

Gardiner^{***}
centre



Introduction and Call for Beta Testing Partners

Creative Edge

What Is Creative Edge?

As part of our year-long Design Thinking Project, we are implementing this new offering for members of Business & Arts NL. The Creative Edge Program provides an opportunity for business members to connect with and learn from arts members of our organization. Business & Arts business members will be able to tap into the skills of our creative members to bring new workplace-focused training to their teams.

In partnership with Memorial University's Gardiner Centre, we have developed a training program for artists to enable them to translate their skills into professional development workshops of value to private and public sector organizations. Among other topics, these skill building workshops focus on team building, creativity, communication skills, creative problem solving, overcoming burnout, and strategic planning.

How Will This Work?

Once this program is launched, businesses will be able to select and purchase a training program from the Creative Edge catalogue, which will be available to Business & Arts NL members only. The business and the artist will coordinate to set a date and time for the training suitable to both. The program will be available year-round, and we hope to grow it to include additional offerings in future years.

Before we go live with the current offerings, it's important that we ensure the high caliber of the workshops, working out any kinks in advance. To make this happen, we are seeking the support of seven business member organizations who will serve as test audiences for one workshop each. In this Beta testing phase the workshops are being offered at no charge, but with a request for feedback from participants.

Why Become a Beta Tester?

- Your team will receive a complimentary professional development workshop. At time of testing, these programs will have been vetted, coached, and tweaked so they offer tangible value to your business already. Value you will receive at no cost to you beyond taking the time.
- Coming together for training improves team cohesion, something that has been difficult with remote work and physical distancing requirements due to COVID.
- You and your team will be asked to provide feedback via an evaluation form at the end of the session. Your feedback will be reviewed and integrated by the artist with the assistance of the Gardiner Centre Coach, meaning you will be playing an active role in the development of this program, influencing its direction, and assuring it meets current business needs.
- By participating in this beta launch, you will be contributing to a strengthening of ties between the corporate and creative sectors in our province and providing opportunities for your staff to experience a creative approach to work.

The Participants

This first installment of Creative Edge includes seven talented local creatives, each with their own unique workshop offering. Coming from diverse backgrounds in visual arts, dance, choral performance, song writing, etc., we are sure you will find something here that will benefit your team.

We are seeking one Beta Tester for each of these offerings, so seven business partners in total.

Amy Henderson

Get Creative

Creativity is one thing that we all have in common: human beings are all capable of great creativity. However, the more we focus on doing our tasks the “right” way, as efficiently as possible, and on repeat, the less we depend on the creative pathways in our brains. Because “cells that fire together wire together”, some of us need to push ourselves to stretch our creative thinking muscles. These quick and simple activities are a great way to jump in and begin exploring how to cultivate our inherent creativity.

Workshop Length: This Beta Test will include four 5-minute exercises and will last 45 minutes in total.

Workshop Mode: Virtual or In-Person

Trainer Bio: Amy Henderson is the Executive Director of Business and Arts NL. A choral conductor by training, nonprofit administrator by day, and Mom by night, she spends lots of time going back and forth between "creative mode" and "uncreative mode." She believes that everyone can uncover their own creativity and presents these sessions in a laid-back, low-pressure style that helps even the most rigid and logical thinkers build up their creative confidence.

Christine Hennebury

Empathy and Engagement: Creating Connection Through Storytelling

Enhance the sense of connection and community in your workplace by embracing the power of story to build empathy and understanding among your employees. In this workshop, storyteller Christine Hennebury will empower your staff to use the tools of storytelling to create a cohesive and caring workplace where everyone feels valued.

Workshop Length: 90 minutes

Workshop Mode: Virtual or In-Person

Trainer Bio: Christine Hennebury is a storyteller, writer, and creative life coach with 30 years of experience in leading creative workshops for individuals and groups. She is the founder of the Association for the Arts in Mount Pearl, a board member for Storytellers of Canada-Conteurs du Canada, and a past president of the St. John's Storytelling Festival.

Julie Lewis

Paint Your Plan

Using a pre-packaged kit of supplies, you will plan, paste, and finish a painting that solidifies your mission statement or 1, 3, or 5 year plan. You will be a visual master for your own goals/problem solving and get everyone on board with what they/you need to do, where they/you fit, and how to face and tackle your SWOT strategies.

