



DEMONSTRATING THE POWER OF ART

A Fortune 500 Foodservice Retailer Case Study on the impact of art for positive mental well-being

At a glance

- Art and wellness go hand-in-hand fostering improved mood and well-being
- Real-time insight into the impact on employees
- Tailored insights

Validating the Power of ART

Research consistently shows that employee mood significantly impacts **productivity, creativity, and overall job satisfaction**. Numerous ways exist to support employees boosting their happiness.

Nothing connects people quicker than their shared love for a song, a poem, a movie, or a work of art! It's this connection and recognition of that attraction, when we create, our bodies release happy endorphins, blood pressure lowers, and we can enter a state of peace and flow.

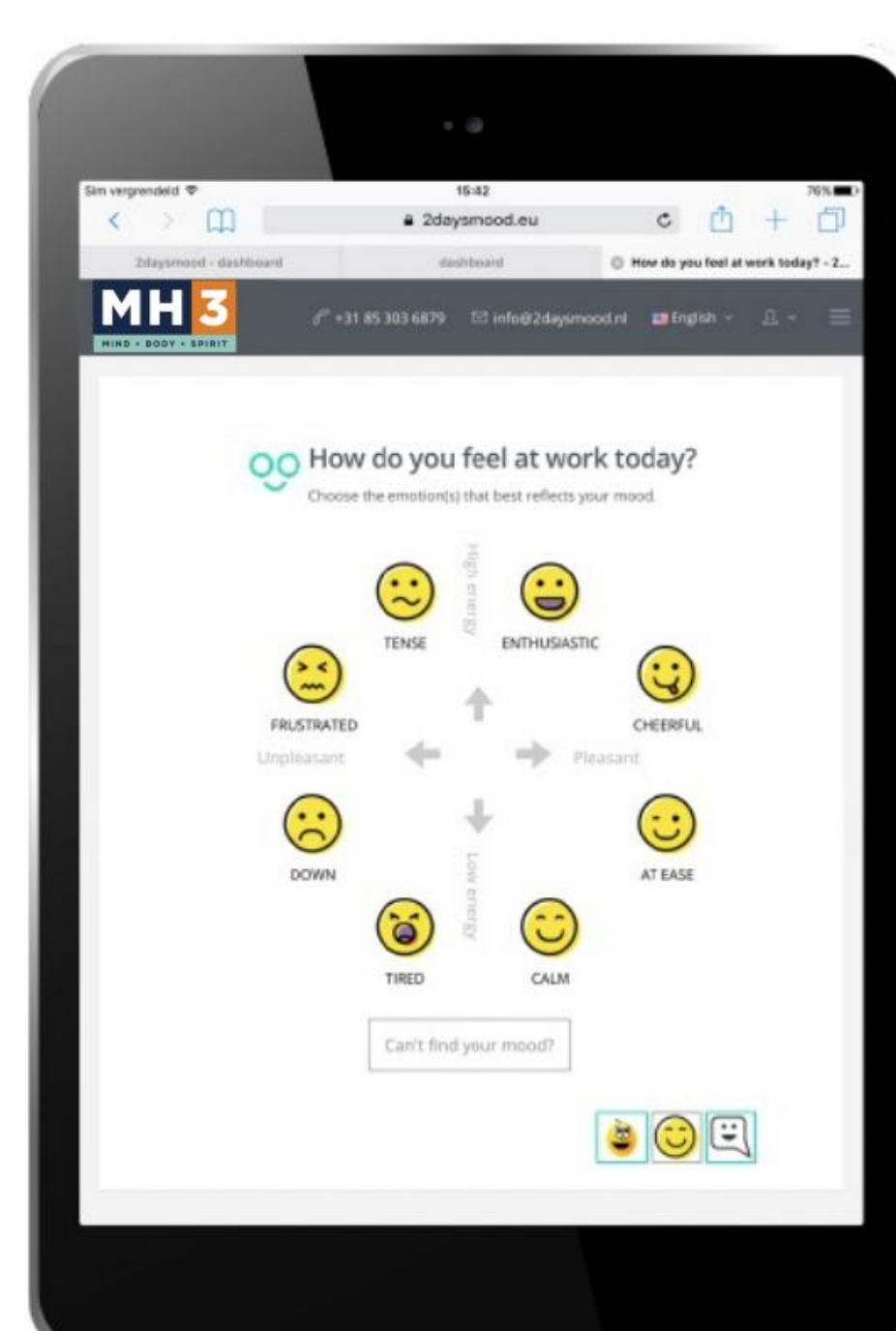
But how do we measure the impact on the lives we touch?

Measuring Mood

In our extensive collaboration with Utrecht University, we conducted a comprehensive study wherein respondents from various countries shared the typical moods they experience at work. This endeavor led to the identification of 8 universal moods, encompassing a broad spectrum. These moods are categorized into four quadrants, delineated by axes of energy and pleasantness.

Those quadrants include:

- Excitement
- Satisfaction
- Dissatisfaction
- Stress



Example of Mood Survey question.

Recognizing the need to support their employees with a break from demanding schedules, a **Fortune 500 Foodservice Retailer** set out to provide multi-departmental, team-building events. To bring this vision to life, **MH3** partnered with **Studio 928** to design an art-themed event infused with mood and well-being assessments

Various departments, including Workplace Management, Workplace Experience, Hospitality, Conference Center & Events, Travel, Fleet & Transportation, Archives, and Record & Information Management, were represented by a total of seventeen employees in attendance. This collaboration not only allowed employees to recharge but also yielded a data-supported demonstration of the real-time impact of art for positive change.

