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MY SERVICES
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MY EXPERIENCE

Training

I have designed and conducted a number of training experiences that blend elements of performance, hands-on learning, team work and presentations by subject-matter experts.

I can design a training session that incorporates experiential learning, place-based learning, improvisation and other elements of self-directed action learning strategies.

I specialize in leadership training for artists, cultural workers and creative professionals.

"Stand Up for Creativity!" Organizer/ Candidate Training Session:

This program can be done as a one-day or two-day event. The program starts with the presentation, "The Politics of Creativity" and then goes on to give attendees the basics of organizing a grassroots campaign for social change or local elective office. The point-of-view we offer is how to lead or run as a creativity champion.

The purposes of the training sessions are:

- Teach the essential tasks necessary to win local elective office using grassroots strategies,
- Demonstrate how creative professionals can leverage their skills, passion and experience to run winning races

Outline for the one-day program:

Morning: "The Politics of Creativity - A Call to Service"

This is a 90-minute presentation that blends lecture with elements of performance, audience participation and leadership development. This presentation lays out the argument for creativity as a national value and the basis of a positive, winning politics. It also makes the case that artists and cultural workers have values and skills that make them "leaders-in-waiting" who are most urgently needed in public life.

- Opening performance of jazz/and or spoken word
- Shared reading of Declaration of Independence
- Role of creativity in the life of America - its heritage, economy and future
- The numbers behind the political case for creativity as a winning issue
- Why creative professionals make excellent public leaders
- "Are You A Leader?" – I conduct an exercise, The Leadership Asset Inventory, with member of audience
- Call to service
- Creativity fight song

Afternoon:

- Lecture by experts in how to start or assist creative, grassroots, people-powered elections
- Exercises on how to translate your creative resume into a political resume
- Interactive and immersive exercises for attendees - "Running for City Council as a



"Stand Up for Creativity!"
Organizer/ Candidate Training
Session



Grassroots political consultant
and organizer, Kitty Kurth

Creativity Champion" including a "candidate" stump speech

- Networking and celebration events for attendees

Take-away materials for the attendees will include:

- Binder with lecture materials and check-lists
- List of organizers, lecturers and attendees with contact information
- Background material on creativity in American life (Creativity and the Economy, Creativity and Education, Creativity and Diplomacy, etc.)

Comments from past attendees of "Stand Up For Creativity!" Training Programs

The first full day session was offered on January 22, 2005 in Chicago. There was a blizzard that day that dumped about a foot of snow on the city. Despite the blizzard-like conditions 40+ people spent the day in learning and fellowship. It was one of the most exhilarating events I've ever been involved with. [Read about that day.](#)

Email Subject: *"THAT WAS THE BEST \$20 I'VE EVER SPENT!" (we charged \$20.06 for the training session) Our experience today was energizing and exciting and EXACTLY what I was looking for -yes, yes, let's re-stock the depleted political talent pool with some of our own! Please let me know what I can do to help launch Creative America - including stuffing envelopes - whatever you need help with, please let me know. I have public relations and publicity experience (private sector) have delivered media training, produced a video news letter, handled press contacts, developed and implemented public relations and publicity strategies, managed a large budget, a staff of six people and a prestigious (expensive) outside communications firm. I was also a working actor for about 7 years - basically I've been on both sides. Let me know what you need - and if I don't hear from you, you'll be hearing from me!*

Email Subject: *"THANK YOU FOR BELIEVING IN US" I want to thank you again for all the hard work and preparation that went into organizing yesterday's event at the Bailiwick. The confidence you and your guest speakers have in artists' ability to become social leaders is very heartening. I came away from the day with a lot to think about, some decisions to make, and more research to do. I feel as if a creative, spiritual gauntlet has been thrust at my feet. It would be marvelous to talk with you about some of the factors I'm juggling along with this challenging option. Regardless of whether or not I choose to march down the political path -- I would like to keep in touch with your organization, and make whatever contribution seems wise.*

