



Artful Observation™

“There is a difference between
looking and glancing.”

Robin Gross

Art Awakens Us To...

aesthetic senses
meaning
motive
subtly
that which is limited by
language
beauty
the human and the divine

**Skillful observers
continually expand their
capacity to look, think,
and express.**

**“Far exceeded my
expectations.”**

J. M.
Director
H&R Block

Potential Audiences

Lunch and learn groups
Team building interventions
Team 'recreational' activity
Special events
(e.g. stockholder meetings,
after hours special events,
executive client visits)
Optimal group size: 8-10 people

Embellishment

Single sessions expand
awareness
Series of sessions build skill
1-on-1 sessions individualize
Sessions adapt to organization
and/or team needs and goals
Art museum off-site visits or
corporate art collection on-site
Not-for-profit fees offered

Artful Observation™ is a multifaceted program based upon two fundamental principles:

- "looking" and "glancing" are different
- "interpretation" can be objective or assumption

An experiential program, **Artful Observation™** accesses visual art to expand participants' capacity to *look* rather than glance and distinguish objective from assumptive *interpretation*. “Art knowledge” is not a prerequisite for looking at visual art and gaining new insights into various aspects of observation. Questions guide participants to actively and dynamically use their eyes, to express penetrating observations, and to reflect upon professional and personal implications and applications.

Controlled-study research verifies medical students' visual diagnostic skills improve with this training. Understanding looking and interpreting are critical skills to their profession, law enforcement makes this training mandatory. Business knows teams learning via shared experience results in common language and understanding that accelerates team processing and increases their capacity to 'self-adjust'.

Artful Observation™ easily flexes to meet client's unique needs:

- sensitize sales, management, staff to subtleties that influence relationships and communications
- strengthen 'critical thinking skills' and self-awareness regarding 'assumptive' thinking
- offer as a 'self-select' off-site training program
- conduct as a meaningful team building experience
- add meaning, culture and diversity to employee, client, board meetings/events
- 'rounding out' key employees/executives whose roles benefit with cultural grooming

Sessions are adapted to specific needs and outcomes upon request.

ROBIN GROSS BIOGRAPHY

Formally educated as an MBA with Organizational Behavior emphasis, Robin has worked in a wide-range of organizations. She has worked in varied operational areas including IT, engineering, sales & marketing, product development, strategic planning, and human resources. Her "hands-on" work experience ranges from line operations to management before becoming an external consultant.

Robin has owned and operated several businesses. For four years she devoted full attention to FaFa Gallery, a Gallery offering traditional Chinese furniture and cultivating an appreciation for the Asian essence. “An experience unlike any other that taught me what was lacking in my formal education”. Exposure to fine art has enriched and expanded Robin's understanding that Organizational Development (OD) and change is more 'art' than 'science'. Having practiced in the OD field for 25+ years, Robin is experienced at assisting leaders and organizations with both the soft and hard side of recognizing, planning, and executing change.