry Mentor**

All learners will be matched with an industry mentor who has extensive experience of working in a senior leadership position within the creative industries, to provide a space to discuss personal experiences and learning as they utilise their new skills and evaluate their impact.

## **Career Coaching 1-2-1 Support**

As part of the programme, learners will have access to four hours of individual career coaching with our careers coach to reflect on career aspirations and help build a roadmap to achieving these. Learners will also have direct support from our Skills Bootcamp Team throughout the programme.

## **Self-study resources**

Learners will have access to a range of self-study materials to support learning.

# SESSION BREAKDOWN

## Session 1 – Programme Introduction and Networking Skills

This opening session will provide you with an opportunity to meet your cohort peers and explore in more detail your aspirations from the programme. In the afternoon you will explore approaches you can use to effectively network at events with industry colleagues, potential investors and key stakeholders.



## Session 2 - Empowering Creative Teams through Effective Leadership

In this dynamic session, you'll explore how effective leadership can empower creative teams to thrive. You'll dive into different leadership styles and learn how they shape team dynamics, gaining insight into the balance of power and influence to inspire and motivate your team. We'll introduce the concept of "unleadership," where fostering autonomy and innovation takes centre stage, and explore strategies to encourage your team members to take initiative and contribute groundbreaking ideas. Leave equipped with the tools to lead in a way that fuels creativity and collaboration.



### **Session 3 - Organisational resilience**

In this session, you'll gain hands-on experience with a practical toolkit designed to assess key markers of resilience within your organisation. By identifying priority areas to safeguard against external shocks, you'll learn how to strengthen your organisation's ability to navigate uncertainty. The session also covers essential financial basics, equipping you with the knowledge to ensure your organisation remains stable and adaptive in challenging times.

### **Session 4 - Building a brand in the creative industries**

In this session, you'll learn how to make your business stand out in a competitive marketplace. Explore the psychology behind how customers perceive brands and discover innovative, creative strategies to communicate your brand's unique identity. Whether you're refining an existing brand or building one from scratch, this session equips you with the tools to craft a memorable brand that captivates and connects with your audience.

### **Session 5 - Co-creating value in client-agency relationships**

In this insightful session, you'll uncover the secrets to maintaining healthy, successful partnerships. We'll explore the "dark side" of long-term relationships and offer strategies to stay on the "bright side" where collaboration and trust flourish. Learn which key factors truly make a difference in client-agency dynamics and what pitfalls to avoid to prevent breakdowns. You'll leave with a deeper understanding of how to foster mutually-beneficial relationships that stand the test of time and deliver lasting value.

### **Session 6 - Written agreement: the importance of contracts**

In this session, you'll dive into the importance of solid contracts in creative partnerships. Learn how to identify your focus metrics and set clear goals to ensure alignment between parties. We'll explore strategies for identifying and reducing risks while negotiating comfortable terms that work for everyone. With a focus on safeguarding both sides, this session equips you with the knowledge to create contracts that foster trust, protect your interests, and set the foundation for a successful collaboration.



## Session 7 - Pitching for success

In this hands-on session, you'll master the art of crafting and delivering a compelling pitch that captures attention. Learn key techniques for writing a captivating narrative, refining your message, and editing for impact. Through practical exercises in voice, body language, and delivery, you'll gain the confidence to sell yourself and your business effectively. You'll also discover how to tailor your content to resonate with your audience and leverage storytelling techniques to make your pitch unforgettable through clarity, confidence, and creativity.



## Session 8 - Sources of funding

This session will explore practical strategies for generating grant income to support your creative projects. Learn how to navigate the world of grants, from identifying opportunities to crafting successful applications. Additionally, you'll discover how to take full advantage of HMRC incentives, unlocking valuable financial benefits for your business. Whether you're seeking grants or leveraging tax opportunities, this session will equip you with the knowledge to maximise funding and fuel your creative ventures.

## Session 9 - Cultivating a creative and innovative organisational climate

In this session, you'll learn how to foster a team environment that sparks creativity and innovation across all levels. You'll identify and overcome common barriers to innovation, enabling your team to thrive. By exploring the power of diverse, collaborative teams, you'll uncover how they drive creative problem-solving and breakthrough ideas. Additionally, we'll dive into the pivotal role leadership plays in nurturing and sustaining this innovative climate, equipping you to lead with creativity and purpose.

