



ARTFUL  
METHOD

Multiperspectivity  
through art.

ARTFUL METHOD PROFESSIONAL WORKSHOPS:

Experience the value of new perspectives  
through facilitated discussions around art.

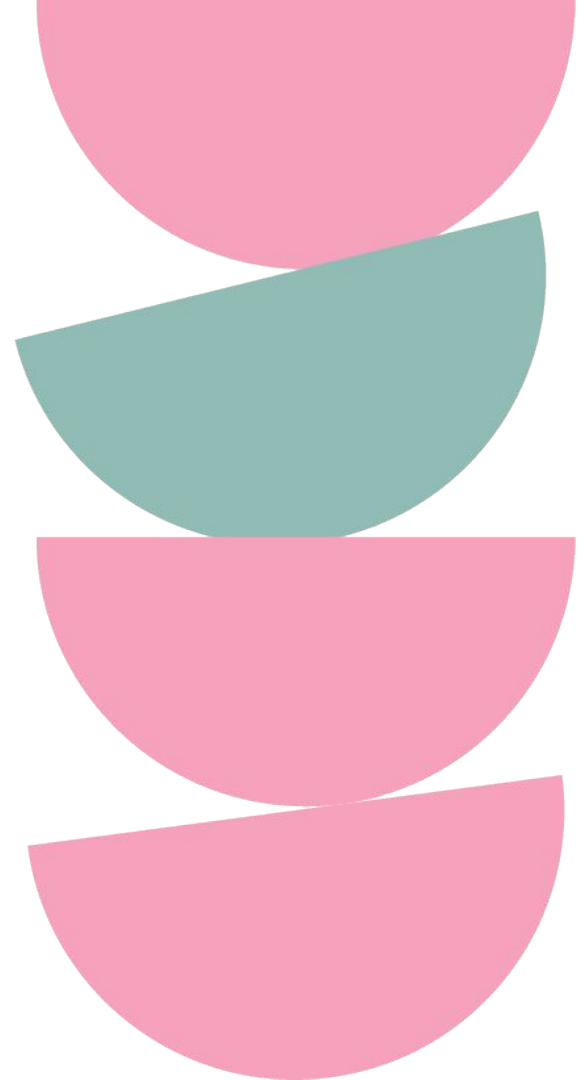
## WHY ARTFUL METHOD?

Artful Method workshops enable companies to create engaging, inclusive and innovative cultures by embracing multiperspectivity.



## WHAT IS MULTIPERSPECTIVITY?

Essentially, it's a way of viewing something—a task, a problem, culture, events—*from different perspectives.*



## WHY DOES IT MATTER?

Effective culture-building requires a foundation of empathy, open dialogue, and active listening. Learning to embrace multiperspectivity increases empathy at work. This can improve team engagement, encourage inclusive leadership, spark creativity and foster innovative thinking.

## WHY INTRODUCE ARTFUL METHOD TO YOUR ORGANIZATION?

Empathy and collaboration are more than soft skills—studies show they're essential tools that can drive significant business results.

## WHY INTRODUCE ARTFUL METHOD TO YOUR ORGANIZATION?

FORBES MAY 2021

**Creating a culture of collaboration used to be HR speak. Now it's a business strategy.**

”

37%

of employees consider a good team the primary reason for staying in the organization

BizPortal 365

2X

Businesses with a collaboration strategy were twice as likely to outgrow their competitors, while their collaborating employees saw gains in efficiency, quality of work, innovation, and overall job satisfaction.

## WHY INTRODUCE ARTFUL METHOD TO YOUR ORGANIZATION?

*FORBES SEPTEMBER 2021*

**Empathy contributes to positive relationships and organizational cultures and it also drives results. Empathy may not be a brand new skill, but it has a new level of importance and the fresh research makes it especially clear how empathy is the leadership competency to develop and demonstrate now and in the future of work.**

”

76%

of people who experienced empathy from their leaders reported they were engaged compared with only 32% who experienced less empathy.

86%

reported they are able to navigate the demands of their work and life—successfully juggling their personal, family and work obligations when people felt their leaders were more empathetic.

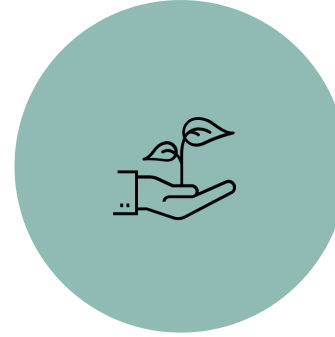
## MULTIPERSPECTIVITY AND EMPATHY CAN LEAD TO



COLLABORATIVE  
TEAMS



EFFECTIVE  
LEADERS



THRIVING  
CULTURE

What does art have to do with all of this?



