



## Things Go Better with Art

*By Linda Naiman*

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*Coke's recipe may be a secret, but I don't mind sharing how things go better with art, when it comes to fostering creativity and sparking innovation.*

Take 100 engineers and technicians, (or any other work group) tasked with finding innovative solutions to workplace problems;

*add...*

- 3 frameworks for design, creativity and innovation,
- 5 creative thinking tools
- 200 crayons
- 25 pounds of modeling clay
- 400 sheets of paper, plus
- a liberal dose of arts-based learning...
- the presence of leaders with signing authority

*..and what do you get?*

Storytelling, improvisation, drawing, sculpting, questioning, exploring, teamwork, experimenting and discovery. Laughter replaces seriousness. Stories replace arguments masquerading as debate. Discovery leads to what's possible and creative energy is unleashed.

*Results?*

- 10 teams identify opportunities for innovation at work and generate hundreds of ideas
- 10 prototypes: Each team presents their best idea using mixed media to build a prototype
- 3 prototypes are selected by the senior executive who promises funding

Time frame: 1 day

*Lessons learned?*

Imagination is an important component of innovation. Art is not a waste of time; it actually speeds up the creative process. Innovation is better with art.



**Linda Naiman** is a creativity and innovation expert, recognized globally for pioneering arts-based learning, as a catalyst for transformation in business. She advises senior leaders and managers on how to develop creativity and innovation in employees, to improve business performance, as well as foster an organizational culture that supports innovation. Her consulting is informed by principles and practices of business, arts, design, and social science research. Organizations which have sought out Linda for her expertise include the US Navy, GE, American Express, RBC, AstraZeneca, and Intel. Linda is co-author with Arthur B. VanGundy of “Orchestrating Collaboration at Work Using Music, Improv, Storytelling, and Other Arts to Improve Teamwork” (first published by Wiley in 2003).