## Session 10 - Next steps and future developments in the creative industry

In this forward-looking session, you'll reflect on key insights gained from the programme and explore the evolving landscape of the sector. We'll discuss upcoming opportunities and challenges shaping the future of the creative industries, helping you stay ahead of the curve. You'll also map out your next steps for continued skills development, ensuring you're equipped to adapt, grow, and lead in an ever-changing creative environment.





# MEET THE TEAM

## Dr. Tinkuma Edafioghor

Tinkuma Edafioghor is a Senior Lecturer in Human Resource Management (HRM) at the University of the West of England. She holds a PhD from the York Management School, and her research focuses on employee well-being, organisational resilience, and HRM practices. Dr Edafioghor has published in the Human Resource Management Journal and collaborates with industry partners to design leadership and management training.

In the upcoming Bootcamp, she will facilitate the Lunchtime Learner Forums.



## Dr. Tarek Virani

Tarek Virani is Associate Professor of Creative Industries at the School of Arts - College of Arts, Technology and Environment (CATE). He is on the leadership team of the Digital Cultures Research Centre, and an active member of the Screen Industries Research Group and Creative Economies Lab. His research interests in the creative industries includes: Organisational resilience, creative SMEs, urban and cultural policy, creative and cultural ecosystems, post-creative cities, culture-led regeneration and cultural districts, creative and cultural hubs and international dimensions of creative and cultural work and policy.

Previously he was Deputy Director of Network: Queen Mary University of London's Centre for the Creative and Cultural Economy. Tarek has done work for a number of local, national and international organisations including research institutions, governments and other stake holders.

He is also on the Board of Trustees for Acme Studios and is a fellow of the Royal Society for Arts, Manufactures and Commerce (RSA).



## Dr. Tom Bowden-Green

Tom is a Senior Lecturer in Marketing within Bristol Business School. His experience combines senior consultancy within creative agencies and delivering training at all levels to implement more effective creative processes and support career development. As a board director at Bristol Creative Industries, his current focus is on bringing together regional and academic expertise to support business growth within the creative industries. His research and teaching focuses on applying psychology to creative processes and understanding consumer behaviour in digital environments. Recent research and knowledge exchange work includes collaborations with Bristol City Council, Visit West, and entrepreneurs within the Future Space innovation lab. He also designed and led the MSc in Digital Marketing and worked with the Digital Marketing Institute (DMI) to launch the DMI's flagship Professional Certificate at UWE.



## Dr. Selen Kars

Selen is Associate Professor in Organisation Studies in the Bristol Business School at the University of the West of England. Her research seeks to understand how entrepreneurs, leaders and organisations develop their capabilities for sustainable futures. In researching these issues, she is committed to attending to the everyday lived experience viewed through the lens of practice. Selen also plays an active role in the design and delivery of leadership development and executive education programmes. This work provides her the platform to work with organisations of all scales across many sectors and facilitate organisational interventions, with a specific focus on instilling climates for learning and innovation and identifying practices for effectively engaging and empowering communities to enable sustainable change.



## Dr. Kyle Alves



Kyle Alves is a Senior Lecturer of Operations Management & Information Systems in the Bristol Business School at UWE. His research focuses on the dynamics of relationships among partners in digital supply chains. His recent grant-funded projects use shared data insight from collaborating partners in safe and secure ways to achieve strategic goals. These partnerships optimise the organisational delivery system and provide custom value propositions to customers. He is on the leadership team of the Data Research and Governance Network (DRaGoN) and the Innovation, Operations Management & Supply (IOMS) Research Group.

## Professor Mario Vafeas

Prior to joining UWE, Mario spent several years working in FMCG brand management before moving to the creative industries (branding and design consultancy) in client services roles. His teaching at UWE includes marketing strategy and services marketing, while his research focuses on value co-creation in business-to-business relationships (primarily in the context of creative industries). Mario also leads the Applied Marketing Research Group and has led several knowledge transfer partnerships and deliver strategic marketing workshops and masterclasses to SMEs. Mario is a Fellow of the Chartered Institute of Marketing; a Fellow of the Institute of Data and Marketing and a DMA (West) Regional Council Member.



