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OCTOBER 25-27, 2022

POWERED BY **ICF** Coaching Education

**envision**



Creating Futures That Work®  
ICF Imagine

**Amplifying Your Coaching Impact Through Arts-  
Based Experiential Learning.**

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## OBJECTIVES

- Understand Science behind Arts-Based Experiential Learning
- Learn the key elements of a new coaching model--ABEL
- Review impact of ABEL on coaching outcomes



## LEARNING TO SEE THE WORLD DIFFERENTLY

Typical Undergraduate



*Vogt, S. & Magnussen, S. (2007). Expertise in pictorial perception: Eye-movement patterns and visual memory in artists and laymen. Perception, 36, 91-100.*



## LEARNING TO SEE THE WORLD DIFFERENTLY

Typical Undergraduate



Art Student



*Vogt, S. & Magnussen, S. (2007). Expertise in pictorial perception: Eye-movement patterns and visual memory in artists and laymen. Perception, 36, 91-100.*

## IMPACT THROUGH COMMUNICATION

Communication skills of engineering students  
Assessments performed by corporate recruiters



Control Group:  
**No arts-based learning**



Arts-Based Learning  
**Theater, music + dance**



## CONNECTING WITH THE WORLD

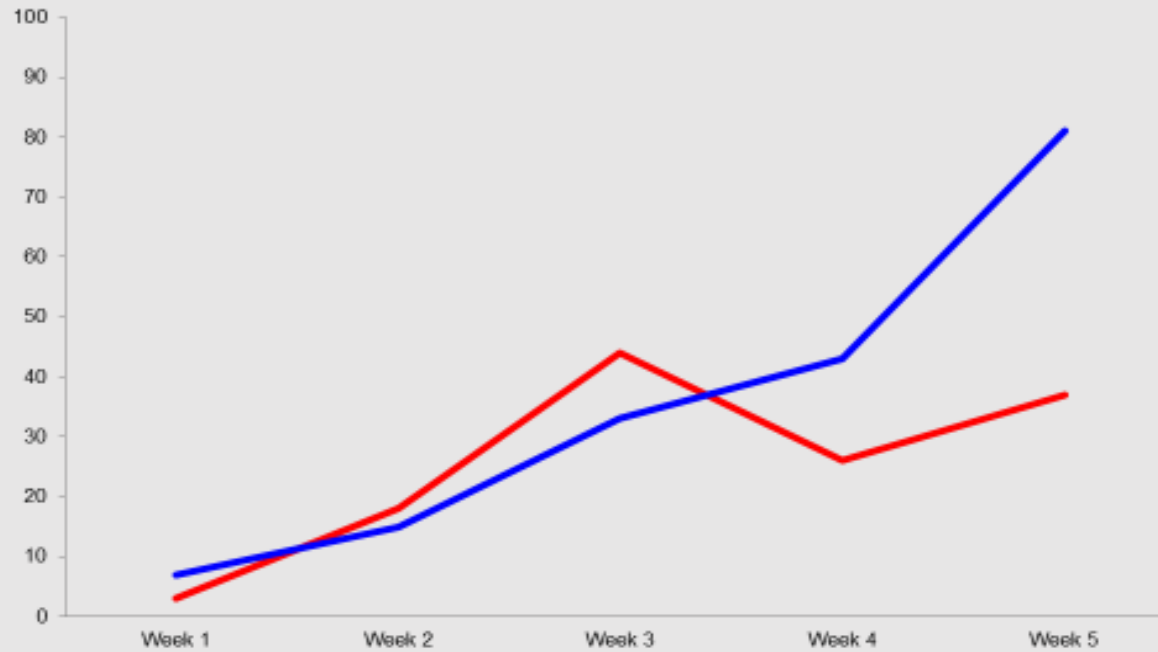
### Neural Links – Art & Empathy



A Neuroscience of Art and Human Empathy: Aligning Behavioral and Brain Imaging Evidence, James Catterall (2012), Centers for Research on Creativity.



