



Know Your Value(s) Life + Career Planning for Artists + Makers

Course Description

Leading with the heart into the gaps between craft and commerce, Know Your Value(s) offers students in creative fields the tools and training to achieve sustainable careers and plan intentionally for their lives. From generating project budgets and building personal brands to anticipating emergencies and ensuring active rest, FORGE NYC Co-Founders Chie Morita and Greg Schicker-Taubman provide the skills and know-how to assess, articulate, and assert the practical and monetary value of creative work while following the intrinsic values its makers uphold. The course will alternate lectures that introduce the whys and hows of life and career planning with practical workshops that provide curated exercises, hands-on experience, and real-time feedback from course leaders Chie + Greg. Know Your Value(s) will also feature guest lectures and salon-style panel discussions with working makers who will offer insights from their experience shaping and give students an opportunity to research and prepare questions for visiting experts.

Course Objectives

By the end of the course, students will have drafted mission, values, and vision statements, personal and project budgets, a brand style guide and pitch deck, and--most importantly--a three-year personal/professional growth plan. The course will culminate with a final exam to demonstrate proficiency, community pitches where students will present themselves to each other (and invited guests) as professional makers, and polished versions of key deliverables submitted to Chie + Greg for grading.

Assignments + Grading

Students will be graded on the following written assignments:

- Language Tools (Mission, Values, and Vision Statements) – 15%
- Final Exam – 25%
- Three-Year Personal/Professional Growth Plan – 20%

along with evaluation of the following engagement:

- Community Pitch – 20%
- Practicum Participation - 10%
- Web-Based Discussion Questions – 10%



About the Instructors

Greg Schicker-Taubman (he/him) helps stories find their form and storytellers hone their craft—primarily as Co-Founder + Partner at FORGE, a boutique consultancy dedicated to helping artists and makers take their next steps. As an educator, Greg has taught and directed students at Stanford, Columbia, and LIU Post. He holds a BA in Classics from Princeton (Summa Cum Laude) and MFA in Directing from Columbia.

As a freelance director and dramaturg, Greg has worked with institutions including The Public Theater, Classic Stage Company, Oregon Shakespeare Festival, and Theater of War. His Greek and Latin translation work has appeared in Heather Christian's *Oratorio for Living Things* (Ars Nova, 2020) and Joanne Akalaitis' *Bacchae* (The Public, 2009), and *Bad News! i was there...* (Poet's House, 2015). Greg proudly serves as VP of Communications for the Barringer Crater Company and Co-Producer of the live speaker series Odd Salon NYC. Current projects in development include the folk-blues Iliad adaptation *In Loving Memory of the Dead* with composer Joe Goodkin, *Bard's Arcana: The Tarot of Shakespeare* with illustrator Eunice Choi, the *Arcsong* story cycle, and the non-fiction book, *Such Stuff: The Essential Value of Art & Dreams*. Believing that imagination is the wellspring of empathy, Greg is forever investigating the creative process and its power to engender and deliver a communal sense of meaning.

Chie Morita | 森田千恵 (she/they) is a consultant, creative producer, and consummate tinkerer dedicated to retraining our inherited habits and engineering empowering new systems in the arts—primarily as a Co-Founder + Partner of FORGE, a boutique consultancy devoted to helping makers forge a path toward success. As an educator, Chie created, curated, and led the Sokoloff Arts Fellowship at Town Stages as well as the FORGE Fellowship, which she currently leads. She has been commissioned to create learning containers for the Alliance of Resident Theaters/ New York, Empowered Artist Collective, and the Brooklyn Arts Council. She also serves as a young artists mentor for We Are Queens and her alma mater, Northern Arizona University, from which she graduated with a BS in Theatre Studies.

As a producer and project manager, Chie has worked with Tony-Award-winning Broadway Producer Joey Parnes (on *A Gentleman's Guide to Love and Murder*, *Vanya and Sonia* and *Masha and Spike*, *End of the Rainbow*), institutions including The Public Theater (on *Here Lies Love*, *Fun Home*, and more), Third Rail Projects, The Musical Theater Factory, *Ars Nova*, and The New York Neo-Futurists (who, under her care, were awarded three Drama Desk nominations), brands including The Macallan and Art Beyond The Glass, and such independent makers and ensembles as Heather Christian and the Arbornauts, Dylan Marron, Edge Effect, UglyRhino, and Fresh Ground Pepper. She is also a proud collaborating producer with the Wonderland Historical Society in New Orleans. By leveraging the potential of proactive planning, holistic mentorship, and collaborative asking, Chie seeks to free makers from historical hindrances, socialized stereotypes, and negative self-stories.