# WHAT IS MY COMMITMENT?

## For our Skills Bootcamp, you will be required to:

- Attend all live sessions (held in-person or online)
- Complete required self-study activity between live sessions
- Provide mandatory personal data and supplementary information on your employment outcomes for up to 6 months following completion of the Skills Bootcamp



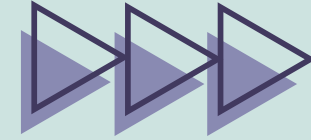
## As an employer, you will be expected to:

- Release your employee(s) to attend all required sessions
- Attend a short online employer interview with our team to understand the Skills Bootcamp requirements and employer agreement document
- Provide opportunity in the workplace for your employee to develop skills acquired from the Skills Bootcamp
- Pay the 10% programme fee contribution for your employee's registration
- Provide **one of the following** opportunities to your employee within 6 months of the Skills Bootcamp completion:

- 1 Providing the learner with additional responsibilities within their existing role
- 2 An interview for a new role, promotion, or opportunity to take on new responsibility
- 3 Learner taking on additional work related to learning completed
- 4 An increase in salary due to the new skills acquired by your employee(s)



# PROGRAMME DATES



The deadline for applications is **Monday 2nd December 2024**.

<b>Session 1</b>	Wednesday 15th January 2025	9.30am - 1.30pm	Frenchay Campus
<b>Lunchtime Learner Forum</b>	Friday 17th January 2025	12.30pm - 2pm	Online
<b>Session 2</b>	Wednesday 22nd January 2025	9.30am - 1.30pm	Frenchay Campus
<b>Lunchtime Learner Forum</b>	Friday 24th January 2025	12.30pm - 2pm	Online
<b>Session 3</b>	Wednesday 29th January 2025	9.30am - 1.30pm	Frenchay Campus
<b>Lunchtime Learner Forum</b>	Friday 31st January 2025	12.30pm - 2pm	Online
<b>Session 4</b>	Wednesday 5th February 2025	9.30am - 1.30pm	Frenchay Campus
<b>Lunchtime Learner Forum</b>	Friday 7th February 2025	12.30pm - 2pm	Online
<b>Session 5</b>	Wednesday 12th February 2025	9.30am - 1.30pm	Frenchay Campus

<b>Lunchtime Learner Forum</b>	Friday 14th February 2025	12.30pm - 2pm	Online
<b>Session 6</b>	Wednesday 26th February 2025	9.30am - 1.30pm	Frenchay Campus
<b>Lunchtime Learner Forum</b>	Friday 28th February 2025	12.30pm - 2pm	Online
<b>Session 7</b>	Wednesday 5th March 2025	9.30am - 1.30pm	Frenchay Campus
<b>Lunchtime Learner Forum</b>	Friday 7th March 2025	12.30pm - 2pm	Online
<b>Session 8</b>	Wednesday 12th March 2025	9.30am - 1.30pm	Frenchay Campus
<b>Lunchtime Learner Forum</b>	Friday 14th March 2025	12.30pm - 2pm	Online
<b>Session 9</b>	Wednesday 19th March 2025	9.30am - 1.30pm	Frenchay Campus
<b>Lunchtime Learner Forum</b>	Friday 21st March 2025	12.30pm - 2pm	Online
<b>Session 10</b>	Wednesday 26th March 2025	9.30am - 1.30pm	Frenchay Campus

Alongside live sessions, learners will be required to undertake **self-study** activity and **1-2-1 career coaching sessions**.

# BOOTCAMP FEES

This Skills Bootcamp is only open to individuals applying through their SME employer. If you are looking to apply as an independent learner, or through a large organisation employer, please complete our Expression of Interest form (see our How to Apply section on this page) to be notified of suitable dates.

All successful applicants will be funded 90% of the fee with their SME employer required to pay the remaining 10% contribution of **£354.05**.



## HOW TO APPLY

To apply, please complete our **Expression of Interest Form** and one of the team will be in touch to progress your application.

The deadline for applications is **Sunday 8th December 2024**.

For further information:



[bootcamps@uwe.ac.uk](mailto:bootcamps@uwe.ac.uk)



+44 (0)117 32 81043  
(option 1, then option 3)



# ABOUT UWE BRISTOL

At UWE Bristol, we pride ourselves on delivering **cutting-edge skills training** that meets the evolving needs of both individuals and businesses across our region and beyond.

Our Skills Bootcamps are designed to **bridge the gap** between academia and industry, offering intensive, practical courses that equip learners with in-demand skills for today's competitive job market.

Drawing on our strong industry connections and research expertise, we provide a **dynamic learning environment** where theory meets practice. Whether you're looking to upskill, change careers, or enhance your workforce's capabilities, our Bootcamps offer flexible, targeted training solutions.

With a focus on emerging technologies and business-critical skills, we ensure that our learners are well-prepared to make an immediate impact.