## EMOTIONALLY INTELLIGENT TEAM BEHAVIORS



DRL-122411

Arts-based experiential learning  
Standard project-based learning

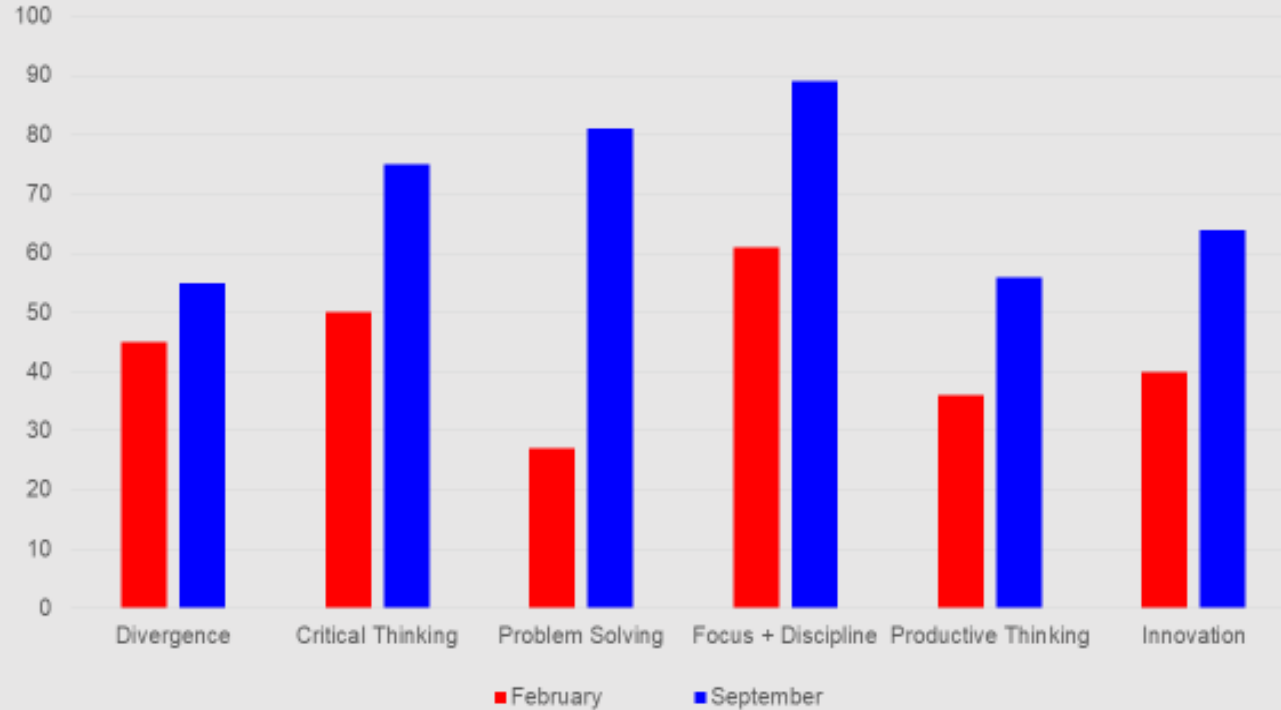


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## THINKING SKILLS OF LEADERS

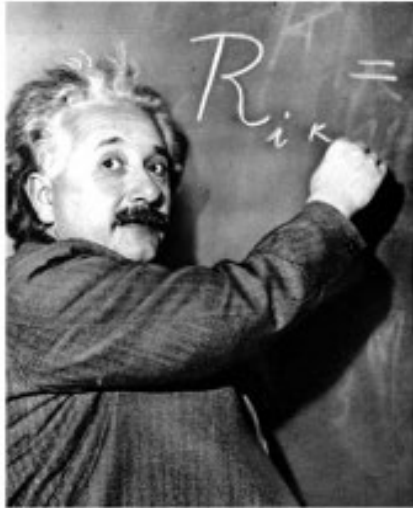


n= 86, 20 hours of arts-based experiential learning per person

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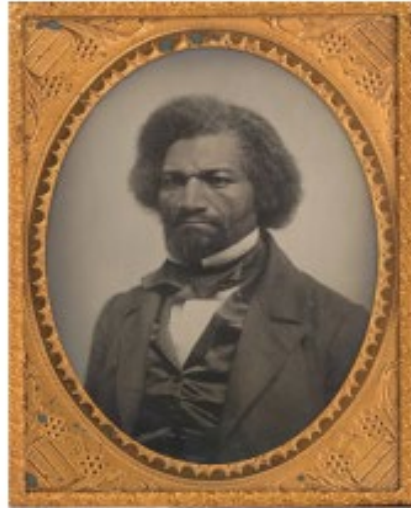
What do these four people have in common?