METHODOLOGY

Employees were asked to scan a QR code to complete a quick diagnostic on their **pre-event** mood and well-being, establishing a mood baseline. They then enjoyed an artist-led event where they learned basic art techniques, painted with teammates and co-workers, and participated in interactive trivia.

At the end of the event, employees scanned the QR code again to provide their **post-event** mood, measuring the change. Additional custom science-based questions were asked, allowing employees to share their thoughts on the event's impact on their individual moods. This provided further insights for the foodservice retailer on the impact of art on attendees and employee needs.

Pre-Event Mood Results



- **Attendees indicated they feel more neutral in their mood with a happiness score of 56%, which is combined between Excitement (31%) and Satisfaction (25%). To be able to cope with negative emotions, a combined score of 75% (or more) is ideal.**
- **Dissatisfaction is high at 20%.** A score above 10% generally indicates action must be taken to best support the needs of your people.
- **Stress is high at 25%.** Typically, a stress level of 20% is ideal as stress leads to action and problem solving. In this instance, stress is above the ideal score and indicates more needs to be done.



Attendees of the Paint and Sip are relaxing as they paint their own art piece, March 2024.

How do you measure the impact of your current employee engagement programs?

Our art-based experiences are designed to not only create a fun team-building event, but to lay the foundation for long term solutions aimed at greater employee well-being, employee retention and helping you to keep a finger on the pulse of the organization.

Keep reading to learn how we helped this foodservice retailer achieve their goals quantifying the power of art positively impacting mood and well-being.

About MH3

MH3 (Mental Health for the Mind, Body, and Spirit) is an all-in-one software & platform for data-driven HR, managers, team leaders, and CEOs of Fortune 1000 and government agencies to build thriving workplaces and resilient communities.

MH3 boosts employee well-being & retention by combining our scientifically validated measurement process with real-world insights from over 50 diverse mental health & wellness experts. All in Real-Time.

Mental Health Drives Business Outcomes.

Our mission is to empower employers to be champions of well-being by providing resources and actions that create and sustain well-being across the entire employee journey, from on-boarding to off-boarding.

Contact MH3 to learn how we help you enhance your workplace well-being and achieve measurable success!

" Studio 928's mission is to create an environment where art flourishes and where joy thrives. Having a partner like MH3 to help validate the power of art is instrumental not only in helping my company to grow, but in showing the impact art has on my clients' well-being.

”

Cheryl Vargas
Founder, Studio 928

Work with Us!

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Art Improves Employee Mood & Well-being

The foodservice retailer's goals were achieved with employees completing the post-event mood diagnostic showing a dramatic improvement in mood.

Post-Event Mood Results



- Attendees indicated they **feel happy after the team-building event with a happiness score of 100%**, which is combined between Excitement (78%) and Satisfaction (22%). To be able to cope with negative emotions, a combined score of 75% (or more) is ideal. In this instance, 100% is achieved with fewer attendees filling out the post-event questions.
- **Dissatisfaction decreased from 19% to 0%.**
- **Stress has decreased from 4% to 0%.**

Mood Guidelines: 1. Excitement & Satisfaction added together creates the happiness score: Ideally 75% (or more) of respondents are divided across these two quadrants 2. Dissatisfaction: Around 10% or lower is considered an ideal percentage 3. Stress: A stress rate of around 10-20% is considered normal (and even desirable). Respondents are not required to answer every question to complete the diagnostic survey.

 **44%**

**Increase in
attendee happiness**

 **19%**

**Decrease in
attendee dissatisfaction**

 **25%**

**Decrease in
attendee stress**

based on post event mood

Measuring the Power of Art

Validating the power of mood in supporting **positive employee mental health, well-being, and successful business outcomes** is crucial for several reasons. Research consistently shows that employee mood significantly impacts productivity, creativity, and overall job satisfaction. When employees are in a positive mood, they are more likely to be engaged, motivated, and committed to their work, leading to higher performance levels and better business outcomes.

Positive employee mood fosters a healthier workplace culture, reduces absenteeism, and lowers turnover rates creating a more stable and efficient workforce, which can directly translate into improved financial performance for the business. By understanding and enhancing the factors that influence mood, companies can implement strategies that promote mental health and well-being, ultimately driving success and sustainability.

Investing in employee mood and well-being is not just about creating a happier workplace; it's a strategic business decision. Happy employees are more resilient, adaptable, and better equipped to handle stress, which in turn supports long-term business growth and resilience.

Therefore, validating the power of mood underscores the interconnectedness of mental health, employee satisfaction, and business success.

OUR PARTNER



Zach Ricketson (MH3), Cheryl Vargas, (Studio 928), and Rico Ricketson (MH3) pose for a photo.

Creative in Chief, Cheryl Vargas started Studio 928 in 2018 out of a deep love for art and a desire to make art easily accessible to those who need it most. We recognize art as a fundamental human need, and we believe that everyone finds joy in the act of creation. What better place for art to boost creative thinking and problem solving than in the workplace?

Studio 928 infuses art into the workplace culture by using traditional and technology-enhanced means to diminish stress, increase happiness, ignite innovation and amplify creatively through collaborative art-based team activities.