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Course Readings

Know Your Value(s) Course Reader

Allen, David
Getting Things Done: The Art of Stress-Free Productivity

Baldwin, James
The Fire Next Time

brown, adrienne marie
Emergent Strategy

Chung, Jezz
This Way To Change: A Gentle Guide to Personal Transformation + Collective Liberation

Fairfax, Alex
Tell Your Story: Tools to Take You from a Tweet to a TED Talk

Hyde, Lewis.
The Gift: Creativity and the Artist in the Modern World

INCITE! Women of Color Against Violence
The Revolution Will Not Be Funded

McGonagil, Jane
SuperBetter

Palmer, Amanda
The Art of Asking

Turan, Kenneth & Joseph Papp
Free For All



Syllabus

Week 1: Meeting Each Other + Ourselves

Learning Objective: Explore articulations of who you are and how you make.

Lecture: *Who's In The Room?*

- Instructor and student introductions
- Community agreements and expectations
- Course introduction and syllabus review
- Making and interpreting first impressions

Practicum: *Who Am I?*

Physical and written explorations of:

- What do I make?
- Why do I make anything?
- What is important to me?

Web-Based Discussion (Reply in 250 words and comment with a question on 3 other posts):

- What is a piece of wisdom that I've received from elders? How do I relate to it?

Week 2: Assess – Our Past

Learning Objective: Reflect on historical and cultural factors that inform an arts practice.

Reading: Baldwin, James. *The Fire Next Time*

Lecture: *How Did We Get Here?*

- What ideas, events, and systems have led to the current arts/artisan economy?
- What unspoken narratives and influences can we name and reckon with?
- What do we need to move past?

Practicum: *What Has Shaped Me?*

Physical and written explorations of:

- What is my social location and how does it influence my work?
- What assumptions do I bring to thinking about my work?
- How has my life so far shaped me?

Web-Based Discussion (Reply in 250 words and comment with a question on 3 other posts):

- What does a sustainable life look like to me? How does it connect to my craft?

Week 3: Assess – Our Present

Learning Objectives: Assess resources, consider values, and determine audience/market.

Reading: Hyde, Lewis. *The Gift: Creativity and the Artist in the Modern World*

Lecture: *Where Are We Now?*

- How are individuals and small companies struggling, striving, and thriving?
- What are the costs of making anything?
- How does a creative entrepreneur get started?

Practicum: *What Do I Have (And What Can I Offer)?*



Physical, visual, and written explorations of:

- What resources do I already have access to?
- What are my non-negotiables?
- Who or what is my work in service of?

Web-Based Discussion (Reply in 250 words and comment with a question on 3 other posts):

- What is one thing that you would like to change in your life or world? Why?

Week 4: Assess – Our Future

Learning Objective: Practice visioning personal and collective change.

Reading: Chung, Jezz. *This Way To Change: A Gentle Guide to Personal Transformation + Collective Liberation*

Lecture: *Where Are We Going?*

- What is the change we're hoping to make?
- How/where do personal and professional growth overlap?
- How does change become real?

Practicum: *What Does My Change Look Like?*

Visual and written explorations of:

- What are my likely, ideal, and workable futures?
- What do I want my life to look like in 3-5 years?
- What is my vision of a changed world?

Web-Based Discussion (Reply in 100 words and comment with a question on 3 other posts):

- Research next week's speakers and share a fact and a question you'd like to ask.

Week 5: Salon – Working With Integrity

Learning Objectives: Practice learning about and from experts.

Lecture: *How You Live Your Values?*

- Chie + Greg lead a panel discussion with notable working artists and makers on the values they believe in and how they practice them in life and work

Practicum: *Personal Integration*

Reviewing the materials from the last 4 practicums and observing:

- What brings me to my work and who is it service of?
- What values are most prominent?
- What does it cost to do my work?

Web-Based Discussion (Reply in 250 words and comment with a question on 3 other posts):

- Find and post a Mission Statement that draws you in. What do you like about it?

Week 6: Articulate – Language

Learning Objective: Draft Mission, Values, and Vision Statements.

Reading: Fairfax, Alex, *Tell Your Story: Tools to Take You from a Tweet to a TED Talk*

Lecture: *How Do I Talk About My Work?*

- What is a mission statement and do you need one?
- How do you define your core values?
- How do you articulate your vision of a changed world?

Practicum: *Language Tools*

Written and oral explorations of:

- What is my mission?
- What are my core values?
- What is my vision?