Albert  
Einstein



Helen  
Keller



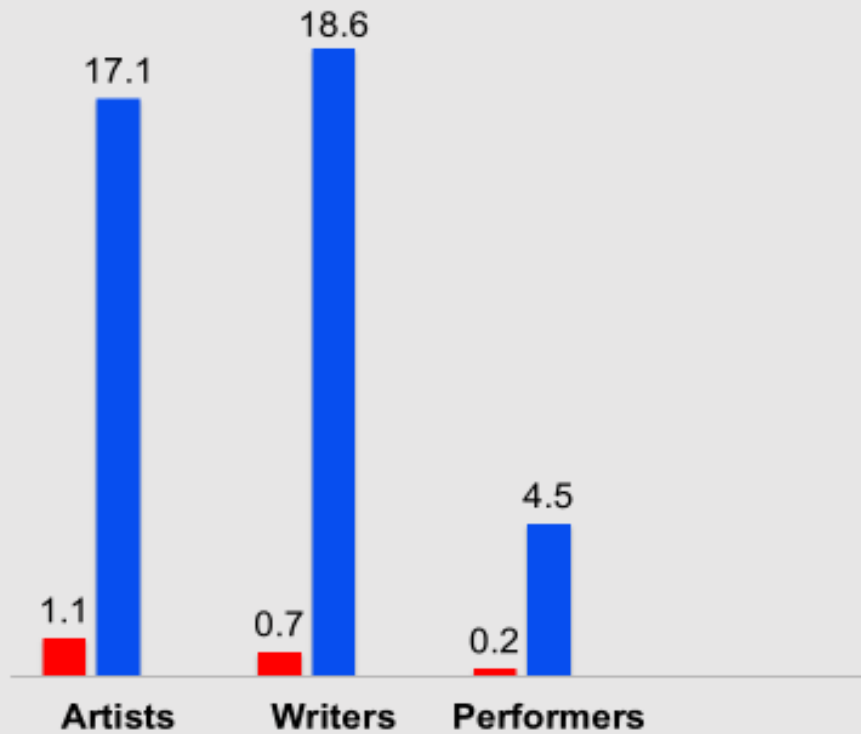
Frederick  
Douglass





Winston  
Churchill



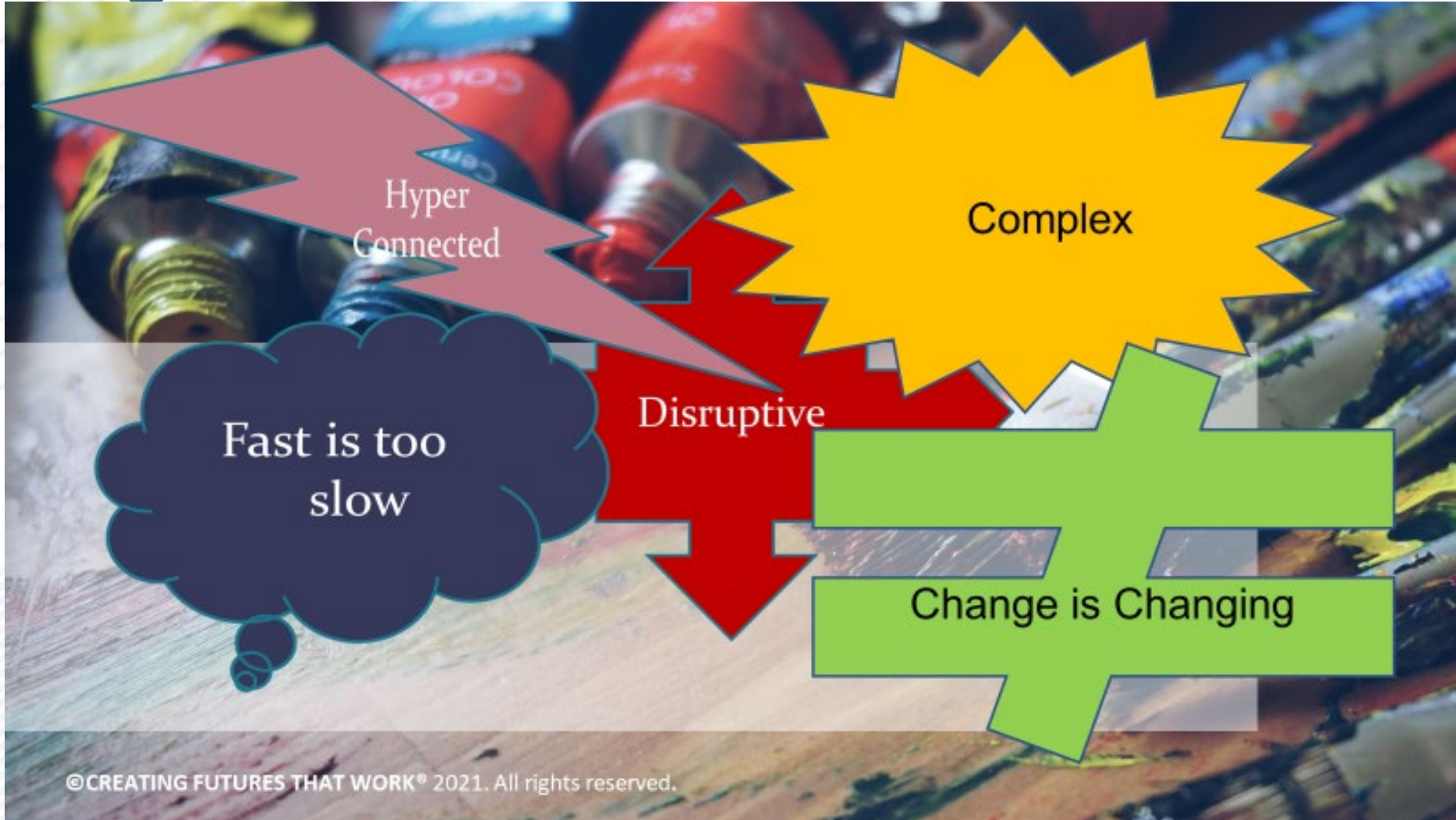
## CHANGING THE WORLD



Nobel Prize winning scientists   
Typical scientists 

- **17x more painters**
- **25x more writers**
- **22x more performers**

Root-Bernstein, et al, 2008



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## CASE STUDY

- Fortune 300 Company
- Financial Services
- Midwest
  
- **Presenting Problem:** New CEO, legacy leadership team
- **Desired Outcomes:** Develop individual leaders; Develop a high performing team



## STRATEGIC SOLUTIONS

- **Training:** Team/Extended organizational cohort
- **Consulting (HR):** Incorporating assessment into performance reviews
- **Experiential Learning Events**
- **Coaching:**
  - CEO
  - Executive Leadership Team



THE ABEL COACHING MODEL  
For building leadership and innovation skills

Sparks innovation, collaboration,  
creativity and resilience with

**Arts-Based**  
**Experiential Learning**

(No arts background needed!)