Workshop Mode: In-Person preferred; Virtual is possible

Trainer Bio: This trained artist and designer studied at top art and design colleges (Grenfell, Sheridan, and Algonquin) and Memorial and Dalhousie Universities, bringing enthusiasm, a keen eye for detail, and energy to all her endeavors. Her company, SassyTuna Studio, has been running for 18+ years. Julie is happy to have her own studio, having worked creatively with individuals and firms across Canada and throughout Italy. She produces traditional and digital art and takes great joy in partnering with amazing colleagues with vision and flair.

Rozalind MacPhail

Inspiration Soup - Keynote Concert with Rozalind MacPhail

Feeling burnt out, overwhelmed, and fearful from the ever-increasing demands of today's world? Looking for more balance at work and less chaos at home? Wondering where your motivation went and what your life's purpose is? Join award-winning musician, Rozalind MacPhail, in this memorable mix of live music, film, and inspiration. Through songs, films, and stories, MacPhail shares inspiring tips and tricks gathered from a lifetime of courage, resilience, rejection, preparation, persistence, and luck. Discover how you can find manageable and meaningful ways to reignite your passion, face your fears, and find better balance in your day-to-day life.

Workshop Length: 90 minutes

Workshop Mode: Virtual

Trainer Bio: Canada's award-winning electro flute looper, Rozalind MacPhail takes audiences on an inspiring journey through live music, inspiration, and film. She explores new ways to combine image and sound in works that speak honestly of people, place, and the human experience.

Lynn Panting

Confidence & Communication Through Movement with Lynn Panting

Our bodies are our biggest communication tool as 93% of communication is non-verbal, yet most people spend very little time on their own physical literacy. In this workshop, participants will explore how body language and non-verbal cues can be used for better communication in the workplace. It is proven that physical activity improves physical and mental health. We will step away from our desks, shake off our stress, boost our energy, and gain confidence. At the end of the session, participants will stand taller and have more body awareness as well as a new set of communication tools to employ in the workplace.

Workshop Length: 45 minutes; Follow up and individual assessments available

Workshop Mode: In-Person

Trainer Bio: Lynn Panting is a performer, movement coach, choreographer, and director known for creating innovative and accessible dance works. She is deeply committed to the growth of creativity and self-confidence through movement and holds a Master of Arts in Philosophy from Memorial University as well as a Master of Humanities concentrating in performance, dance and the body. Lynn is the owner and Artistic Director of Lynn Panting Dance, the Artistic Director, Producer of Untellable Movement Theatre, and a founding member of Ladies Who Lunch Productions. lynnpantingdance.com

Sean Panting

Effective Communication Through Creative Writing

Sometimes coming up with new, exciting, and innovative approaches to problems is a simple matter of getting out of your own way. Learn to trust your instincts, short circuit your everyday thought processes, tap into big ideas, and articulate them effectively.

Workshop Mode: In-Person preferred; Virtual is possible

Trainer Bio: Sean Panting is a songwriter, actor, and musician from St. John's. Over the course of a career spanning three decades, he has worked extensively as a stage, film and voice actor, played his way across the country and back countless times, and released six solo albums.

Jennifer Young

Creativity and Innovation in the Time of COVID

When innovation and creativity combine the possibilities are endless! The shift in the business world away from compartmentalized development to innovative design think means that companies and organizations can now work, think, and innovate differently. In general, we are good at teaching technical skills but developing creativity is a more elusive problem in many business environments. In this workshop we will work through a series of creative challenges with visual art to stimulate the skills and mindsets needed for creative problem-solving

Workshop Length: 90 minutes; can add a painting practice session to in-person offerings (additional 90 minutes)

Workshop Mode: Virtual or In-Person

Trainer Bio: Jennifer is a landscape and impressionist visual artist working primarily in encaustic wax and oil paint. She made the move to become a full-time artist approximately 2 years ago after 25 years working as a Management Consultant.

Get Involved

For more information and to get involved, please contact our Project Manager, Deborah Coombs – dcoombs@businessandartsnl.com

If you have a preferred workshop from those listed, please let us know, as well as timing considerations on your end.

Thank you for your support!

Project Partners & Sponsors

Creative Edge is a joint project of
Business and Arts NL and the Gardiner Centre.

Funding for this project has been provided by the Government of Canada, through the Atlantic Canada Opportunities Agency, and by the Government of Newfoundland and Labrador, through the Department of Tourism, Culture, Industry, and Innovation.