



**The Creative Map**  
Supercharge Your Wellbeing

# **Creative Wellbeing System**

**to Nurture & Energise  
Your Team**

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## **Contact**

Rachel Ireland

Tel: 0776 2030673

Email: [rachel@thecreativemapcic.com](mailto:rachel@thecreativemapcic.com)

# Did you know that getting creative is one of the most effective ways to enhance wellbeing, increase productivity and lower stress-related sickness in the workplace?

Whilst we often think of creative activities as a hobby or as a social event, they can also be a **powerful management tool** that actually benefit not only team morale but the bottom line of the company,

The **Creative Wellbeing System** is based on a growing body of research that provides clear evidence that professionally facilitated creative activities are one of the fastest, **most effective** ways you can **connect** to your staff, and to **nurture** and **energise** your team.



## We Know That

- Guided creative activities can enhance and maintain wellbeing in adults, which in turn is associated with **better health, work performance** and **social contribution**<sup>1</sup>
- In the workplace, music interventions can **decrease stress** and significantly enhance overall wellbeing of staff<sup>1</sup>
- Visual arts interventions have been shown to **reduce anxiety** and **improve mood**<sup>2</sup>
- Participation in an art-based activity promotes **personal growth** through **skill acquisition** and improves **self-esteem**<sup>3</sup>
- Engagement in the arts results in a **reduction in depression** and anxiety; increase in **self-respect, self-worth** and **self-esteem**; enhanced social capital (**engagement in the world**); and a renewal of identity (**authenticity**)<sup>4</sup>

# Creativity & Wellbeing

## What Works?

A Key finding from the What Works Centre for Wellbeing's Team Working research is that:

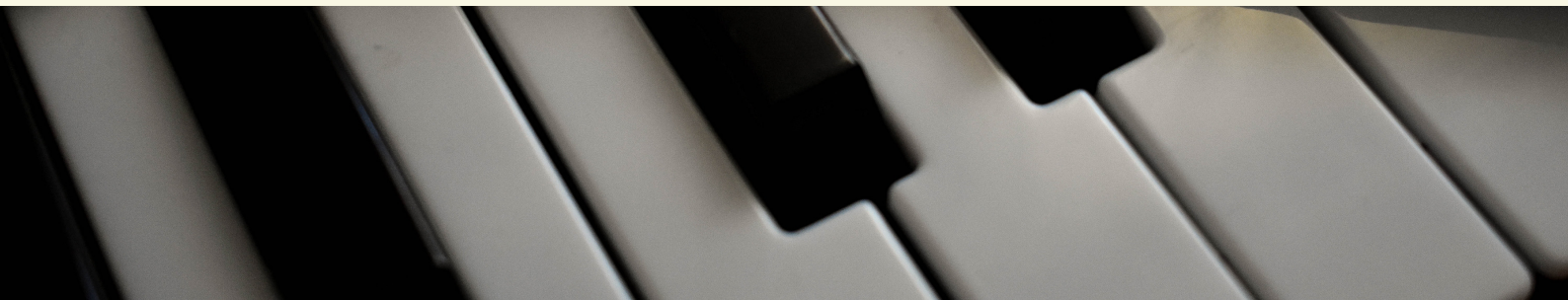
**Shared activities can improve wellbeing and performance by improving workplace social atmospheres.**

And that the kind of shared activities that work best are:

**Workshops and internal mentoring programmes.**

What makes those workshops and mentoring programmes effective are five key principles:

1. **Communication** - ensuring the buy-in of staff
2. **Coherence** - providing a coherent narrative about wellbeing in the workplace
3. **Commitment**- overcoming scepticism by adapting and learning through continuous consultation
4. **Consistency** - compatibility between a wellbeing programme and the existing ways of doing things
5. **Creativity** - challenging and replacing existing, negative social norms or organisational processes



## Why Does It Matter?

Of the 600,000 NHS employees who responded to the Staff Survey in 2020.

**44% reported feeling unwell as a result of work-related stress**

Last year, across all sectors, **17.9 million working days were lost due to work-related stress, depression or anxiety** (Labour Force Survey) costing the UK economy in excess of **£6.5bn every year**.

Extensive research has concluded that the **Five Key Drivers of Wellbeing** (health, security, environment, relationships, purpose) correlate so clearly with **job satisfaction, stress resilience** and **career development**.



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# How Do We Know?

Prioritising staff wellbeing is not simply about setting good intentions or putting a tick in a box. It's about making very real and tangible changes to the workplace and to how people work. It means staff and managers being able to see visible progress and real-time outcomes.

So how would we know the **Creative Wellbeing System** was working?

We'll prepare a tailored wellbeing questionnaire for you, based on your concerns and the needs of your team, using a combination of:

1. **The 5-item World Health Organization Index** – used to determine overall **happiness, satisfaction** and **health** in relation to the workplace.
2. **The Workplace PERMA Profiler** – comprising five pillars that represent a **flourishing life** in a work setting (positive emotion, engagement, relationships, meaning, accomplishment)

The results from those regular questionnaires will be used to adapt our approach until we are consistently getting you positive results.

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**Getting creative is one of the most effective ways to:**

-  Set and achieve new goals
-  Achieve your desired work/life balance
-  Rediscover yourself and own your true identity
-  Improve focus and raise your positive energy
-  Gain clarity on the life you want
-  Unlock your authentic self-expression and increase your productivity





## **What We Offer**

### **1. TAILORED TEAM WELLBEING PROGRAMME**

**A 3-month, client-led programme built to your specific requirements, and delivered in person or online exclusively to your team, including:**

- **Consultations with the CEO/Manager**
- **Wellbeing surveys and personalised reports**
- **Creative workshops**
- **1-1 wellbeing coaching**
- **Peer support discussion groups**
- **Guided individual wellbeing practices**
- **Access to online courses and worksheets**

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### **2. INDIVIDUAL MEMBERSHIP FOR YOUR EMPLOYEES**

**Giving them access to:**

- **a live, online monthly creative workshop**
- **a monthly group coaching/peer support session**
- **new challenges and resources added to the Wellbeing Toolkit inside the membership portal each month**
- **all of our online courses, worksheets & resources**





# The Creative Map

Supercharge Your Wellbeing

**The Creative Map delivers powerful creative activities proven to supercharge your wellbeing, self-expression and personal growth through workshops, coaching and courses.**



**To book now or for more information contact:  
[rachel@thecreativemapcic.com](mailto:rachel@thecreativemapcic.com)**

As a social enterprise, 100% of our profits are reinvested to enable us to reach vulnerable and isolated individuals in our community through free creative workshops and activities. So, by booking us to help you, you in turn help many more.

- 1 'Music, Singing & Wellbeing in Healthy Adults' - What Works Wellbeing
- 2 Bell and Robins 2007
- 3 Hacking 2006
- 4 Visual art and mental health - What Works Wellbeing



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