**The CFTW Leadership and Innovation Skill Assessment** – “The Instrument” – measures the ability to apply leadership and innovation skills to real world challenges.

**The CFTW Learning Portfolio** – emotionally connected activities and workshops that use the arts to bring transformative experiences of personal and professional growth to leaders and teams.

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Key elements of the ABEL Coaching Framework are based on a decade of Art of Science Learning research, funded by the National Science Foundation.





## THE CFTW LEADERSHIP AND INNOVATION SKILL ASSESSMENTS<sup>®</sup>

### READINESS TO LEARN

Openness to new information  
Curiosity and inquiry  
Tolerance for ambiguity and uncertainty

### COGNITIVE AGILITY

Idea range  
Behavioral flexibility  
Resilience

### COLLABORATION

Behavioral empathy  
Openness to diverse perspectives  
Team leadership

### ACTIVATING INNOVATION

Finding opportunities  
Solving problems  
Decision-making

Science-based  
direct measurement  
of key leadership  
and innovation skills



## COGNITIVE AGILITY

- Idea range
- Behavioral flexibility
- Resilience

- Mindful doodling
- Being an animal (sense memory)
- Upside down horse
- Cut it in half
- Journaling
- Museum journey of discovery
- Sketching art (transliteration)
- Suminagashi
- Back of the napkin sketching
- Thinking with your hands
- Idea modeling
- Rehearsal feedback model
- Roadmapping/DAV
- Dynamic prototyping
- Ensemble warmups
- Postering
- No toes, please
- 4 postcards
- Negative space



## COLLABORATIVE SKILLS AND BEHAVIORS

- Behavioral empathy
- Openness to diverse perspectives
- Team leadership

- Mindful doodling
- Being an animal (sense memory)
- Upside down horse
- Cut it in half
- Journaling
- Museum journey of discovery
- Sketching art (transliteration)
- Suminagashi
- Back of the napkin sketching
- Thinking with your hands
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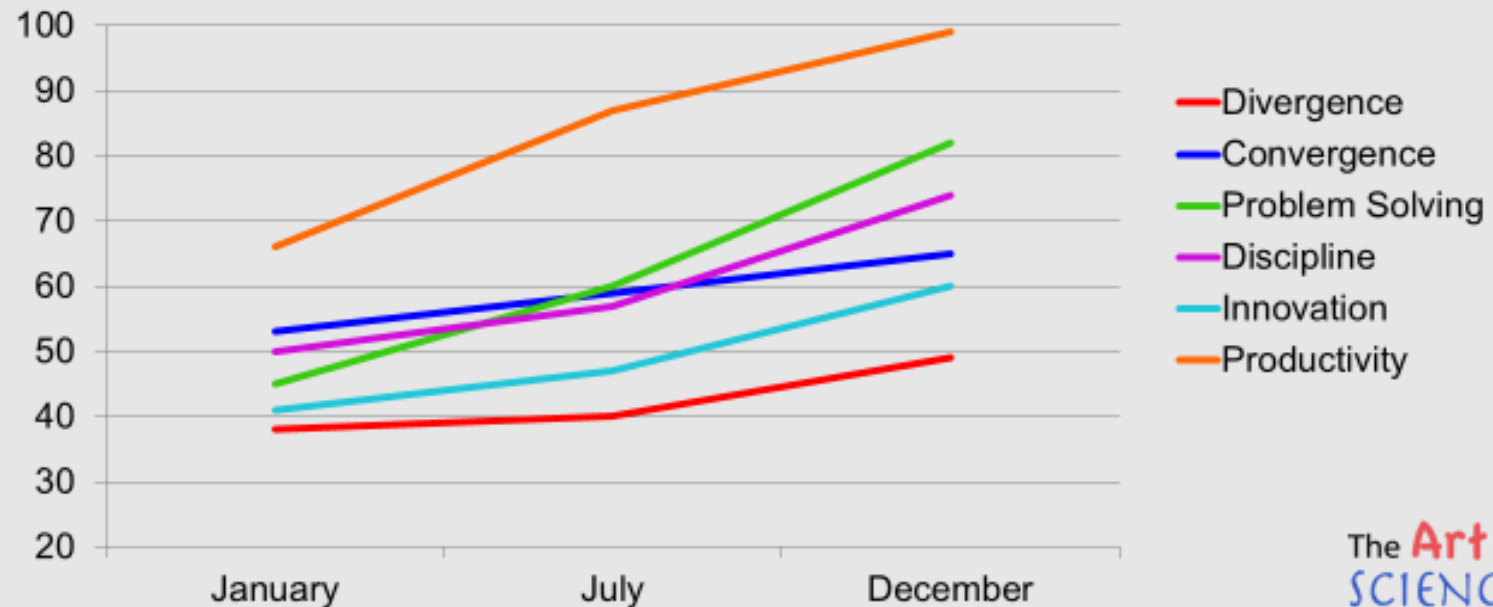


