



EXCERPT

BUSINESS LEADER'S GUIDE.

Art & Mindfulness for Business Groups.

Virtual Program for Creativity and Well-being



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1. Introduction

Dear business leader,

Welcome! I am Veronica Huacuja (pronounced wu-a-koo-ha). I'm a professional plastic artist and a seasoned online art teacher. You'll find my academic training and professional experience at https://veronica.mx/resume_vh-Engl.x50678.jpg

As an art facilitator, I believe all people can create art and, in doing so, enrich our lives.

Besides reading this Business Leader's Guide, I suggest that you also review the Session Plans that accompany it in order to understand the program, its educational method, goals, and benefits for your company and the students.

2. Background

Nowadays, companies are seeking to create a favorable organizational environment that improves the emotional state of the worker and enhances their intra and interpersonal competencies (soft skills). This is achieved by aligning their internal Social Responsibility (SR) programs with the 2030 Agenda for the Sustainable Development Goals (SDGs), among other policies.

This program incorporates key elements from the cited reference that enrich its goals, such as:

- Help avoid work-related stress by introducing plastic arts (painting, drawing, sculpting) and artistic creation to workers, encouraging self-awareness of their artistic creative abilities, and developing them.



· In addition, the practice of Mindfulness complements the previous aim, since it promotes the use of techniques for achieving a serene physical, emotional, and intellectual state of the collaborator. The latter because the practice of Mindfulness enhances their experience for achieving a meaningful learning.

3. Program goals

- **For the company. The primary aim of the company is to enhance the lives of its workers.** Therefore, improve the performance and results of the company itself. In this way, the company fosters work motivation. This by creating a harmonious work environment for its employees and providing them with a space for artistic creation.
- **For the worker. The comprehensive aim for the worker** is to make him or her aware of the opportunity to build a personal space, their own “window” to a different world from their daily reality that stimulates on them artistic recreation and creation. And thus, to enhance their lives.



4. Participant profile

The participants must have:

- The interest and understanding of the benefits of the course.
- The knowledge of the course’s length, frequency, and duration of each session, as defined in the following section.
- They must have a punctual attendance in each session to achieve the desired group and individual results.
- A desktop computer or digital tablet.



- A good Internet speed.
- Access to Zoom or Teams.

5. Program structure

This is the Program and its 6 courses. With my guidance, the business leader and the group must choose the course, activities, and technique of their interest. Once the company and the group have defined these aspects, I advise on the materials they should buy. I give them a list with links to the required materials. The online vendor I recommend using is <https://amazon.com>.



ART & MINDFULNESS FOR BUSINESS

Virtual Program for Creativity and Well-being

veronica.mx/artprogram



EDUCATIVE OFFER

ACTIVITIES (To choose)	TECHNIQUES & Materiales (To choose)	COURSES (To choose)	DESCRIPTION of the Course	No. SESSIONS (90 min. each)
PAINTING & DRAWING	Traditional Techniques. Pencil, oil painting, watercoloring, pastels or color pencils O else: Digital Technique. Desktop or digital tablet, Photoshop	COURSE 1. Painting Faces	Male & female face and head. Construction, proportion. Emotions on a face.	6
		COURSE 2. Painting Bodies	Male & female human body. Construction, proportion. At rest and in movement	6
		COURSE 3. Painting Landscapes	Vanishing points. Composition. Seascapes, forests, deserts, mountains.	6
		COURSE 4. Painting A Still Life	Vanishing points. Composition. Vase, flowers, fruits, tableware, glass bottles and coppermade pots.	6
SCULPTING	Traditional Technique. plasticine, epoxic clay or cold porcelain. Base, spatulas, clamps, wire (armor).	COURSE 5. Sculpting Faces	Male & female face and head. Construction, proportion. Emotions on a face.	6
		COURSE 6. Sculpting Bodies	Male & female human body. Construction, proportion. At rest and in movement.	6

URL: <https://veronica.mx/artprogram>
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Each course comprises:

- 1.5 months or 6 consecutive weeks
- 6 sessions, one each week
- Each session lasts 90 minutes.
- Total number of hours for each course: 9 hrs.
- The schedule is previously defined according to the availability of the group and myself as the facilitator.
- The dynamic of each session is contained in a Session Plan, in which the learning aims and session dynamic are described in detail. There are 6 Session Plans: 1 for each session. This component is described in Point 7.

