



Year of Arts

Corporate CREATIVITY & WELL-BEING

Half-Day Session

ARE YOU RETAINING TOP TALENT?

In today's demanding corporate environment, employee burnout, stress, and disengagement are at an all-time high. A recent industry study found that companies investing in employee development and promoting a healthy work-life balance are **leading the talent race**. Organisations are recognising that **employee wellbeing is key to retaining top talent and driving innovation**.

At Year of Arts (YofA), we offer Creativity & Wellbeing Sessions designed to re-energise teams, relieve stress, and cultivate fresh thinking. Our artist-led workshops provide a unique approach to improving employee engagement, team building boosting morale, and strengthening workplace culture—all while supporting your company's CSR & wellbeing goals.

THE KEY TO SUCCESS

Our half day interactive workshop offers employees a creative outlet to promote positive mental health, team collaboration & communication, and innovative & creative thinking. The workshop includes:

- **Guided Creative Exploration** – Engaging hands-on activities that relieve stress and spark innovation.
- **Mindfulness & Reflection** – Techniques to improve focus, reduce anxiety, and enhance problem-solving abilities.
- **Team Collaboration Exercises** – Strengthening workplace relationships through shared creative experiences that improve communication and trust.
- **Expert Facilitation** – Led by professional artists with expertise in nurturing creativity and teamwork in corporate settings.

This workshop provides immediate benefits while equipping employees with tools they can apply in their daily work to improve both personal wellbeing and team dynamics.

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.

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

Contact Us:



+353 (0)86 374 0805



www.yofa.ie/Corporate



contact@yofa.ie

