

# DEMONSTRATING THE POWER OF ART

## A Fashion Retailer Case Study on the impact of art for boosting employee well-being & retention

### At a glance

- Pre and Post Event analysis to quantify impact.
- Tailored Insights and Solutions

### Validating the Power of Art

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 that, 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

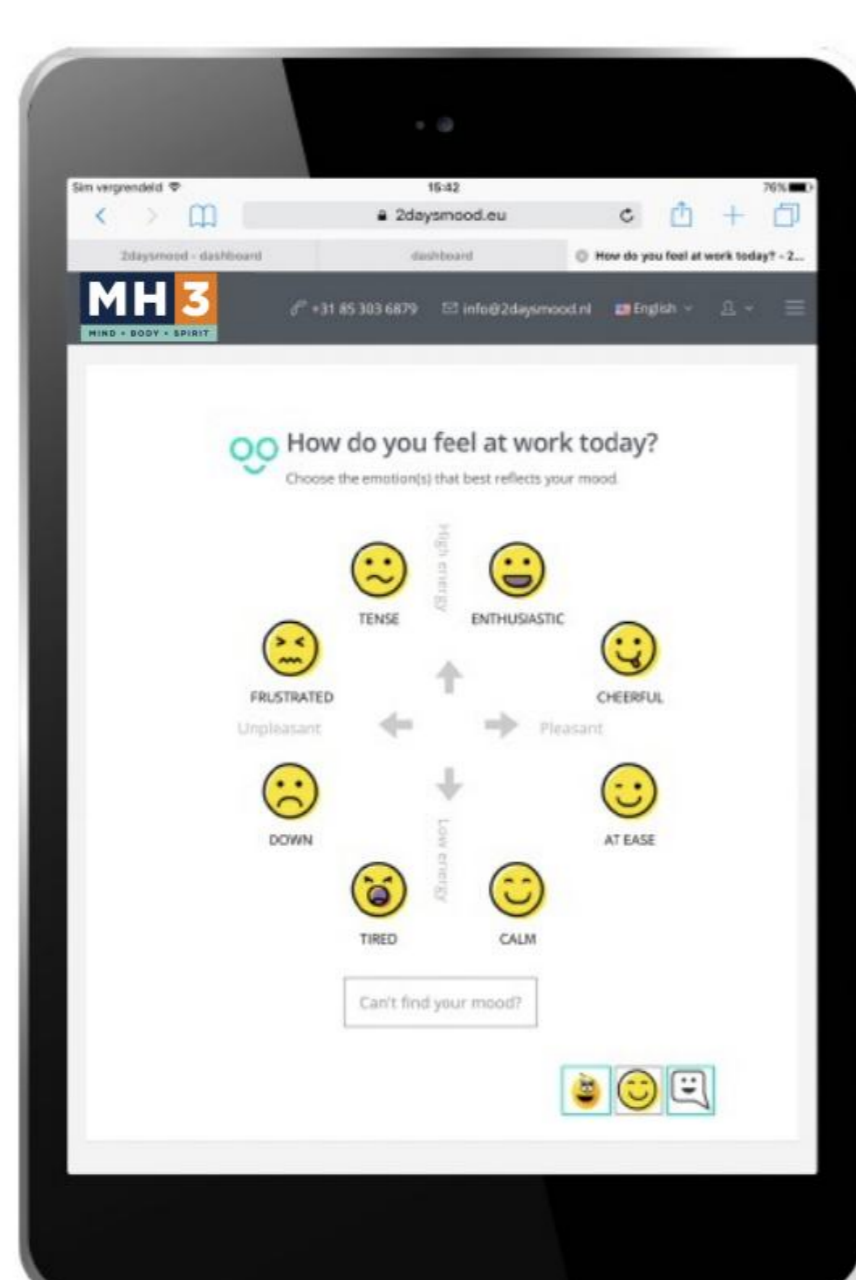


Figure 9: Example of Mood Survey question

In recognition of Mental Health Awareness Month, MH3 partnered with a **Fortune 500 Global Fashion Retailer** hosting an engaging, art-themed team-building experience aimed at boosting employee well-being.

During this unique hybrid event, employees had the chance to create **fashioned-themed** art pieces, blending creativity with mental health awareness. Cheryl Vargas, of Studio 928, guided participants through painting techniques alongside Dr. Sunitha Chandy, Psy.D., Chief Mental Health Officer of MH3. Together, MH3 and the fashion retailer demonstrated the therapeutic benefits of art for well-being, explored art therapy techniques for stress management and emotional health, and provided practical strategies for incorporating art into self-care routines. Participants were able to foster a sense of community through creative expression.

