



Image: Georges Seurat (French, 1859-1891), *A Sunday on La Grande Jatte*—1884, 1884-1886. Oil on canvas. The Art Institute of Chicago, The Helen Birch Bartlett Memorial Collection. 1926.224

Art-Work is a series of innovative, breakthrough workshops developed by **Catalyst Ranch** and **The Art Institute of Chicago**, which applies a unique, arts-based learning approach to corporate training. These interactive workshops are designed to develop critical professional skills through the experience of art observation. The sessions are co-led by an experienced corporate trainer and an Art Institute educator using the vast resources available at the Art Institute of Chicago and the stimulating environment of Catalyst Ranch.

The morning starts in the galleries of the Art Institute with a series of progressive exercises that utilize visual observation techniques. The exercises and discussions are guided by the corporate trainer and the art educator, each leveraging their unique skill sets to enrich the conversation and learning. There is no art training required from the participants, which levels the playing field in the discussion. Everyone's observations have validity and there is no one correct answer to what is being depicted in the artwork. By listening to each other's perspectives, a new dialogue is possible and the mind is opened up to a different way of perceiving and interpreting the world around it.

The experience continues in the afternoon in the highly creative environment of Catalyst Ranch. Art-based activities are used strategically to create safety, build trust, find shared values, and shift perceptions. Combining right-brain imagination with left-brain logic and analysis increases the capacity for breakthrough ideas and insights that lead to success.

Why an arts-based approach?

There are many effective ways for people to learn to work together in new ways. Since your team is striving to create brilliance in their own way at work, it makes sense to have them be inspired by real masterpieces. At the Art Institute, some of the finest works of art in the world are available for your team to learn from. Whether your team is composed of AIC members or people who've never set foot in a museum, arts-based learning challenges them to use their minds, to think differently and discover new ways to work better. The subjective nature of art is the perfect analogy for work – there are many interpretations and solutions, and even the original creator doesn't always know what's right. This dialogue, sparked by the genius of the masters, is the perfect metaphor for what happens in the organization. Art provides another lens through which to look at business problems and identify opportunities. Personal learning and group development seamlessly emerges from the facilitated discussions.

The corporate community is hungry for new ways to spark creativity and innovation and build strong organizations. As corporate enterprises seek alternative methods to facing the challenges of building effective and inclusive teams in today's competitive and demanding business climate, the **Art-Work** workshops are an exciting new tool.

Organizations using the arts in training and development

Terry McGraw, chairman and CEO of The McGraw Hill Companies, characterizes creativity as a "business imperative," and puts his companies' successful experiences with arts-based learning in a broad strategic context of "surfacing creativity" through engagement with the arts.

Creativity is essential because it is at the heart of innovation, and innovation is a growth driver and, therefore, a business imperative. That is why, for several years, The McGraw-Hill companies has been using arts-based learning as a training tool in several key leadership initiatives...the arts have served as a complementary vehicle to more traditional learning approaches. They have helped to change attitudes by letting employees confront their assumptions in a nontraditional and non-intimidating environment....The results of using arts-based learning and training have been very positive for The McGraw-Hill Companies...Arts-based training is part of an overall strategy and commitment of the corporation to help 'surface' creativity

— *Journal of Business Strategy* (Seifert, 2005)

The McGraw Hill Companies is a global pioneer in the use of arts-based learning to train leaders, help employees solve problems creatively, and foster personal growth.

Other companies who have used the arts for training purposes such as visioning, communication, customer service, and team development, include: American Express, AT&T, BBC, British Airways, Coca-Cola, Daimler-Chrysler, Dell Computers, Ericsson, Halifax, Hewlett Packard, Honeywell, IBM, Kodak, Lever Faberge, Lockheed Martin, Marks & Spenser, Mattel, Nike, Pfizer, Saatchi & Saatchi, Sears, Shell, Skandia, and the World Bank.

For additional information or to book a day of Art-Work, please call Eva or Lauren at:

