



June 14, 2018  
3:00–7:00 P.M.

# Reinventing the Art Business

## Come. Bring your expertise and creativity.

Business innovators and art businesses come together in this workshop to learn ways to become more successful. We'll introduce you to emerging processes that have led to many of the creative products and services on the market today.

This workshop will educate you about and use:

- Outcome Driven Innovation
- Understand the potential art buyer's decision drivers at a deeper level and explore creative, crazy, and then practical ways to meet those customer needs.
- Graphic Recording
- Much of the session results will be captured using an emerging process that uses art to capture business meeting results.

### Presenters

**Daniel Farley**, Executive Director  
**Wachusett Business Incubator**

Dan is an inventor with 15 patents. He holds an MBA from Anna Maria College, and a Computer Science degree from Lake Forest College. Dan ran an innovation & new ventures team for a major corporation before starting his own business and joining the incubator.

**Sheri Kennedy**, Founder & Chief Creativity Alchemist  
**Fusionary Thinking™**

Sheri is a visual artist and graphic facilitator. She has professional training in fine art, graphic design, education and graphic facilitation. Sheri holds a B.F.A. in Graphic Design from the University of Connecticut, a Ed.M. from the Harvard Graduate School of Education, and is currently a candidate for the Graduate Certificate in Arts and Health at Lesley University.

### Hosted by



Work. Collaborate. Innovate.

205 School Street, Gardner, MA

*Wachusett Business Incubator is a non-profit organization dedicated to the success of entrepreneurs and small businesses*

**WORKSHOP FEE: \$25 ADVANCE REGISTRATION ONLY**

Contact Daniel Farley

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*Refreshments included*