### METHODOLOGY

Employees were asked to scan a QR code to take a quick diagnostic on their **pre-event mood and well-being** before the event, establishing a mood baseline. They then participated in a virtual or in-person artist-led event allowing attendees to learn basic art techniques while painting with teammates and co-workers and enjoying interactive trivia with additional wellness sessions.

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 and the impact of the event on their individual moods, providing further insights for the fashion retailer on the effect of art and wellness activities on attendees and employee needs.

### Pre-Event Mood Results



- Attendees indicated they feel **predominantly unhappy** in their mood with a combined happiness score of 23%, which is a combination of Excitement ( 19% ) and Satisfaction ( 4% ). This score falls short of the ideal 75% target, suggesting potential issues in employee engagement and productivity.
- **Dissatisfaction is high at 55%**. A score above 10% generally indicates action must be taken to best support the needs of your employees. This level of dissatisfaction suggests that interventions are necessary to address employee concerns and proactively manage employee turnover
- **Stress is high at 22%**. Typically, a stress level of 20% is considered ideal as it leads to action and problem solving. Measuring stress is a proactive way to address employee burnout. In this instance, stress is slightly above the ideal score, indicating that additional measures should be taken to help employees manage stress effectively.

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

MH3's interactive events are designed not only to create a fun team-building event but to lay the foundation for long-term solutions aimed at **greater employee engagement, productivity, retention, and overall well-being**, helping you to **keep a finger on the pulse of the organization**.

Continue reading to learn how we helped this fashion retailer achieve their goals, quantifying the power of art and its positive impact on 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, and team leaders 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 onboarding to offboarding.

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

"The MH3 results reveal new insights into how our support impacts team happiness. This data from our Colleague Resource Group event highlights the importance of addressing mental health and well-being for enhancing overall employee experience and business success."



I&D Talent Engagement Specialist,  
Fortune Global 500 Fashion Retailer

## Work with Us!

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## Art Improves Employee Mood & Well-being

This fashion retailer's goals were achieved with employees completing the post-event mood diagnostic, showing a drastic improvement in mood.

### Post-Event Mood Results



- Attendees indicated they **feel happier after the team-building event** with a combined happiness score of 84%, which is combined between Excitement ( 25% ) and Satisfaction ( 59% ). To be able to cope with negative emotions, a combined score of 75% (or more) is ideal. This indicates a substantial improvement in employee mood.
- Dissatisfaction dropped significantly to 8%.**
- Stress reduced to 8%.**

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.

 **61%**

**Increase in employee happiness**

 **47%**

**Decrease in employee dissatisfaction**

 **14%**

**Decrease in employee stress**

## Measuring the Power of Art

Art ignites the SPIRIT, and we have the esteemed honor of helping people to connect, making people happy and reducing stress while ultimately bringing joy to all who experience it.

Art should be universally accessible to all because the benefits are so significant! One of the many benefits of art is that it reduces the stress hormone, cortisol, by 75%.\*

MH3 has the power to measure the mood of your people, your current programs, and beyond with a network of experts fitting all needs. Unlock the power of your people's mood creating programs that support positive mental well-being.

\*National Arts Program, 2023



Our In-Person Attendees during the Paint and Sip! Attendees enjoyed art instruction, painting, and wine with colleagues, May 2024.

## OUR PARTNERS



Sunita Chandy PsyD. (Artesian Collaborative), Cheryl Vargas (Studio 928), Zach Ricketson (MH3), and Rico Ricketson (MH3) pose for a photo.

Studio 928 was founded by Cheryl Vargas out of a deep love for art and a desire to make art easily accessible to those who need it most. Recognizing art as a fundamental human need, Studio 928 believes in the joy of creation. By infusing art into workplace culture, Studio 928 aims to diminish stress, increase happiness, ignite innovation, and amplify creativity through collaborative art-based team activities.

Artesian Collaborative led by Dr. Sunitha Chandy, PsyD, integrates mental health and wellness practices into various settings. Through expert-led sessions, they help individuals and organizations address mental health challenges, improve self-compassion, and foster a supportive environment. Their approach combines scientific insights with practical applications to enhance overall well-being, promoting mental health awareness and resilience in the workplace.

