



## Thou Shalt Not Miss the Forest for the Trees

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### Abstract

This article will address the importance of the practice of teaching actors business skills in addition to artistic skills in order to improve their career trajectories. "The Artist as Entrepreneur: "Boot Camp" (NYC) was chosen as a case study here. This article will show that the need to educate actors in the business management aspects of their artistic careers is an important world-wide issue.

Currently teaching beginning actors, I offer the "Arts Management" course. The course task is filling out the application form for a standard grant for artists. The conclusions are: 1) the course urged artists to think not only about their own artistic visions but also about the hypothetical needs of an audience; 2) they were encouraged to take into consideration other stakeholders who might participate in the creation of the artistic products; 3) they learned that arts organizations must develop a mission; 4) they discovered that brevity is a valuable and important skill in writing; 5) artistic ideas might arise from the junction of diverse spheres; 6) artistic offerings should be unique; 7) any vague artistic musings should be formed into an articulate shape; 8) there is a difference between casual texts and professional language; and 9) learning by doing served to teach them that management is more than digits and paperwork; a manager is not just a person dashing here and there with their "Apple" and a cup of coffee. The key aspect here is not the single movements of an individual but reciprocal cooperation by a team. In the word of students: "the thickest fog became a bit less foggy, and the dark and "impenetrable forest became slightly more transparent."

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