

Performance and the Public Voice: Why I am here

Innovation comes when you have the capacity to anticipate a question and imagine a solution. It is the capacity to find something that did not previously exist and will it into being despite questions, apprehensions and prior failure. Innovation comes from understanding a system enough to be responsive to its flaws while pushing the boundaries of its strengths and it is necessary within any structure, organization and culture. While we often embrace innovation in theory we also tend to be resistant to the interruptions in our established ways of thinking. As ideas and organizations shift, compelling **Public Narrative** thrives on the authentic and the aspirational: Who you are, Why you are, and What you bring to the table.

I am used to the almost blank polite faces that come with me telling anyone that I am/was a Choreographer & Performance Writer. I have moved from stage performance to policy, although anyone who knows me (or my field) well, would likely suggest that it is not so big a shift. In my first encounters with analytics and business practices, I wrote that *everything you need to know you learn in a (really good) art school*. Having since read countless books on creativity in business and politics, on workplace dynamics and the ethos of care and attention, I am even more convinced this is true.

I come from a background of grant-writing, project management, resourcing, financing, planning, conceiving and creating. I worked within the unpredictable business of non-profit management, and the limitless business of artmaking. It is the business of daily innovation for both practical and aspirational purposes. It is the business of finding the audiences and deliberately, thoughtfully, consistently crafting them into your story.

Imagination - Collaboration - Cohesion

Performance Measurement and Organizational Diagnoses are our current barometers of how well we adhere to stated goals, address flaws and employ strengths. Yet, while we can keep creating more layered metrics, we also need to acknowledge how imperfectly we will always categorize and capture the nature of motivations, actions and interactions. Transparency and duplicity can line up closely enough that our public narratives become distorted. Are you making the argument for your purpose or simply re-purposing arguments you've already encountered? Does your structure match your mission? In every organization, we need to be able to articulate, internally and externally, who we are, what we do, and why it should be important to anyone. MFA, MPA. Art & Data -Analyze-Process-Transform. This is the intersection.

Looking Forward, Tania Isaac Hyman

ADAPT

