



Arts & Business Council of Greater Nashville's
WorkCreative Program

Program Description:

Learning Objectives:



Spark Innovative Thinking

Ignite a creative spark within your employees through activities that will have your whole team engaged and using every part of their brain. Participants practice the art of taking risks and allowing new ideas to flourish.

After this workshop, you'll be able to:

- Utilize the arts as a tool to help identify creative strengths within your team
- Understand the creative process and implement ideas that come from it
- Develop creative thinking skills to find unexpected solutions to challenging circumstances



Engage Your Team

Create strong bonds within your team through shared experience. Team members will learn to celebrate their unique selves, work together to overcome obstacles, and collaborate to create something new.

After this workshop, you'll be able to:

- Build the spirit of teamwork within your business through interactive arts experiences
- Provide an opportunity for team members to create meaningful relationships with one another
- Foster engagement, collaboration, loyalty and commitment within your team



Improve Communication

Make room for authentic communication within your team and throughout your brand. This workshop will help you discover the heartbeat of your company and the stories of the people that work in it; then share them with the world.

After this workshop, you'll be able to:

- Identify the stories living within your business and team members
- Create a shared language for communicating within your team
- Collaborate within your team to craft important messages for your business



Manage Times of Change

Activate the arts as a mechanism for managing change. Participants will gain perspective and healing through hands-on activities designed to ease transitions and illuminate paths for moving forward.

After this workshop, you'll be able to:

- Understand how change impacts your business at the individual level
- Build a support system for managing change productively
- Gain buy-in from your team and activate them to help design effective strategies for change



Partner with a Nonprofit

Work with a local nonprofit organization to meet a community need in a creative way. These interactive experiences will deepen your company's roots in Nashville while demonstrated your corporate values in a public way.

After this workshop, you'll be able to:

- Gain a deeper understanding of Nashville through its creative class and build new relationships
- Celebrate causes that your employees support
- Lead by example to encourage volunteerism within your team