To think differently you have to see differently.  
Artful Method uses art as the lens through which we understand  
the different ways people can experience the world.

Let's show you how..



## WHY ART?

There's no right or wrong way of seeing or describing things. It helps us find language to express ideas and experiences that matter.

Art invites risk-taking.

Art encourages open-mindedness.

Visual art is a rich source of diverse personal, social, and cultural insights.

Art is our vehicle to build emotional intelligence. It provides a reflection tool to use as a fresh way to see things.



## WHAT IMPACT CAN ARTFUL METHOD HAVE?

Let's look at what a recent group said they learned at an Artful Method workshop and how they'll apply it at work:

- 10:59:12 Lucia C. to Everyone: **I started noticing new things as people shared their perspectives**
- 10:59:14 Bella R. to Everyone: **listening**
- 10:59:14 Chris J. to Everyone: **working together**
- 10:59:15 Nadia S. to Everyone: **working together with an open mind**
- 10:59:16 Riya S. to Everyone: **Sharing ideas and feedback**
- 10:59:16 Clair G. to Everyone: **being a great listener**
- 10:59:16 Liz O. to Everyone: **Opportunity to make something better!**
- 10:59:16 Anna I. to Everyone: **combining experiences to make something new**
- 10:59:16 Lucia C. to Everyone: **working for a common goal**
- 10:59:17 Juli B. to Everyone: **listening and working together to represent the group's ideas**
- 10:59:17 Juli B. to Everyone: **and having considered multiple perspectives**
- 10:59:19 Anne E. to Everyone: **Bringing in as many perspectives as possible**
- 10:59:20 Vince H. to Everyone: **learning from others**
- 10:59:28 Bella D. to Everyone: **equal parts of sharing your ideas and listening**



## HOW WE WORK

We work with your team on site, in museums, virtually or in combination.



## HOW WE WORK

### **Curated Art**

We carefully select art that will help facilitate discussions to meet the goals and needs of your group.

### **VTS**

We use Visual Thinking Strategies (VTS)— an inquiry-based facilitation method and proven professional development program.

### **Learning Support**

We provide transformational tools to support self-paced, experiential learning and growth.

## CURRENT WORKSHOPS

### ARTFUL METHOD

Our mission is to enhance personal and professional growth through meaningful conversations about art. You don't need to know about art to learn from it. You just need to be open to what art can teach you. We'll show you how.

## ART FOR COMMUNITY WORKSHOP - Great over zoom or inperson

### Art for Community engages your teams toward a higher purpose for better collaboration.

Most teams are tactical. Assign them tasks, and boxes will certainly get ticked. But communities? That's next level. Communities share a culture. Communities collaborate toward a higher purpose. Communities bring together diverse views and skill sets in service of an aligned vision.

We use the word team on this site because, well, that's vernacular everyone easily recognizes. But our goal is for each person to feel like they belong to something much bigger. This workshop engages everyone as you discover creative ways to collaborate, reveal unique skill sets and align your values by observing art through inclusive exercises and open dialogue in a space of psychological safety.

**DEI + BELONGING +COMMUNITY**

ART FOR INNOVATION WORKSHOP - discussion based

## Art for Innovation ignites creativity to increase your team's flow of ideas.

Creativity begets creativity. Get inspired by groundbreaking art and learn about artists who have challenged and changed the way we perceive our world. Anyone on your team think they're not creative? We'll help everyone understand creativity bias and discover the abundance of forms creativity can take.

In this workshop, everyone explores their unique approach to creativity and understands internal and external drivers. We'll build creative confidence and exercise creative muscles. We'll review the 4 types of creativity. We'll show you how to lean into individual strengths, foster flexibility and increase flow for a more innovative collective.

**CREATIVE CONFIDENCE + COMMUNICATION + INNOVATION**



**ART FOR COLLABORATION - discussion based workshop with hands on activity**

## **Leading with Creative Collaboration**

Effective collaboration is an art form. Today's emerging leaders need to do more than help teams build on each other's ideas for solutions; they need to be able to create a safe environment and open invitation for bold thinking.

This experiential workshop will take leaders through a series of creative activations inspired by leading Bay Area artists, educators, and thinkers who are adept at unlocking the skills and practices that support creative collaboration.

In this leadership workshop you'll learn to navigate ambiguity, support breakaway thinking, and acquire new skills and methods for channeling the power of diverse perspectives.

**COLLABORATION + IDEATION +LEADERSHIP**

## LOOK ALONGS

***Experience the value of new perspectives - with facilitated discussion around Art.***

Partner with us and offer your people access to a series of lunch time 'look alongs' designed to galvanize an engaging, inclusive and innovative company culture that can

- Practice inclusive conversations - hold space for all ideas and perspectives
- Resist closed thinking- by leaning into ambiguity
- Push past easy solutions and first impressions - by slowing down and looking closely
- Deepen alignment - create meaning through shared understanding

Subscribe to a monthly group or create your own schedule with us.

