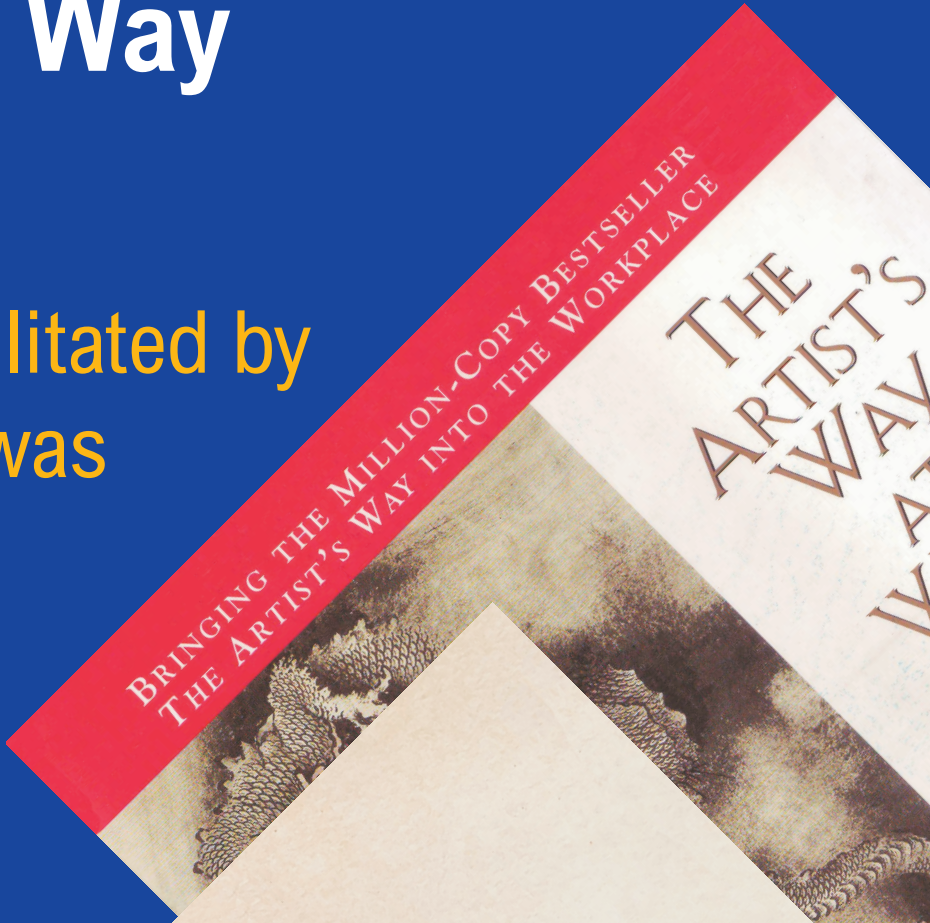


Experience the power and creative unleashing of **The Artist's Way** in your life!

Courses are facilitated by Don Shay who was accredited by co-author Mark Bryan. Join Us!



Courses start
24 & 27 July 2026
In Pinelands and Rondebosch

Discover and rekindle creative fires & deeper awareness of new possibilities in your personal and professional life!

Be part of our Artist's Way community (it's for everyone, not just artists!) for twelve, 2 hour sessions of intensive experience as we dig deeply into The Artist's Way and The Artist's Way at Work.

The next courses start on the 24th and 27th of July 2026 and will take place over twelve, 2 hour sessions. (2.5 hours for Coaches course).

Artist's Way & Artist's Way at Work:

Monday evenings, 6:30 - 8:30 at Wick Cottage (next to Erin Hall), 10 Erin Road in Rondebosch: 27 Jul – 2 Nov.

Artist's Way for Coaches:

Friday mornings, 9:30 - 12 noon in Pinelands: 24 Jul – 6 Nov.

(We skip some sessions for School Holidays and Public Holidays)

Artist's Way and Artist's Way at Work: Course fees are R2,700 and include a copy of the AWAW book. If you purchase a Kindle version of the book the course fee is R2,300.

Artist's Way for Coaches: Course fees are R4,500 and include a copy of the AWAW book. If you purchase a Kindle version of the book the course fee is R4,100. Up to 24 RD CCE points towards ICF credentialling will be issued (based on the number of hours in attendance).

Course core concepts

- We are all creative.
- Increased creativity is a teachable, trackable process.
- All of us can become more creative than we already are, and this will make us happier, healthier and more productive, and more authentic in everything we do.
- The business environment will increasingly reward those people who are able to be creative.

