EMPLOYEE ENGAGEMENT IN THE ARTS

The Employee Engagement Program connects artistic and business talent to enhance creativity within the private sector and build capacity and social impact within the arts sector.
CREATIVITY & ENGAGEMENT ARE CRITICAL BUSINESS NEEDS

- 89% of executives agree that creativity is a top skill
- 87% of organizations think culture and engagement are their top challenges
- 59% of companies said the arts increased employee creativity and growth
CREATIVE SOLUTIONS

Arts + Business Council helps clients address business and mission-driven goals through activities that promote a more innovative and engaged workforce.

- Build workforce skills and capabilities using arts-based solutions
- Offer leadership and skilled opportunities that enable employee growth
- Foster dynamic interactions and collaboration amongst teams
- Develop new approaches to solving business challenges

“AT BNY MELLON, WE KNOW THAT A STRONG ARTS AND CULTURE SCENE ATTRACTION THE BRIGHTEST MINDS AND TALENTS AND INSPIRES INGENUITY AND DIVERSITY OF IDEAS. AND WE ALL BENEFIT FROM ITS CAPACITY TO EDUCATE, ENRICH, AND SUSTAIN A VIBRANT, CREATIVE SOCIETY.”

GERALD L. HASSELL, CHAIRMAN AND CEO, BNY MELLON
Employees are the heart of every business. Businesses that want to succeed are looking for ways to retain employees and inspire creativity, innovation, team-building and more. Whether it is a team volunteer opportunity, pro bono consulting, or arts-based training, partnering with arts organizations can offer many valuable benefits to business employees that lead to greater recruitment, retention and innovation.

ARTS BASED TRAINING
- Workshops
- Keynotes
- Artist-in-Residence

INDIVIDUAL AND GROUP VOLUNTEERING
- Pro Bono and Skills-based Projects
- Board Service
- Mentoring
- Team Building

CUSTOMIZED ARTS EVENTS
- Arts Volunteer Fair
- Employee Art Show or Band
- Ask a Consultant Event
- Hackathon
SERVICES

Through our rigorous coaching, vetting, and matching process, we ensure that each engagement is high quality and meets the objectives of both your company and the local arts partner.

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- **Consultancy**
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- **Management**
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- **Synthesis**
  - Assemble evaluations and measurements, key takeaways, and impact stories
  - Synthesis of overall findings and impact
BUILD SKILLS AND REINFORCE COMPANY VALUES

**COMPANY VALUES**
- Community Engagement
- Diversity & Team Building
- Branding & Visual Identity
- Employee Appreciation
- Health & Wellness
- Physical Space Enhancement

**SKILLS**
- Storytelling & Presentation
- Critical Thinking
- Leadership
- Communication
- Collaboration
- Agility & Persuasion
CASE STUDY I

Peabody Award winning organization The Moth offers customized workshops and private events through its Corporate Program. Using the Seven Principles of Moth Storytelling, developed through work with over twenty thousand storytellers, workshops introduce a vocabulary for storytelling and develop practical storytelling solutions for business. In one of their on-going workshops with Google around the world, The Moth developed a two part workshop for the Great Manager Awards off-site, which recognizes twenty of the best leaders at Google as selected by their peers. Participants used customized exercises to develop their leadership stories to make them more effective communicators and engaged pioneers of their work.
CASE STUDIES

Another Limited Rebellion uses the creative practices of artists to create a culture of innovation within organizations. They presented Pianist Javor Bracic and comedian Phoebe Robinson as keynote speakers at an all-hands offsite for Prezi, a technology startup with offices in Budapest and SF. Both artists gave interactive presentations, using stories and strategies from their own careers. The theme was on overcoming fears in order to consistently perform creatively in a high-stakes setting. "Their stories were inspiring, at times funny, and quite relevant to the challenges we share every day. Javor and Phoebe gave talks that resonated with the people who live these values every day."

CASE STUDY II

Another Limited Rebellion uses the creative practices of artists to create a culture of innovation within organizations. They presented Pianist Javor Bracic and comedian Phoebe Robinson as keynote speakers at an all-hands offsite for Prezi, a technology startup with offices in Budapest and SF. Both artists gave interactive presentations, using stories and strategies from their own careers. The theme was on overcoming fears in order to consistently perform creatively in a high-stakes setting. "Their stories were inspiring, at times funny, and quite relevant to the challenges we share every day. Javor and Phoebe gave talks that resonated with the people who live these values every day."
CASE STUDY III

Employees from Uniqlo joined Free Arts NYC for one of their five annual special volunteer opportunities held at their global flagship store. Employees were paired with children from the Department of Homeless Services and mentored them through a morning of t-shirt design. The day was centered on the theme SPRZ-NY KAWS. Employees helped their buddies to create character inspired t-shirt designs.
Arts and Business Council of New York worked with Christie’s to create a forum for arts organizations to introduce their work to employees of Christie’s and to engage potential volunteers. There were over 115 volunteer sign-ups resulting in widespread support for community arts organizations.
ARTS ENGAGEMENTS ARE PERFECT FOR

- Retreats
- Service days
- Onboarding & Orientation Activities
- Professional Development Series
- Branding Campaigns
- Community Engagement Initiatives
- New Locations & Renovations
- Executive Leadership Changeovers
- Employee Resource Groups
- Anniversary Events
- Diversity and Inclusion Initiatives
- Event Launches
- Corporate Parties