## WHY INTRODUCE ARTFUL METHOD TO YOUR ORGANIZATION?

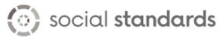
Our methods are trusted by Fortune 500 companies and innovative industry leaders.

J.P.Morgan



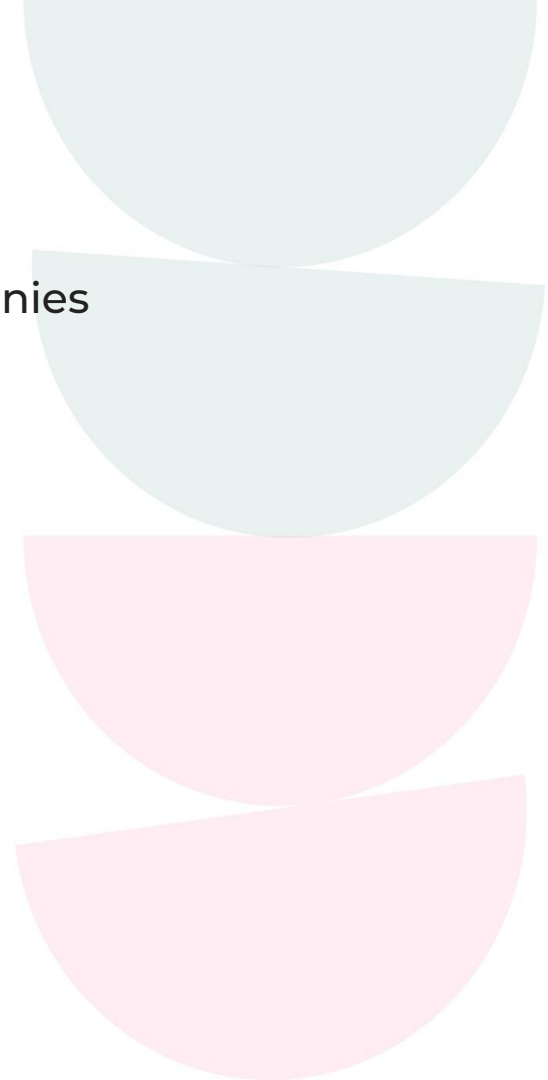
GAP

IDEO



### CASE STUDIES:

Click [here](#) to see how others have benefited from our training partnerships.



## WORKSHOP BASIC COSTINGS

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75 minute session for 5-25 ppl - virtual workshops - over zoom	\$1,500
90 minute in person workshop good for 5 - 25 ppl	\$1,800

## BESPOKE WORKSHOPS FOR LEADERSHIP TEAMS

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Unique to you, your place, your art collection, mission or topic:	\$2,200
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## BESPOKE PARTNERSHIPS FOR TEAMS AND LEADERS

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100 ppl - 4 bespoke workshops for teams and leader	\$5,000
100-200 ppl - 6 bespoke workshops for teams and leaders	\$10,000
200-400 - 16 bespoke workshops for teams and leaders	\$32,000

## IN PERSON ART ACTIVATIONS

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20 ppl 90 minutes of collaborative dialogue and hands on making	\$2000
LOOK ALONGS- MONTHLY, ANNUAL SUBSCRIPTIONS from	\$2500



[lucie@artfulmethod.org](mailto:lucie@artfulmethod.org)

[artfulmethod.org](http://artfulmethod.org)

## TESTIMONIALS

“I found the activity to be thoughtful, and to serve as a session that permitted our team to unplug from our routine and into a moment of new energy, generating new thoughts and feelings that we could all reflect on when we find ourselves intense at work.”

**Alice - Salesforce**

## TESTIMONIALS

“I loved how others were able to vocalize exactly what I was thinking while others interpreted art pieces completely differently. It also reminded me that everyone brings something different or a different skillset to the table.”

**Jose - Old Navy**

## TESTIMONIALS

“We trusted Lucie and the Artful Method to start us off on the right path to creativity by activating an open-minded approach”

Pat - IDEO

## TESTIMONIALS

“This session was awesome. It was such a unique experience that I felt brought our team closer. I felt very comfortable speaking up and I learned so much about my peers and about how art connects us. The facilitator was amazing at making each person's perspective seem thoughtful and as insightful as the last. It felt like everything that everyone said was considered with the same amount of weight and that was really nice. I also loved hearing other people's perspectives about the art pieces because it helped me open my eyes and notice other things that I wouldn't have otherwise. This is key to collaboration.”

**Sarah - Gap Inc**