Millions of people have experienced The Artist's Way and The Artist's Way at Work as powerful tools to unlock creativity, reconnect deeply with self and others, make changes 'stick,' be more effective at work and clarify what you really want to be doing with your life.

What some participants have said

“The Artist's Way at Work is a journey of self-discovery, designed to wake you up on so many levels and in so many different arenas. It is magical, mysterious and miraculous and so much fun. Worth doing again and again in my life. Don Shay is a skilled, experienced and masterful facilitator of this work. His depth, creativity, care and ability to hold the space is a revelation. If you want to shake up your life and feel inspired, invigorated, awake and alive again, then this is for you. Best done in a group and I can't recommend Don's groups enough.”

Renate Landman – Coach and Facilitator

“The Artists Way material is iconic and transformative. Left to my own devices I dipped in to the book, cherry picked material and put it down when it felt “frustrating” or “puzzling.” Signing up for a 12 week in person journey with Don circumvented that irregularity and positioned me to really engage with the material in an honest, consistent and exploratory way. Don's facilitation is gentle and robust, containing and not prescriptive and spacious enough to let individuals do their own work. For me this has resulted in subtle but deep shifts that open possibilities and position me well to optimise all that my next season might hold.”

Margs Linley (Integral Life Coach)

“I'd completed the Artist's Way courses a number of times on my own and found them to be extremely rewarding both in my development as an artist and personally. The added benefit of doing the AWAW course with a course leader in a group setting is the experience is richer, more supportive and engaging.” **Mary Visser**

“Don's passion and commitment to the Artist's Way work shines through in the programme; he generously shares his experience of working with the material and offers valuable resources along the way. Although I had owned The Artist's Way book for a long time and dipped in and out of it, I found the format of getting together weekly the first way I was actually able to work through the process properly. The sessions are filled with practical tools and techniques that spark reflection and insight, and the opportunity to learn from fellow participants is equally valuable.”

Tanya Stevens, ICF Master Certified Coach (MCC) and Advanced Team Coach Certified.

Course summary

The course is a journey of discovery that uses elements from four of the books Julia Cameron and Mark Bryan collaborated on – The Artist's Way, The Artist's Way at Work, The Vein of Gold and Money Drunk/Money Sober: 90 Days to Financial Freedom – and using the methods Mark and Julia use when they run their courses.

Each week we do a range of the exercises from The Artist's Way and The Artist's Way at Work with a few from the other books. For those who fully engage in the course it is a deeply spiritual, reflective and transformative journey. The practices (Morning Pages, Creative Time Outs, Walks) and exercises are intended to help people reflect deeply on a range of life issues – with the major theme being re-discovering your authentic, creative self and figuring out some simple ways to try to express your creativity more regularly.



The “at Work’ part of the book and course helps people focus on what kind of work you want to be doing and what is preventing you from moving in that authentic direction. So career issues feature prominently for many people and for others it is more about the type of ‘work’ they want to do in their lives more broadly.

Near the end of the course people reflect on and discuss where they see themselves in 3-5 years if they follow the paths they are discovering during the course.

Artist’s Way for Coaches will spend more time reflecting on and discussing coaching practices and introducing some coaching resources, meeting for 2.5 hours to have more focused coaching implication discussion time. AW4C participants will receive a 14 page coaching resource document based on the AW tools used.

About the facilitator

Don was certified as an Integral Coach (PCC) through the Centre for Coaching at the University of Cape Town Graduate School of Business, is a member of Coaches and Mentors of South Africa (COMENSA) and is a member of the International Coaches Federation (ICF) accredited at the ACC level.

Artist’s Way at Work co-author Mark Bryan is one of Don’s mentors and accreditation to run Artist’s Way programmes came from him. Don taught Leadership and Organizational Development courses at the University of Illinois at Urbana-Champaign in the USA.

He has an M.A. in Student Development and Counselling, an M.A in Theology and has worked in the areas of leadership development, peace and justice, entrepreneurship development, township economic development, youth development, NGO senior management, evaluation research and depth facilitation.

An avid unicyclist, mountain hiker and Djembe drummer, Don encourages people to explore their boundaries and willingness to take risks, as well as see how to connect deeply in an Artist’s Way community.

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Certified Integral Coach® (CfC), Artist’s Way Facilitator,
SoulCollage® Facilitator, CEFE Entrepreneurship Trainer