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## IMPACT OF ARTS-BASED EXPERIENTIAL LEARNING ON TEAM PERFORMANCE

in a Fortune 500 Financial Services Corporation



n = 61

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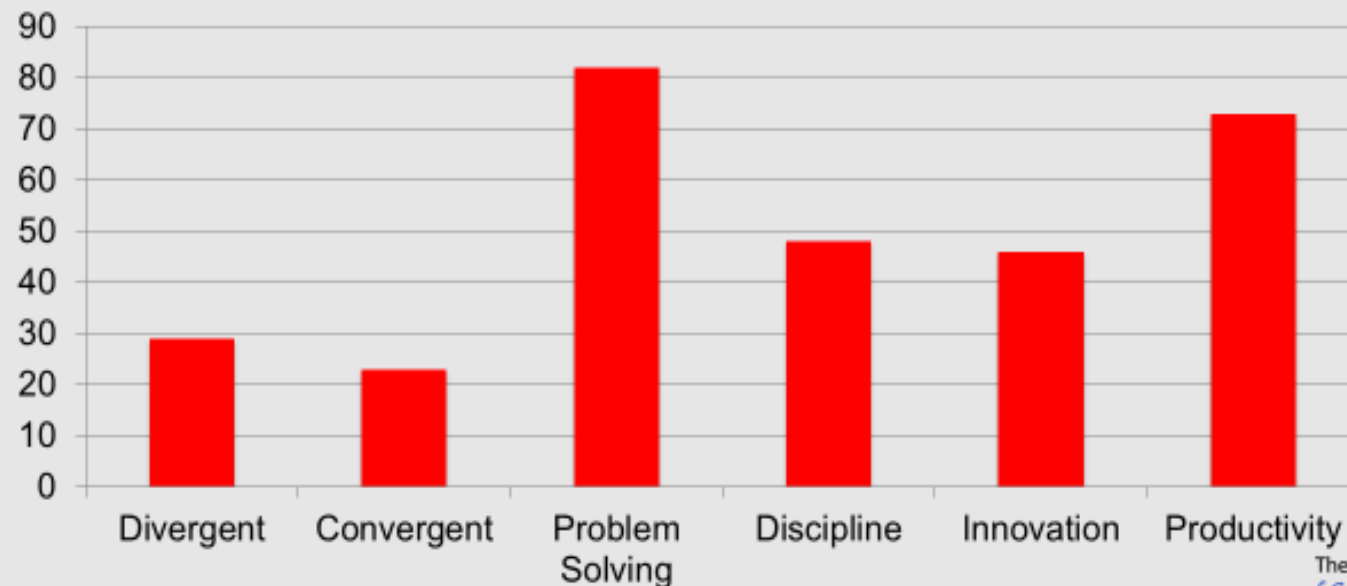
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## IMPACT OF ARTS-BASED EXPERIENTIAL LEARNING ON INDIVIDUAL THINKING SKILLS

