

TONIC Transform

A photograph of two women sitting at a table in a social setting, likely a networking event. The woman on the right has short dark hair, wears glasses on her head, a yellow cardigan over a black top, and yellow earrings. She is smiling and looking towards the woman on the left. The woman on the left has long dark hair and is wearing a white sleeveless top. They are seated at a table with a white cup and some papers. The background is blurred, showing other people in a dimly lit room.

For cultural leaders
navigating unprecedented
change



“Working with Tonic has been transformational”

Sarah Turner, Director,
Paul Mellon Centre for
Studies in British Art

The arts and cultural sector is experiencing profound change:

- Economic pressures changing the way organisations operate
- Audience expectations. People are engaging, buying and making decisions differently than they did just a few years ago.
- Technology is transforming how we communicate, connect and behave.
- Workforce dynamics are evolving, with increased expectations of leadership and reduced tolerance for compromise.

These changes are not happening one by one, they are happening all at once, creating an increasingly complex environment for leaders to navigate.

Leaders can find themselves spending less time shaping the future of their organisations and more time managing conflict and risk, responding to ever-changing challenges and dealing with the pressures of day-to-day operations.

The result is the sense of constantly firefighting. It can leave even the most capable leaders feel they are failing in their role. They are not. They are responding to pressures that few people are equipped to navigate alone.



“The Tonic team have an incredible knack of hitting just the right note”

Katy Winter, Senior Partner – People, Charcoalblue

How does Transform work?

Transform gives leaders the agility, flexibility and tools to quickly step out of the cycle of constant reaction, and to navigate change and complexity as it unfolds in real time.

The three pillars of Transform:

1

Tools and insights that help you navigate change

A wealth of frameworks, tools and models that enable leaders and managers to better understand the nature of change they're experiencing and feel equipped to respond.

Delivered on site for you and your senior team, via short, succinct, practical sessions designed to integrate into busy leaders' packed schedules.

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2

Bespoke support that equips you to lead change in your organisation

We provide expertise and perspective on managing change within an arts context. Tonic can support you on:

- Strategy and implementation
- Integrating change management processes into your organisation's day to day
- Taking people with you

Tonic works alongside you and your senior team to create tailored support focused on the specific changes your organisation needs to undergo.

3

Strategic Leadership Forums

Bringing leaders together to share insights, challenge thinking and develop practical responses to the complex changes they are navigating.

Tonic will facilitate spaces for arts leaders to share experiences in person. To work through collective challenges and spark new ideas together. This is an opportunity to step away from the inbox, reconnect with allies and feel re-energised about tackling the bigger picture.

Recent peer feedback from Tonic group sessions consistently pointed to the same need: time urgently needed away from operational pressures to connect with peers and share experiences - to recalibrate and move forward.



"In one session, you feel you took a huge step forward towards something you thought would take months"

Paul Briottet , Académie and Concert Programme Deputy Director, Festival d'Aix

What makes Transform unique?

Most leadership development programmes can be lengthy, theoretical and require too much time out of the organisation and result in long term planning and distant change.

Transform focuses on the reality of leadership today and the shifting environment of unprecedented change. It is for the here and now!

Expect:

- Quick, short bursts of high-impact sessions with high-value interaction that recognises how busy you are.
- Focus on what matters right now in your organisation: why change is happening, how to respond effectively, and what your team needs from you to stay engaged.
- Grounded sessions around today's challenges and what's coming in the short to medium term.
- A welcome break from being the leader in the room and needing to have all the answers. Enjoy the taking in of support rather than constantly giving it out!
- Know you'll leave the room with more confidence, with tangible and useful insights.
- Current and highly specific content focused on the reality of leadership in the arts right now. Running an arts organisation today is nothing like it was 10 or even 5 years ago.
- Time considerate for you! Dip in and out of Transform, as little or as often as you need.



“Our work with Tonic has been thought provoking and ultimately supportive in exactly the way it needs to be”

Andrew Burke, Chief Executive & Artistic Director, London Sinfonietta

About Us

For 15 years Tonic has embedded itself into hundreds of cultural organisations, helping them navigate change and build creative and resilient teams. We believe that a thriving arts and culture sector is critical for a healthy and happy society, especially in complex times.

We take a unique approach, utilising our specialist expertise to bring positive change, and quickly. We equip people, especially leaders, with a refreshing and powerful mix of skills, knowledge and inspiration to deliver their best work with confidence and creativity.

We know that leaders, right now, are balancing competing demands and constant pressures and so time invested with us must be worth it. Every interaction with us is designed to pack a punch and deliver immediate impact that lasts. Tonic promises to keep evolving as the terrain for leaders changes too.

Transform is designed to help leaders navigate change with confidence. To explore whether it's right for you and your organisation, contact us info@tonictheatre.co.uk for an informal conversation.

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Contact:

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www.tonictheatre.co.uk