

Case Study – Kellogg Innovation Network

Opportunity Addressed

The Kellogg Innovation Network, a platform for ongoing collaboration between Kellogg faculty, corporate innovation leaders, nonprofits, and government. KIN was seeking an integrated arts experience to support the Growth for Good theme of their 2015 summit, KIN Global. With this annual global leadership convening, KIN must do more than educate; *they must inspire change.*

The 5HE approach

While previous arts experiences at KIN Global typically occurred during the annual Etudes for Innovation performance for the purpose of inspiring and entertaining the delegates, 5HE responded by working with KIN's Executive Director, Robert Wolcott, to integrate the ensemble's work in three touch points throughout the summit. Leveraging 5HE's decade of experience in arts-integrated learning, the ensemble created three experiences that support organizational growth through new leadership models and meaningful collaboration:

- Sonic Meditation: Before the opening bell of the conference, delegates participated with 5HE in an immersive experience that builds a transcendent sonic landscape through a simple alternation between singing and listening, demonstrating the building blocks for effective communication.
- Chamber Music Conversations: We showcase the shared leadership and conversational models we use to develop creative work as a team through a raucous performance piece that uses live projections to narrate a typical chamber music conversation. In this paradigm, we highlight how new ideas are initiated and supported, and exemplifying the flexibility required for individuals and groups to develop creative solutions
- Etudes for Innovation: The culminating performance uses Terry Riley's masterwork, *In C*, to demonstrate the importance of speaking and listening both inside and outside of any organization, a vital step in corporate social responsibility. As a surprise for the delegates, spoken word samples and photographs of delegates from all over the world appear as additional voices in the ensemble during the climax of the work, literally integrating their voices into ours.

Outcomes

Delegates' feedback to these three experiences was overwhelmingly positive. Respondents noted the creativity with which 5HE contrasted dysfunctional and ideal collaborative conversations through a dynamic and entertaining artistic lens. They also praised the ensemble's focused and engaging spoken presentation style, which was an unexpected skill set for musicians to possess. New relationships cultivated as a result of 5HE's presentation at KIN include those with educational institutions, major international corporations, and leading edge innovation consulting firms eager to explore the fresh perspective that arts-integrated experiences can bring.

The Moral of the Story

Through this engagement with KIN, we explored the profound possibilities that exist when arts integrated learning is applied in the corporate space. With a strong partnership between the ensemble and its partner, one in which goals are identified and artistic principles are meaningfully integrated into the experience. Participation in the arts is vital to re-balancing the human experience, opening the mind to new modes of leadership, communication, and creativity in a culture that traditionally values efficiency over discovery. In doing so, these experiences incite innovation, foster true collaboration, and catalyze cultural change.