Web-Based Discussion (Reply in 250 words and comment on 3 other posts):

- Post your Mission statement draft. Comment on peers': what gets your attention?

Week 7: Articulate – Personal + Career Planning: The Destination

Learning Objective: Set medium- and long-term goals.

Reading: Allen, David. *Getting It Done*; McGonagil, Jane, *SuperBetter*

Lecture: *How Do I Define Success?*

- How do we build a plan for change over time?
- How do we set goals?
- How do we measure progress?

Practicum: *The Artist's Roadmap 1*

Visual, written and embodied exploration of:

- What do I want for myself in 3-5 years?
- What do I need to get there?
- How do I pay for it?

Web-Based Discussion (Reply in 250 words and comment on 3 other posts):

- Describe your life 3 years from now. Offer peers one intermediate goal.

Week 8: Articulate – Budgeting Your Values

Learning Objective: Build a personal budget

Reading: INCITE! Women of Color Against Violence, *The Revolution Will Not Be Funded*

Lecture: *What Story Does My Budget Tell?*

- What is a budget and why should I have one?
- How do I budget from my values?
- How do I manage scarcity/late stage capitalism?

Practicum: *Finance As Narrative 1*

Written and calculated explorations of:

- How do I build a Chart of Accounts?
- How do I track my spending?
- How can I think about savings/debt?



Web-Based Discussion (Reply in 250 words and comment with a question on 3 other posts):

- Where did you feel the most internal resistance around money this week?

Week 9: Articulate – Branding Your Story

Learning Objective: Learn and make decisions about brand identity.

Reading: Turan, Kenneth & Joseph Papp, *Free For All*

Lecture: *How Do I Shape Expectations?*

- What is a brand and do you need one?
- How does a brand communicate?
- What tools do brands use to shape expectations?

Practicum: *Branding 1*

Visual and written explorations of:

- What brands do I respond to and why?
- What colors and visuals represent my work?
- What is my brand voice?

Web-Based Discussion (Reply in 250 words and comment with a question on 3 other posts):

- What are 2-3 brands you like and support? What do you like about them?

Week 10: Salon – Pitching From Your Power

Learning Objective: Learn and practice the principles of successful pitching.

Lecture: *Pitching From Your Power*

- Chie + Greg lead a panel discussion with notable working artists and makers on the ways they reach out to potential clients, partners, and customers

Practicum: *Pitching 1*

Written and oral explorations of:

- What people/institutions share my values?
- Who serves the same communities I serve?
- Who has supported similar work?
- What are they looking for?
- How do I tailor my outreach?

Web-Based Discussion (Reply in 250 words and comment with a question on 3 other posts):

- Research someone that you'd pitch and post the text of a cold email to them.

Week 11: Assert – Personal + Career Planning: The Journey

Learning Objective: Break long-term goals into measurable benchmarks and repeatable tasks.

Reading: brown, adrienne marie *Emergent Strategy*

Lecture: *How Do I Think Strategically About My Future?*

- How does progress in one area enable growth in another?
- How does setting priorities offer clarity?

- How can you leverage the power of incremental change?

Practicum: *The Artist's Roadmap 2*

Written and embodied exploration of:

- What goals are most important to me?
- How do I build ramps to get me from here to there?
- How do I plan for emergence and adapt to change?

Web-Based Discussion (Reply in 250 words and comment with a question on 3 other posts):

- Lay out your 3-Year ramp towards one of your highest priorities.

Week 12: Assert – Budgeting for Solidarity

Learning Objective: Use your budget to plan for the future.

Reading: selected articles from Course Reader

Lecture: *What Future Does My Budget Make Possible?*

- How does budgeting relate to strategic planning?
- What can budgets teach you over time?
- How does your budget empower you to make choices?

Practicum: *Finance As Narrative 2*

Written and calculated exploration of:

- How do I want my finances to change?
- How can I practice keeping my budget sustainable?
- What does my best life look like financially?

Web-Based Discussion (Reply in 250 words and comment on 3 other posts):

- Make three asks of people you don't know well. How did they feel?

Week 13: Assert – Pitching + Self-Advocacy

Learning Objective: Develop a practice of collaborative asking.

Reading: Palmer, Amanda, *The Art of Asking*

Lecture: *What Is Collaborative Asking?*

- How do you ask for what you need?
- How do you grow a community around your work?
- How do you bring people into the fold?

Practicum: *Branding + Pitching 2*

Written and oral exploration of:

- How do I pitch my work to new people?
- How do I want to nurture my community?
- What do I want my legacy to be?

Week 14: Assert – My Value(s) - Community Pitches

Week 15: Final Exam
