

# Arts 4 Work



*Arts4Work  
Training  
will benefit your  
business.*

**Results-focused • creative • tried and tested**

Develop your teams' skills and confidence, enhance your strategy days, and increase your profit by working with our nationally acclaimed artists.

Through working creatively your teams will develop acumen and problem solving skills which will improve results in your business.



*"Completely different to any other course I've attended before. Very enjoyable and very fresh."*

*"Impressed by calibre of your trainers and this kind of expertise is not common."*

**[HSBC delegates, April 2011]**

## We use creative activity to help you get results

Our training packages give cutting edge organisations access to experienced, business focused artists - helping your business to:

- improve inter-departmental communication
- resolve conflict
- increase efficiency
- develop confidence and leadership skills
- retain key staff
- improve your results
- increase revenue and profit

We have delivered specific, measurable and ambitious results for over 12 years.

We will help to make your team:

- more connected
- more empowered
- more flexible
- more motivated
- more creative
- more influential

And your business more outstanding.

**For creative corporate and business training packages that generate results...**



## An Arts4Work Training full or half day will include:

- Hands-on development work with our experienced, professional artists – designed specifically to engage your team, address your developmental needs and improve your business performance.
- Your choice of artists and business-focused workshops from our Talent Pool – or one of our programmes designed specifically to develop key business skills.
- Project management and facilitation from a project manager with experience of delivering growth and change in both PLC and SME environments.

- Rapporteurs to record key tasks, goals and milestones that your team want to address – and help you ensure that skills developed on the day are put into action.
- Our confidential post-event report suggesting how to maintain the momentum our trainers generated and embed the skills developed into your business.

**Book an Arts4Work Training package as a standalone full or half day - or to fit within your own strategy and teambuilding activity.**

## Why we are different

Our workshops are effective, fun, and results-oriented.

Workshops help your teams to:

- manage change and achieve improvement
- develop plans, processes and actions to achieve business and organisational aims
- break down barriers
- improve communications within and between departments
- integrate new staff after acquisition or merger

Our artist-lead workshops encourage involvement more than conventional training courses

because they are so participative. Your staff will enjoy the activity whilst they learn new skills that they can use to improve their – and your – results.

Our training is tried and tested and generates results for businesses. Our training delivery team have worked with clients including:

HSBC • Links Audi • John Lewis Sheffield • Wrigleys Solicitors • Wentworth Consultants • Octel Corporation • Job Centre Plus • Arts Council England • The Times • Doncaster MBC • Sheffield City Council • Guardian Newspapers and Trinity Mirror.



...contact us now on 0114 221 0386 or visit [www.arts4worktraining.co.uk](http://www.arts4worktraining.co.uk)

## Our Arts4Work Training Packages and how they can help you

Our popular training packages draw on the **business, creative** and **problem solving** skills of our creative delivery partners. Our team bring their experience and entrepreneurial flair - some from successfully competing as freelance artists, some from working directly for PLCs and running SMEs. **We only work with partners who understand business models and bottom lines.**

We have a number of programmes which can run for a full, half or quarter day. All involve practical workshops directed by our team of artists – with a clear business learning purpose.

## Our programmes develop your staff's skills in:

- **Communications for business**
- **Presentation skills**
- **Creative problem solving**
- **Team building**
- **Visioning, planning, goal setting**
- **Challenging assumptions**

We'll help you to assemble a bespoke programme according to your needs, using some of the following modules:

## Picturing your values – a newspaper assignment

Our acclaimed photography workshop is delivered by Richard Hanson. Richard has been working as a professional photographer since 1992, and has reported from over 40 countries worldwide. Richard covers the north of England for national newspapers and magazines and works for UK and international charities and companies.

Richard's workshop encourages delegates to 'think visually' and shows them how, since the advent of digital cameras and smartphones "we are all photographers now". Delegates are assigned a **mock newspaper assignment** in which they have to represent **your company's values**. They must think about how to communicate visually the unique properties of your business, and then have to work together to deliver this assignment.

