



# Professional Creative Training Workshops

Powered by  
Arts & Business and Menagerie

**Tim Bishop, Director BBC East on Impact Training:**

*"Well judged, thoughtful training that is clearly inspiring staff to re-think and challenge the way they work."*

**Andy Wilson WAA! on Creative Training:**

*"Innovative and effective training – really fantastic stuff! every member of the company now thinks about their job and the way they approach it in a creative frame."*

**Andy Clewer Partner, Ernst and Young on Team-building:**

*"You ran an absolutely stunning event. Music brilliant, atmosphere brilliant, outcome brilliant! We will only be using you in the future!"*

**Sheila Lewis Essex County Council on Leadership Development Programme at Judge Business School:**

*"Your programmes are consistently the best, most fun and most effective. Thank you"*

## Arts & Business

Arts & Business provides quality business solutions using culture and the arts.

We connect companies and individuals to cultural organisations and provide the expertise and insight for them to prosper together.

Creative training interventions in business are a core part of business and we deliver outstanding results for our clients, who include, Jaguar Land Rover, Aston Business School and Rolls Royce.

## Menagerie

Menagerie is one of the UK's leading touring theatre companies with a highly successful creative training affiliate operating alongside the theatre work. It is a recognised leader in creative interventions for businesses, particularly in the areas of communication, culture and leadership, delivering workshops across Europe as well as in Russia, America and the Middle and Far East.

Menagerie has uniquely combined international theatre touring with successfully delivering training interventions to a large portfolio of national and international businesses including Sberbank (Russia), Liverpool Football Club, The BBC, Ernst and Young, McLaren Formula One Racing and BMW.

The approach is to combine creative artists with experienced facilitators to provide highly innovative training interventions which encourage people get on their feet, get involved, to laugh, be amazed and go on to discover new perspectives, new horizons and even hidden talents!

Menagerie's Artistic Director Paul Bourne (who will be facilitating these sessions) has directed over 100 professional productions world-wide. He is also a Visiting Fellow in Executive Education at the Universities of Cambridge (Judge Business School), Moscow (Skolkovo) and The Stockholm School of Economics.

## Working Together

Arts & Business and Menagerie have joined forces to offer three unique, high impact employee development workshops under the banner 'The Art Of...'. Each workshop is designed to inspire, motivate and support employees in pursuit of their personal and organisational development goals:

The Art Of...

- **Communication Impact**
- **Bringing Teams Together**
- **Creativity and Innovation**

Each workshop is designed with a common theme focusing on people as the primary resource that contributes to success and improved organisational performance.

Creativity, innovation, and communication behaviours are harnessed to create a positive and sustaining impact on the way people can be effective.

The approach is practical, relevant and most importantly, proven, (and although we use interactive techniques it is never threatening or embarrassing – just focused and fun!)

**The techniques employed include:**

- professional actors in role-play
- interactive debates
- practical scenarios
- personal and organisational challenges
- creative exercises and challenges
- staged performances

All of these are set alongside more traditional discussion, presentation and multi-media sessions.

Each workshop is for up to 40 people (minimum 4) and lasts four hours. It is delivered on site by a facilitator plus at least one artist.

## Workshop One: The Art of... Communication Impact

### Key objective

To get participants thinking about their face-to-face communication skills and how to improve impact both formally and informally.

### Overview

This session is led by one facilitator, with two actors.

This is an interactive communication training session that includes the introduction of new skills, re-engaging with basics of communication (the body, mind and voice) and understanding the 'performance' elements of communicating. It draws on the techniques used by actors and directors in the rehearsal room to understand and improve communication impact. The workshop is designed to encourage confident and creative communication by stretching the voice, the body and the imagination.

The workshop goal is to bring these 'performance' elements together to give a real experience of the impact we currently make and how to access and enhance on our natural talents.

