



Year of Arts

Corporate CREATIVITY & WELL-BEING

Full-Day Session

COMBAT WORKPLACE BURNOUT & BOOST INNOVATION

In today's fast-paced corporate world, employee burnout, stress, and disengagement are at an all-time high. Studies show that companies prioritising employee wellbeing and development **outperform** their **competitors**, **attracting** and retaining **top talent** while **driving innovation**.

At Year of Arts (YofA), we offer Creativity & Wellbeing Sessions designed to re-energise teams, relieve stress, and spark fresh thinking. Our artist-led **workshops**, **key note speakers** and **global team building** & communication activities provide a dynamic, hands-on approach to enhancing engagement, strengthening workplace culture, and boosting morale—all while aligning with your company's CSR and wellbeing goals.

A thriving workforce is a company's greatest asset. Invest in your team's wellbeing and creativity.






THE KEY TO SUCCESS

Our full-day immersive workshop provides employees with a dynamic and engaging experience designed to promote wellbeing, creativity, and teamwork. This extended session allows for deeper exploration of personal expression and collaborative exercises while incorporating movement, mindfulness, and expert insights.

Key Elements of the Workshop:

- **Keynote Speaker on Mental Health & Creative Innovation** – An industry expert shares insights on the impact of creativity on mental wellbeing, problem-solving, and innovation in the workplace. This session provides practical strategies for integrating creativity into daily work life.
- **Guided Creative Exploration** – Hands-on activities such as painting and sculpture that encourage self-expression, relieve stress, and boost creative thinking.
- **Mindfulness & Reflection** – Techniques integrated throughout the day, including breathing exercises, movement breaks, and grounding activities to improve focus and emotional balance.
- **Collaborative Team Art** – A large-scale mixed-media project that fosters teamwork, communication, and a shared sense of achievement.
- **Expert Facilitation** – Led by professional artists and facilitators skilled in fostering creativity and collaboration within corporate environments.

This workshop offers a well-rounded approach to employee wellbeing, leaving participants not only refreshed and inspired but also equipped with creative strategies for stress management, innovation, and improved workplace communication.





THE TRAVELING CANVAS INITIATIVE


For companies with global or remote teams, we offer the Traveling Canvas initiative, a creative exercise designed to foster effective communication, team building, and cultural understanding. This initiative enables teams to collaborate on a shared artistic project over the course of several weeks, encouraging creativity, connection, and ongoing communication.

Dedicating just 30 minutes per week, the Traveling Canvas provides a unique and sustainable way for teams to bond, work together, and strengthen relationships, no matter their physical location.

It's an innovative approach that **enhances collaboration** and **team dynamics**, particularly for **remote** or **globally dispersed teams**.

FOLLOW-UP IMPACT MEASUREMENT

We know that measuring the effectiveness of wellbeing initiatives is key to understanding their true value. To ensure your organisation experiences lasting benefits, we offer follow-up impact measurement. After the session, we provide:

- Surveys to gauge employee feedback and gather insights into how the session impacted morale, stress levels, and creativity.
 - Check-ins to assess how the tools and strategies learned are being applied in the workplace and to track any improvements in team cohesion and productivity.
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WHY INVEST IN WORKPLACE CREATIVITY & WELLBEING?

- **Reduce Workplace Stress** – Creativity has been shown to lower cortisol levels and improve mental resilience.
- **Enhance Employee Engagement & Retention** – A positive work culture leads to higher job satisfaction and reduced staff turnover.
- **Boost Productivity & Innovation** – Fresh thinking improves problem-solving, efficiency and innovation.
- **Strengthen Team Cohesion** – Creative exercises enhance collaboration and workplace communication.
- **Align with CSR & Workplace Wellbeing Initiatives** – Demonstrating commitment to employee wellbeing strengthens your brand.
- **Stay Competitive in the Talent Market** – Companies that prioritise creativity and employee development are ranked higher by professionals seeking fulfilling and innovative workplaces, improving your company's retention of top talent.

FLEXIBLE PRICING OPTIONS

We understand that each company has unique needs and budget considerations. We offer flexible pricing packages and customized solutions depending on your company size, session frequency, and specific goals. Whether you're looking for a one-time session or a series of workshops, we'll tailor our offerings to fit your requirements.

NEXT STEPS

We'd love to help your organisation experience the benefits of our Creativity & Wellbeing Sessions. Here's how you can get started:

- Schedule a Discovery Call – Let's discuss your company's needs and how YofA can help.
- Book a Trial Session – Experience the impact first-hand with a customised workshop.
- Integrate Creativity into Your Workplace Culture – Make wellbeing a core part of your company's success strategy.

We look forward to working with you to create a more engaged, innovative, and resilient workforce!

UNLOCK SUCCESS!





UNLOCK WORKFORCE POTENTIAL

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