This module develops **teamwork, visualisation, problem solving, communication, confidence,** and **presentation** skills. It can also be used to enable your staff to represent how they will achieve targets, solve issues, or to demonstrate how they view (and therefore articulate) your company's vision and values.

## Voice-coaching for confidence and clarity

Our RADA trained voice and speech expert Maggie Ford has trained staff, management and CEOs who need to speak with confidence and clarity whether in the work place, on the phone, with clients or addressing a meeting.

Whether your staff need to present on behalf of your business, make an **impact** at a board meeting, or are meeting your clients they need to **engage** the people with whom they are speaking. This intensive interactive session will give them essential tips to be able to speak with **confidence** and interest – and ensure that your message is heard.

## Drum Talk Drum Action

Interpersonal skills training and understanding the value of communication in business are at the centre of our Drum Talk Drum Circle team-building sessions, delivered by Steve Rivers.

We create an environment which facilitates individual creativity and rapid learning to enable delegates to **listen** to those around them and **work**

**together**; skills essential in today's business environment.

Our unique approach encourages individual expression, better **listening** skills, and breaking down of hierarchical or other organisational barriers. It's a great way to facilitate new heights of **team achievement** and **integrate** newcomers to a team.



## Building it up

Participants work together with acclaimed playwright Louise Page to create a crisis in a fictional company. They decide how the company – and certain staff - should react as events unfold – and their decisions lead to all manner of consequences, both foreseeable and completely unexpected. This workshop develops delegates' **communication, problem solving, crisis management and teamwork** skills.

## Soap in a Day

This module works well in an all-day communications for business package. Your delegates are divided into three groups, and take turns to work with playwright (and real-life soap opera writer) Louise Page. The first group creates a number of characters - each with three specific characteristics – and build relationships between characters. The second and third workshop groups develop the story based on the characters created by the first group, ensuring it has an internal logic. Each group comes up with a 'spanner' to throw in to the next episode. The day can end with a group reading-aloud (or performance) of the soap. This Workshop will engage your delegates and develop their **teamwork, communication, planning and problem solving** skills.

## Stories for business

Cinderella had a glass slipper, Dr. Who has the TARDIS, Little Red Riding Hood had a red cloak; this workshop uses the power of story to look for your **business' USP** and to make sure you are clear on the story you need to create to **promote your brand**.

Playwright, novelist and journalist Louise Page writes for both television

and radio and worked for ten years on BBC Radio 4's long-running radio serial The Archers. She has been Yorkshire Television's Fellow in Drama and Television, and was Resident Writer at the Royal Court Theatre.

Louise has worked with businesses all over the UK, helping them to explore the power of effective communication. Her workshops help your teams to develop **teamwork, problem solving abilities, and written and verbal communication** skills.

## Unlikely constructions

A fun module delivered by David Mayne who creates sculpture for municipal and commercial art galleries (and numerous private commissions). David's work ranges in scale from large steel, bronze and wire sculptures to small jewel like foil pieces.

Unlikely constructions is a **team building** and **problem solving** workshop in which participants collaborate to create unlikely constructions from even more unlikely materials!

## The mirror of magic

The magic way of thinking will develop your delegates' creative minds! BenZ performs his modern close-up magic show all over the country and abroad. His routines are innovative and mesmerizing. With almost 15 years of experience in the entertainment industry, Ben is not only a skilled magician but also a professional entertainer who has performed at corporate functions all over the country.

Ben's workshop will coach your delegates through building a stunning magic trick together. They will learn the basics of his art, and will explore different ways to successfully perform a trick.

This workshop will develop **creative thinking, self confidence, problem solving and communication** skills.

## Profit-focused origami – sales for non sales people

Jamie Veitch is an entrepreneur, business developer and consultant who has launched and run an award-winning national magazine and has worked within a major PLC. With numerous product launches under his belt, experience of developing

businesses large and small, and a specialism in values-driven business, Jamie's 'Profit focused Origami' workshop is designed to give non-sales people a suite of easy to use tools to help them **develop sales opportunities** comfortably.