in a Fortune 500 Financial Services Corporation

% improvement over 12 month period



n = 89

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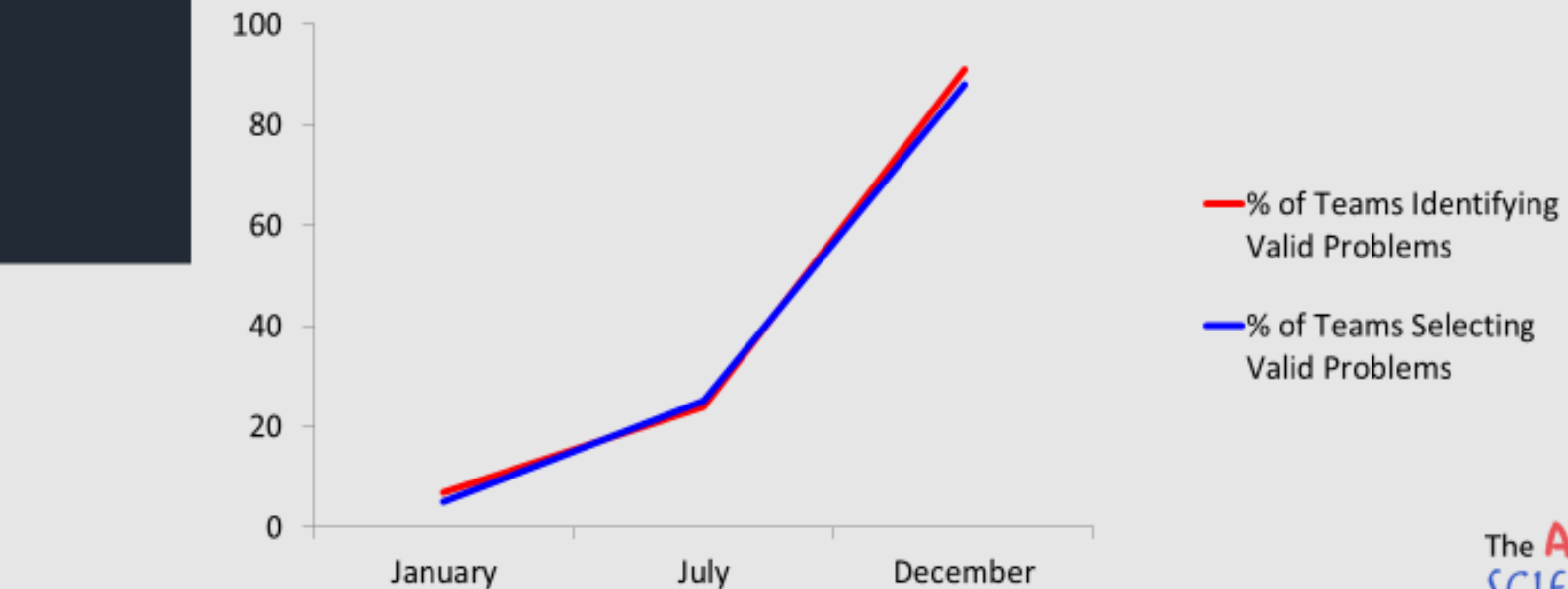
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## IMPACT OF ARTS-BASED EXPERIENTIAL LEARNING ON TEAM DECISION MAKING

in a Fortune 500 Financial Services Corporation



n = 61

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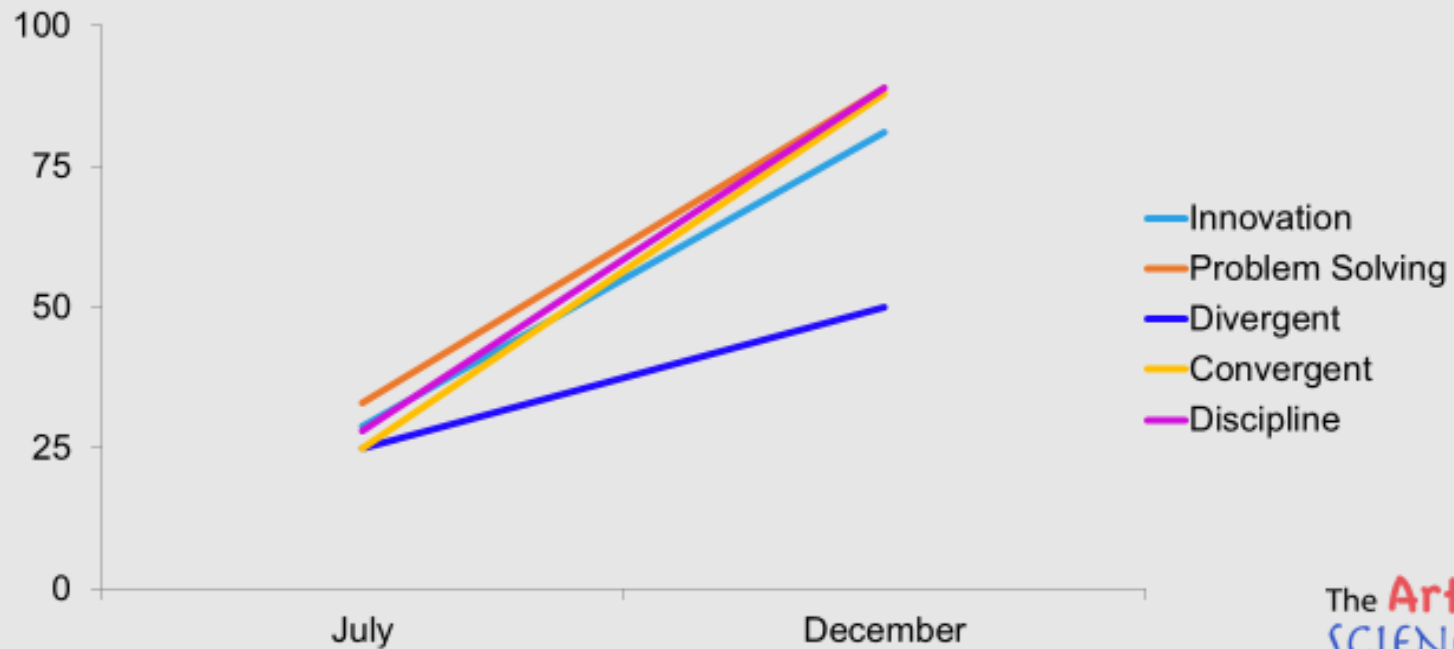
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## IMPACT OF ARTS-BASED EXPERIENTIAL LEARNING ON THINKING SKILLS (Leader A)



