

# WHY PARTNER WITH THE ARTS?



When businesses partner with the arts, they gain a **competitive edge**. We've identified the best reasons why partnering with the arts **expands market share and creates a healthy workplace**. Let us show you how.

## THE ARTS ENLIVEN THE WORKPLACE



The arts stimulate positive company culture and conversation, foster employee well-being, and inspire a healthier work environment through unique and meaningful experiences for human connection.

**76%** OF COMPANIES

that invest in creativity have happier employees.

*Adobe State of Create 2016*

**53%** OF COMPANIES

say the arts stimulate creative thinking and problem solving.

*Business Contributions to the Arts: 2018 Edition*

**MORE THAN 80%** OF DISENGAGED AND HOSTILE EMPLOYEES

would prefer the opportunity to have stress-relief breaks.

*Workplace Well-Being*

“Each year, The Standard hosts an employee art gallery in our offices in Portland, Oregon, showcasing visual and textile art, jewelry, and fashion pieces. The gallery was originally designed to foster new connections between co-workers and encourage creativity and innovation in the workplace. What we found is that not only did it meet those expectations, but it also created an environment where employees were more comfortable bringing their “whole selves” to work and felt more pride in their workplace.”

**GREG NESS**  
CHAIRMAN, PRESIDENT AND  
CHIEF EXECUTIVE OFFICER

**THE STANDARD**

# PARTNERSHIPS IN PRACTICE

AMERICANS  
for the ARTS



## PROCTOR & GAMBLE'S SINGOFF AND CINCYSINGS

Proctor & Gamble's (P&G) annual SingOff and vision for CincySings as a region-wide event is an example of engaging employees through creative arts expression inside the workplace, fostering creativity, comradery, and company pride. Former P&G Group President-North America, Melanie Healey, chaired the ArtsWave Campaign in 2014, and decided to challenge the rest of the region to a company singing competition after observing the results of an internal program and the positive energy created inside the company. CincySings engages hundreds of employees from across business units, giving them a chance to express themselves creatively and showcase talents, skill, and their sense of humor for a good cause—all critical to retaining employees. CincySings has gradually expanded to include a semi-finals, online fan voting, and a major sponsor.

*Photo credit:  
Proctor & Gamble's Voices of Destiny Employee Singing Group Competes at CincySings*

## GUITAR CENTER'S JAM NIGHTS AND GIG LEAVE

With over 11,000 employees and many of them musicians, Guitar Center focuses on creating internal programs that inspire and support employees to create music of all genres—and enables them to bring their musical passion to work to help customers. The company features employee artists on their internal website, in communications, and at events. Employees are offered music lessons at the workplace, and associates are encouraged to participate in company-sponsored Jam Nights, where they team up to create one-night-only bands and perform for colleagues, families, and friends at a local venue. Additionally, Guitar Center offers "Gig Leave," a unique opportunity where employees can take up to three months off within a year to pursue musical opportunities; such as gigs, recording, playing, composing, or producing.

## FURTHER READING AND RESEARCH

### CORPORATE ARTS CHALLENGES EMPLOYEE ENGAGEMENT WORKBOOK

This how-to guide and study looks at ways of creating corporate art challenges.

### 2019 DELOITTE HUMAN CAPITAL TRENDS

This annual study explores trends in global HR and business needs.

For more information on the pARTnership Movement and additional resources and case studies, visit [www.pARTnershipMovement.org](http://www.pARTnershipMovement.org).