## ZingZong Poetry Imagination Machines

This entertaining module will break down barriers between delegates – and easily engage them in an enjoyable method of developing their **communication** skills.

Matt Black is a highly experienced workshop facilitator and poet, and has run workshops in businesses, universities, community settings, doctors' surgeries, festivals, pubs, cafes, schools in this country, Europe and the USA. He always aims to make writing and poetry enjoyable, confidence-building and skills-enhancing (and tailored carefully to the situation), wherever he works.

As well as serious and reflective work (he was Course Director of Creative Writing at the University of Sheffield for 10 years) he has gained a reputation for innovative and exciting ways of working with poetry. Delegates are often scared at the very thought of performing poetry – this module overcomes all

preconceptions they have in a fun and non-challenging manner- whilst allowing the development of their **written and verbal communication and team working** skills.

## Influencing with stories and theatre

How many times have you been fascinated by a good narrative, pushed yourself after being inspired by a tale of success – or bought a product because of a convincing article? There's no doubt that inspirational leaders use stories, narratives and theatrical techniques to **enhance the understanding** of their ideas – and to **sell their messages**.

This workshop uses the structures and skills of traditional theatre and storytelling to explore and develop **influencing, persuading and listening** skills using participants' own experiences. It works well as a stand alone or as part of our communications or visioning, planning and goal setting package.

Clare McManus initially trained in movement and theatre in London, Prague and Paris and toured in theatre before becoming Director of Eventus. She continues to develop her own creativity inside and outside the office to keep the company fresh, flexible and at the cutting edge.

# Your day or half day programme

Our training packages are bespoke to your needs and completely flexible. You can contact us on **0114 221 0386** or by email on **info@arts4worktraining.co.uk** to discuss your requirements.

Our most popular programmes are half or full day programmes:

**A half day programme** can be delivered in a morning or afternoon and typically works as follows:

<b>9:30am or 1:00pm</b>	Welcome from one of your senior staff
<b>9:40am or 1:10pm</b>	Introduction from our project manager outlining the programme
<b>9:50am or 1:20pm</b>	First Module
<b>10:40am or 2:10pm</b>	Second Module
<b>11:30am or 3:00pm</b>	Break
<b>12:00pm or 3:30pm</b>	Third Module
<b>12:50pm or 4:20pm</b>	Closing comments from our project manager and your staff
<b>1:00pm or 4:30pm</b>	Ends

These structures and frameworks prove effective for many of our clients, but of course the programmes are adaptable to suit your exact requirements: some of our clients, for instance, need to include more or less of their own content within a full day programme.

**A full day programme** can be delivered from 10am – 5pm. You choose three modules from our range of options. We work with 12-100 delegates, split into three groups and they work with each artist during the day.

<b>10:00am</b>	Welcome and introduction from one of your senior staff. Many organisations like to spend 20-30 minutes discussing their own business strategy and news.
<b>10:20am</b>	Introduction from our project manager outlining the programme for the day
<b>10:30am</b>	First Module
<b>12:00 noon</b>	Space for your own strategy etc
<b>12:30pm</b>	Lunch break
<b>1:30pm</b>	Second Module
<b>3:00pm</b>	Break
<b>3:15pm</b>	Third Module
<b>4:45pm</b>	Closing comments from our project manager and your staff
<b>5:00pm</b>	Ends

Our project manager will agree the key outcomes (and measurements) you need from the day and will work with you to design the day to meet your needs. Our process also includes a post-event report to ensure the skills developed are embedded in your business.

...contact us now on **0114 221 0386** or visit **www.arts4worktraining.co.uk**

# Arts4 Work

Please get in touch to  
discuss how Arts4Work can  
help to make your business  
more outstanding:  
0114 221 0386  
[info@arts4worktraining.co.uk](mailto:info@arts4worktraining.co.uk)  
[www.arts4worktraining.co.uk](http://www.arts4worktraining.co.uk)

Arts4Work  
Training is part of  
Eventus Sheffield,  
which has worked  
with renowned artists  
for over 12 years.

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