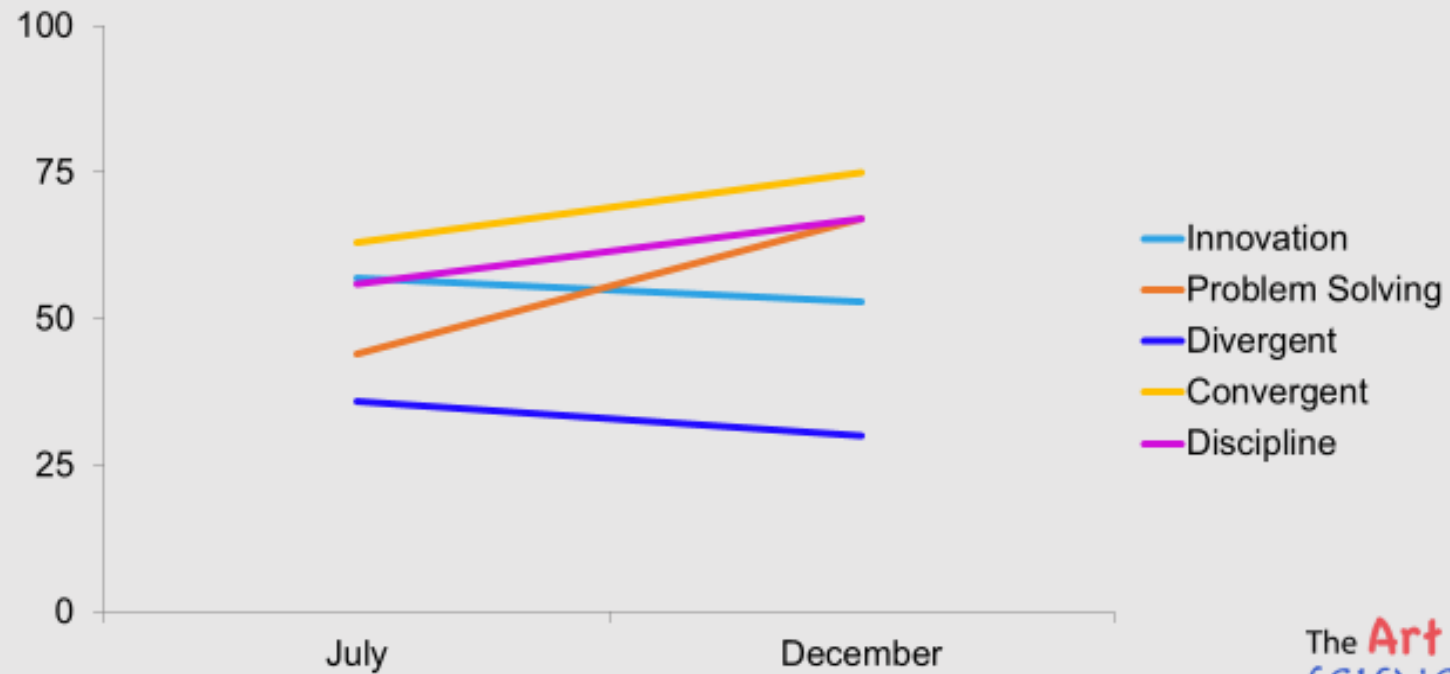
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## IMPACT OF ARTS-BASED EXPERIENTIAL LEARNING ON THINKING SKILLS (Leader B)

