



Arts Leader Participation Criteria

Strategic Alignment Sessions are designed for arts leaders and organizations who are prepared to engage thoughtfully and consistently in a strategic coaching process. Ideal participants demonstrate the following:

1. Role & Decision-Making Authority

- Holds a leadership role within the organization (e.g., Executive Director, Program Director, senior staff)
- Has influence over or responsibility for strategy, programs, data, fundraising, or organizational decision-making
- Is positioned to apply insights and implement changes within the organization



4. Openness to Reflection & Feedback

- Is willing to examine current practices, assumptions, and approaches
- Is open to feedback, iteration, and refinement
- Understands that alignment may require adjusting existing systems, tools, or narratives

5. Commitment to Application

- Is motivated to apply insights from coaching sessions in real time
- Is interested in strengthening the connection between programs, data, and storytelling
- Is prepared to use coaching to support decision-making.

If you need help determining if this is right for you or would like additional details, reach out to info@mcearts.com.



Your Organization's Investment & Commitment Expectations

This coaching experience is most effective when participants are actively engaged and prepared to apply insights between sessions. Participation in Strategic Alignment Coaching is a collaborative, focused, and results-oriented experience. To ensure a strong experience and meaningful progress, participating organizations are expected to commit to the following:

Engagement & Participation

- Attend all scheduled sessions or provide at least 48 hours' notice for any changes
- While some questions can be addressed in a single session, most organizations benefit from completing at least 2 Alignment Sessions. The first helps us establish clarity and direction; additional sessions provide space to



refine ideas, develop tools and frameworks, and build momentum toward your goals. The right number of sessions will depend on the scope of the work and the outcomes you're hoping to achieve.

- Come prepared to coaching sessions with relevant materials, questions, and context to support productive conversations
- Engage in discussions openly and thoughtfully to support alignment and progress

Preparation & Follow-Through

- Complete and submit a brief intake form outlining your current approach, tools, and areas of focus
- Provide requested materials in advance of sessions, when applicable, to support effective use of coaching time
- Apply insights and recommendations from coaching sessions to support progress within your organization

Scheduling & Communication

The Creator's Well: Arts Leader Participation Criteria



- Coordinate directly with your coach to schedule sessions in a timely manner
- Communicate any scheduling changes or conflicts in advance
- Respond to scheduling and communication requests within a reasonable timeframe (typically 1–2 business days)

Team Participation

- Identify up to 2 consistent staff members to participate in coaching sessions
- Ensure that participants hold a leadership role or are directly responsible for strategy, data, fundraising, or decision-making
- Confirm participating team members during the initial coaching session
- Commit to internal alignment across team members involved in the process

Commitment to the Process

- Approach coaching as a collaborative process focused on aligning your programs, data, and strategy for stronger impact

The Creator's Well: Arts Leader Participation Criteria



- Be open to feedback, reflection, and refinement as part of the alignment process