

THE CREATIVE LEAP PROGRAM:
Empowering Artists Through
Digital Mastery and Mentorship

Program Duration

7 days of training + 3 months of mentorship

Target Participants

Fine Artists selected under by the National Art Gallery (Balai Seni Negara)

Delivery Format

- 7 modules, 1 day per module.
- 3 Months of Individual Mentorship

Module Structure and Content

Module 1: LinkedIn Power Moves: Grow your network and build your brand.

Objective: Master LinkedIn to grow your connections, attract recruiters, and position yourself as a thought leader.

Topics Covered:

- LinkedIn profile optimization
- Crafting compelling headlines and summaries
- Growing connections strategically
- Writing and sharing thought leadership content
- Leveraging hashtags and LinkedIn analytics

Outcome: Participants will leave with an optimized LinkedIn profile, a network expansion strategy, and a content calendar to position themselves as industry leaders.

Module 2: Present Like a Pro: Tools and Techniques for Stunning Visuals

Objective: Learn to create effective presentations using Canva, ChatGPT, and design best practices.

Topics Covered:

- Design principles for impactful presentations
- Using Canva for professional slide design
- Incorporating visuals, data, and storytelling techniques
- Leveraging ChatGPT to write scripts and talking points
- Tips for presenting with confidence

Outcome: Participants will design a complete presentation slide deck using Canva and apply storytelling techniques for more persuasive delivery.

Module 3: Personal Branding Bootcamp: Define, Design & Share Your Story

Objective: Craft your personal brand using AI, Canva, and LinkedIn to position yourself in your industry.

Topics Covered:

- Identifying your unique value proposition
- Storytelling frameworks for personal brand
- Visual branding with Canva
- Building credibility with LinkedIn
- Using AI tools to automate brand messaging

Outcome: Participants will create their personal brand toolkit, including a bio, digital assets, and a brand content guide.

Module 4: Social Media Planning 101: Tools, Templates & Time-saving Hacks

Objective: Plan and execute a 30-day content strategy using AI tools and free design platforms.

Topics Covered:

- Understanding social media platforms and audiences
- Creating a 30-day content calendar
- Automating posts using free tools
- AI-assisted content ideation and writing
- Metrics that matter: Measuring content success

Outcome: Participants will develop a one-month content plan, complete with templates and scheduling tools for consistent social media presence.

Module 5: Launch & Sell: Use AI to Start a Microbusiness Online

Objective: Use ChatGPT to brainstorm ideas, create digital assets, and launch your online business in a day.

Topics Covered:

- Brainstorming business ideas with AI
- Naming and branding your microbusiness
- Setting up simple websites and landing pages
- Writing product descriptions and ads with AI
- Digital marketing basics for beginners

Outcome: Participants will walk away with a validated microbusiness idea, brand assets, and a working online presence to start selling.

Module 6: Build Your Biz Kit with Canva: From Logo to Marketing Kit

Objective: Design everything your business needs — logo, social posts, business cards, flyers — in one session.

Topics Covered:

- Branding fundamentals for small businesses
- Creating a logo and visual identity
- Designing marketing materials: flyers, business cards, social posts
- Template customization and best practices
- Exporting assets for print and digital use

Outcome: Participants will complete a full set of brand materials ready for immediate use in both digital and print marketing.

Module 7: Xiao Hong Shu (XHS) for Brand Discovery: Win the Chinese-Speaking Market

Topics Covered:

- Overview of XHS platform and user behavior
- Setting up and verifying a business account
- Crafting engaging, culturally relevant content
- Using hashtags, tags, and influencer collaboration
- Syncing content with WeChat, Douyin, and other platforms

Outcome : Participants will launch or optimize their XHS profile with a strategic content plan to boost visibility and brand trust among Chinese-speaking consumers.

Mentorship Phase : Creative Coaching & Business Application (3 Months)

Objective

To provide personalized guidance, accountability, and strategic support to each artist as they apply what they've learned in the program to their own artistic practice or business goals.

Mentorship Format

- 1 Mentor per 2-3 Participants (Max 10 mentors total for personalized engagement)
- Minimum 3 one-on-one sessions per artist (monthly)
- Group Mastermind Sessions (Monthly)
- Online communication and progress check-ins via WhatsApp / Slack / Email

Expected Outcome

Each artist will:

- Launch or enhance a branded portfolio or website
- Complete one income-generating initiative (sale, commission, grant, or exhibition)
- Have a completed artist statement and bio
- Build a sustainable pricing structure
- Create a financial & marketing plan for the next 12 months
- Expand their professional network with at least 3 new industry contacts

Structure and Delivery

Group Mastermind Sessions (Once a Month)

- Roundtable peer learning with all 20 artists and selected mentors
- Guest industry speakers (e.g., successful artists, curators, gallery owners)
- Topics: real-world challenges, exhibition planning, cross-collaborations
- Peer critiques of artist portfolios or pitch presentations
- Networking and collaboration opportunities

Ongoing Support (Week-to-week)

- Optional drop-in “Office Hours” every 2 weeks with available mentors for ad-hoc questions
- Private WhatsApp group or Slack channel for:
 - Sharing wins, ideas, and questions
 - Mentor micro-guidance
 - Job/exhibition/grant opportunities