### Focus

This workshop focuses on both the formal and informal elements of communication in the workplace to provide:

- An understanding of the dynamics and differences in formal and informal communication
- An insight into what makes people interesting, engaging and effective
- Improved use of voice and breathing techniques
- Improved understanding of the use and reading of body language
- Tips on how to harness personality, presence and purpose to affect a group
- Tips on dealing with conflict or difficult situations

### Outcome

Improved communication confidence for teams and individuals.

### Workshop structure

- Introduction and objectives  
Interactive exercises focusing on communication fundamentals
- Interactive performance by two actors  
Forum of key messages (audience influence communication impact)
- Group discussion and actions around workplace application

## Workshop Two: The Art of...Team-Building

### Key objective

To inspire any group (or leaders of teams) in the understanding of the behaviours and mindset that can enhance organisational culture.

### Overview

This session is led by one facilitator and a musician.

This is a team-building training session that focuses on group dynamics and understanding the nature of relationships, power and communication within teams.

Its goal is to use creative exercises alongside the challenge of creating of a piece of music together, to give a real experience of the impact we make as individuals and the contribution we can make as a team.

It focuses on the nature of organisational culture and how teams can work together towards a common goal whilst retaining individual identity.

### Focus

- Getting the basics in place with fundamentals of understanding our role and function and how it sits with others.
- Supporting individual confidence and goal-setting alongside group understanding.
- Encouraging new understanding and a new vocabulary in group dynamics and encouraging a culture of team as well as individual thinking.
- This also acts as a great bonding session.

### Outcome

Improved individual and team confidence.

### Workshop structure

- Introduction of objectives  
Interactive exercises focusing on team ethos
- Music drumming and Samba session with Somesh DeSwardt.
- Group discussion around workplace actions and application

## Why use samba drumming?

- It's fun, energising and exciting
- It draws on years of tradition where it has been used to help build community bonds
- It is non hierarchical and breaks down barriers
- It engages different senses in the learning process
- It demonstrates and practices non verbal communication and active listening
- It has a clear goal
- It creates common experience and bonds within a team - the group has a shared experience of a learning process and attaining a goal – the group shares responsibility for the process and for reaching the goal
- It demonstrates how in teams the whole is greater than sum of parts
- It is cooperative rather than competitive
- It is totally realistic in terms of its goal and processes, yet still provides a challenging learning experience

## Who can do it?

Everyone!

No prior skill or musical knowledge is needed and no special skill is needed to play the instruments. Although many people claim to have no musical or rhythmic ability, there is no such thing as a person with no rhythm!

## Workshop Three: The Art of... Creativity & Innovation

### Key objective

To engage with a conceptual artist on the subject of creativity and innovation in project development and execution.

### Overview

This session is led by a facilitator with artist Chris Dobrowloski.

This workshop is about creativity, ideas and innovation. It sets out some rules of engagement around innovation, where ideas come from and how far we are prepared to go in terms of taking risks in projects.

At the core of the workshop is a unique presentation by artist Chris Dobrowolski. Using original film footage, photographs and examples of his work, Chris articulates his profound and hilarious journey from Art School to major art exhibitions and finally to the Antarctic for three months as the official Artist in Resident of The British Antarctic Survey!

The journey is not a smooth one, as he searches for his 'inner need!' It is an awe-inspiring journey that translates powerfully to the challenges we have in achieving personal and work goals, including setting targets, measuring success and motivating ourselves and others in the area of creativity.

### Focus

- Where do ideas come from?
- How can we be innovative and take risks in uncertain times?
- How do we measure our achievements?
- What does it take to get the best out of ourselves and our colleagues?
- What are the creative tipping points?

### Outcome

Motivation and inspiration around creativity and innovation.

### Workshop structure

- Introduction of objectives
- Interactive exercises focusing on creativity fundamentals
- Interactive video, talk and demonstration
- Group discussion around workplace actions and application

## Bookings:

If you're interested to know more about "The Art of..." training workshops or our Creative Training programmes, then please contact:

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