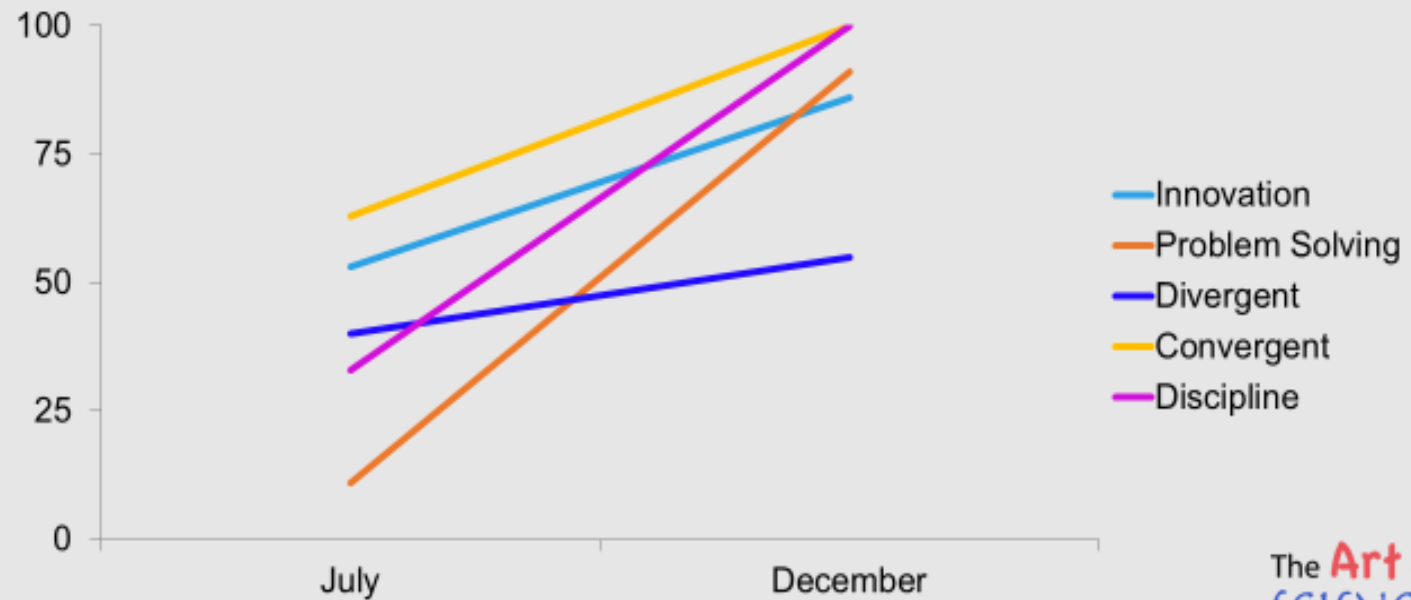


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## IMPACT OF ARTS-BASED EXPERIENTIAL LEARNING ON THINKING SKILLS (Leader C)

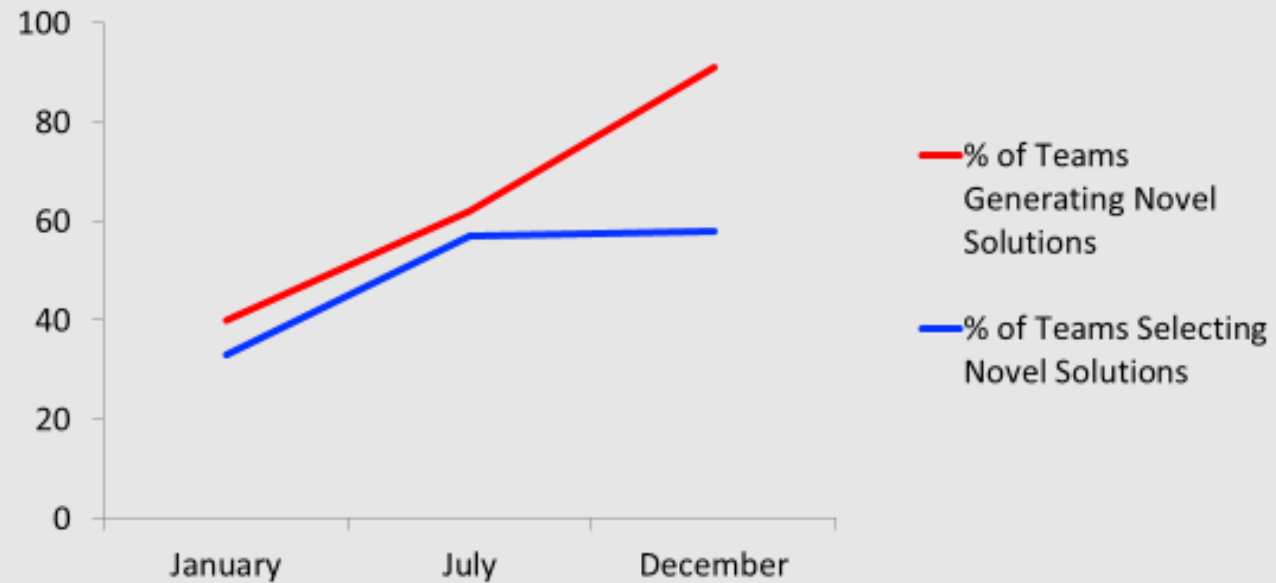


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## IMPACT OF ARTS-BASED EXPERIENTIAL LEARNING ON TEAM DECISION MAKING

in a Fortune 500 Financial Services Corporation



n = 61

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## BENEFITS TO THE ORGANIZATION

- Enhanced Leader Skills
- High performing teams leading to higher productivity
- Best Place to Work—Engagement
- Ability to measure ROI on coaching and training



## BENEFITS TO LEADERS

- More Skillful at key competencies
- Collaborative relationships
- Sense of contribution
- Measurable RoE—Return on Effort



## BENEFITS TO THE COACH

- Offer unique value proposition
- Work with highly flexible and synergistic tools and processes
- Apply deeply resonant interventions
- Longer, deeper engagements
- Connect with personal creativity



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**BECOMING A LIFE CHANGE ARTIST**  
7 Creative Skills to Reinvent Yourself at Any Stage of Life  
FRED MANDELL, Ph.D., & KATHLEEN JORDAN, Ph.D.  
Foreword by RICHARD J. LEIDER

**Can *Art* Save Us?**  
by Fred Mandell  
Foreword by Nancy J. Adler  
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