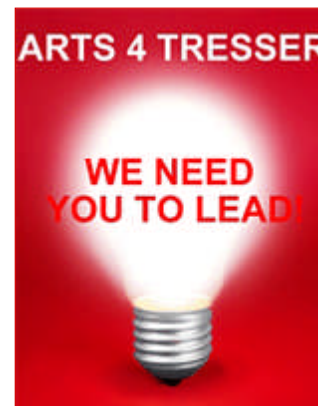
Blog - *Aha, now we're getting somewhere. Because Tom is exactly right. Art is about creating the unseen, the unknown or exploring the unpalatable. Walking into a room of people with all different talents and figuring out who does what when and why and keeping backbiting/infighting to a minimum. Another big difference is the reliance on cooperative metaphors - you can lose a war or a basketball game - you can't really lose a play, it just doesn't be it's best. There's less reliance on fear and more on hope. Kinda like I've been stewing in my head and on this blog for the last four years. Tom wants to help begin the installation of a system of channels to train, educate and groom creatives all over the country to take back at the local level and then extend it on up. Essentially: Grow Your Own Candidates. I liked Roll Your Own better though. Finally, someone talking my language! I wanna party with Tom Tresser!*

Online Essay - *Perhaps one had to take the fight squarely into the political arena, learn how to handle power, how to galvanize bureaucracies, how to motivate large numbers of people to care, dare, push, and change. Perhaps I had to practice what I had preached all last week, delivering a homily at a Martin Luther King, Jr. Memorial Liturgy and reprising it for middle school students at my daughter's school (on President Bush's*



Attendees conclude the day's training by forming teams to simulate a campaign for city council, complete with strategy, messages, and the candidate's "stump speech"!

Calling all artists, cultural workers and creative professionals! Tom has worked to bring resources, respect and opportunity to the arts and cultural sectors for decades. Now he asks YOUR support for his election. [Please join the Facebook "Arts for Tresser" Group here.](#)



Read the book
**"America Needs You!
Why You Should Become**

Inaugural Day, no less). Perhaps I had to let The Spirit work to transform society not only through my characters but also through me. That's why I powered my PT Cruiser down frozen streets to hear what Tresser's Brigade had to say. Kevin Conlin asserted that no one knows better than artists how to create something out of nothing. Nicole Gotthelf described years of politicking as performance art. Tresser analyzed the skills needed to run and serve in public office. From fundraising to logistics, innovative problem-solving to tactful compromise — art and politics require many of the same gifts. To my utter amazement, the Creative America Project is trying to throw a life preserver to the world, and that life preserver is... artists! They dare to believe that artists if not art itself can change the world. And last Saturday they made more than a decent case for giving "creatives" a spin on the real world stage of politics and power.

ALSO AVAILABLE:

Arts Advocacy Institute - This is a full-day training on the range of options artists, cultural workers and concerned citizens can pursue to strengthen the arts in their city or state. These options go beyond the typical menu of communication strategies typically offered to the field and includes a power analysis and discussion of grassroots organizing and political action strategies.

Board Training - Nonprofit leaders - Does your board know what it can and can not do around civic engagement? This half-day training session discusses the rules, limits, and options for nonprofit advocacy and offers new creative strategies to make your voice count.

PRESENTATION AND KEY NOTE ADDRESSES:

"The Politics of Creativity - A Call to Service" - 90-minute presentation laying out the case for creativity as a national priority and a winning political issue. Makes the case that artists and creative professionals have values and skills needed in the public sector. This is a dynamic and entertaining experience, combining elements of lecture, performance, audience participation and a sing-along!

"Creativity At Risk - Time to Act?" - 90-minutes presentation laying out the role of creativity in the heritage and future of the American experience. Outlines a number of alarming trends in civic and political affairs that spell danger for the health of America's creative infrastructure.

"Imagining a Creative America" - Two hour presentation and town forum starting with an overview of the importance of creativity in the life of the nation and survey of Creative Economy initiatives currently underway in cities and states across the nation. The majority of the meeting is given to the attendees who step to the mike to give voice to their short vision statements about what is needed to achieve a Creative America. You can also opt to do "Imagining a Creative [name of your city or state]" in which case the opening presentation includes material customized for your region.

[More details on Tom's speaking and presentation services...](#)

[- back to top](#)

a Creativity Champion"

America needs her artists, cultural workers and creative professionals to lead in the public sector! This book makes the case for creativity as a national value and the basis for a winning politics and explains why creative professionals have what it takes to lead and run for local public office. You're already a leader! Believe it.



[Purchase the book from Lulu.com](#)

[Download the text for free!](#)