

ART-SOUL-HEALTH

PROFESSIONAL WELLNESS THROUGH ARTISTIC ENGAGEMENT

1

**WHAT DO YOU
MEAN BY
PROFESSIONAL
WELLNESS?**

People want work to be more than a job. So it's up to the employer to create a space that is healthy, happy, and inspiring.

The arts are smart, and a little stealth!

Through guided creative process, communication happens, creative energy flows, and innovation emerges. People feel better, so they work better.

2

**WHAT'S
ART GOT
TO DO
WITH IT?**



3

**MENTAL HEALTH =
PRODUCTIVITY**

Mental health concerns aren't only really common, they are also really costly.

4

**HAPPINESS =
RETENTION**

Happy employees stay put; unhappy employees are job hunting.

5

**TRUST =
PROBLEM SOLVING**

Creative engagement inherently deepens relationships, fostering a sense of safety and belonging. Employees will approach, rather than avoid, important conversations with leaders.



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THE RESEARCH SAYS

"Gen Z's and millennials want to work for organizations that reflect their values, make a positive impact on societal issues, and make them feel like they as individuals can make a difference." (Forbes 2022)

**"A study showed, for the majority of people, making art for as little as 45 minutes reduces the stress hormone cortisol, no matter your skill level or experience. Making art is physiologically calming."
(Your Brain on Art, 2023)**

**"Employees who are not engaged cost their company up to 18% of their annual salary."
(Gallup 2020)**

"Dopamine, serotonin, and oxytocin released in the making of art can help to relieve anxiety and depression." (Your Brain on Art 2023)

"New research from MIT finds that our health and happiness at work is not an afterthought, but rather a driving force in our decision to take, stay at, or leave a job." (Harvard Business Review 2023)

"Being happy at work isn't just a win for employees; it's also a win for employers. Novel research from Oxford has found a causal link between happy workers and a 13% increase in productivity." (Harvard Business Review 2023)

"The antidote to workplace disconnection is promoting friendship and meaningful connection at work. A 2019 report by The Institute of Leadership and Management found that building close relationships with colleagues was the most important factor in determining job satisfaction by 77% of respondents." (Harvard Business Review, 2023)