

WHY PARTNER WITH THE ARTS?



When businesses partner with the arts they get more **inspired and engaged employees**. We've identified the best reasons why partnering with the arts helps **recruit and retain talent**. Let us show you how.

THE ARTS DRIVE INNOVATION



The arts foster inspiration, empathy, and leadership—all which establish a platform to innovate in an ever-evolving economy.

60% OF AMERICANS

agree that the more creative and innovative they are at their job, the more successful they are in the workplace.

Americans Speak Out About the Arts in 2018

63% OF EMPLOYERS

who considered creative ability a primary concern in the hiring process preferred the creative employee over the technically skilled individual.

Ready to Innovate

63% OF COMPANIES

promote board service at arts organizations believing that such opportunities provide important talent development opportunities.

Business Contributions to the Arts: 2018 Edition

“The arts create conversation. Sometimes challenging conversation. Conversation is how we get to know each other a little bit better...Providing constant and protected space for the exchange of ideas is critically important to the health of our business through the active engagement of our employees...Business leaders need to take intentional steps to create these spaces. Otherwise, we miss the opportunity to develop and unleash the inherent creative talent of our employees.”

PAUL KINLEY
PARTNER

OPSIS ARCHITECTURE

PARTNERSHIPS IN PRACTICE

AMERICANS
for the **ARTS**



Photo credit:
M Powered Strategies improv class with Washington DC's Shakespeare Theatre Company

M POWERED STRATEGIES IN **COLLABORATION WITH SHAKESPEARE THEATRE CO**

M Powered Strategies has been a strong supporter of Washington, D.C.'s Shakespeare Theatre Company for many years. In early 2019, MPS' President and CEO became a member of STC's board of trustees. Over the past year, MPS consultants have done in-depth pro-bono work for the theater company, helping them develop and implement wide-ranging strategic changes. MPS staff are offered tickets to all performances of the Shakespeare Theatre Company—a benefit many accept with great enthusiasm. MPS consultants are also encouraged to attend technical rehearsals, improv workshops, and classes, some with a corporate/business focus, further engaging employees in the world of the arts.

NOKIA BELL LABS' ARTIST IN **RESIDENCY PROGRAM**

Through Nokia Bell Labs' one-year artist residency program, artists become part of the research teams and as a result of such close collaborations, their creativity organically spreads throughout the research community. While some structures for interactions are in place, Nokia Bell Labs' goal is that organic and long-lasting collaborations will ensue. The company encourages employees to engage with the artists because the collaborations can be very rewarding and unique, help establish new research directions, and open up employees' minds to new ways of thinking about the intersection of humanity and technology. The employees state that they enjoy collaborating with the artists (even when it adds more hours to their work week) because they learn so much and the interactions open their minds to new research directions.

FURTHER **READING AND RESEARCH**

UNMASKING BUSINESS SUCCESS: EXECUTIVE PERCEPTIONS OF ARTS ENGAGEMENT AND WORKFORCE SKILLS

This study explores the role of arts engagement on workforce skills.

FOSTERING INNOVATION THROUGH A DIVERSE WORKFORCE

A Forbes Insights report of more than 300 executives seeking to better understand the role of diversity and inclusion in business.

For more information on the pARTnership Movement and additional resources and case studies, visit www.pARTnershipMovement.org.