



TRANSFORMING PEOPLE & ORGANIZATIONS

THROUGH THE CREATIVE POWER OF FESTIVALS & THE ARTS

Roosevelt Finlayson and Michael Diggiss are the developers of FITW

DEFINITION

Festival in the Workplace (FITW) is a transformation process that stimulates people to become their most creative, productive and passionate selves.

FITW is based on lessons from festivals and the arts and the process serves as a catalyst for the development of a new organizational culture that ignites the creative spirit and passion for personal and organizational excellence. In such a culture, people experience joy, meaning & fulfillment.

WHY FITW?

- The increasing demands of globalization for greater productivity and competitiveness.
- The critical need to enhance the learning process in educational institutions, private sector organizations and government agencies.
- The growing movement to integrate the arts, technology and business that is linked to the emerging creative economy.
- The hunger for meaning, fulfillment and joy from our work.



Members of Colours Junkanoo Organization perform during the opening of the 2nd Int'l. Dialogue on Festival in the Workplace, Nassau, Bahamas



HOW CAN FITW IMPACT YOUR ORGANIZATION?

- Creativity
- Collaboration
- Learning
- Productivity & Quality
- Level of engagement
- Strategy development & implementation
- Personal and organizational transformation
- Leadership

OUR VISION OF THE KEY CHARACTERISTICS OF ORGANIZATIONS WHICH HAVE FULLY EMBRACED FITW:

- Freedom to be creative
- Shared responsibility
- Shared purpose & vision
- A sense of community
- Collective ownership
- Celebration

THE FITW EXPERIENCE

The FITW experience includes an ongoing daily component where we ask ourselves how the lessons from festivals and the arts inform us of how we should behave on a daily basis in relationship to our co-workers, customers and suppliers.

The FITW experience also includes periodic festival events. These events can include managers and staff and their families (and other stakeholders where appropriate) participating in creating visual art, singing, dancing, playing musical instruments, performing in skits, displaying craft work, or exhibiting floral or food displays.

The activities in a festival are only limited by the interest and imagination of participants

HERE ARE 4 ORGANIZATIONS WHICH HAVE EMBRACED SOME ELEMENTS OF FITW:

- ❖ Radisson Cable Beach and Golf Resort (Bahamas) – annual arts and craft festival.
- ❖ Doctors Hospital (The Bahamas) – employee recognition.
- ❖ Uriah McPhee Primary School (Bahamas) – learning festival.
- ❖ The CARICOM Secretariat (Guyana) – annual staff talent festival.

ORGANIZATIONS USING SIMILAR PROCESSES:

- ❖ The Bahamas Electricity Corporation.
- ❖ Phoenix Park Gas & Processors (Trinidad & Tobago).



DEVELOPING COMMUNITY IN THE WORKPLACE

It is our aim through FITW to generate workplace conditions in which people freely choose to enter into deep, caring and supportive relationships. Through these relationships they would develop friendships, experience vulnerability and become open to changing their thinking and way of being. Ideally in this environment people will be motivated to construct together new meaning and develop a community in their workplace that is characterized by high levels of trust, the freedom to be creative, ongoing learning and collective ownership.

THEORETICAL FRAMEWORK

The developers of FITW have intentionally looked through the lens of management science, the social sciences and the arts. Social Constructionism provides the broad umbrella framework. They have also drawn from the work of anthropologists Victor Turner and Roberto Da Matta (Liminality); educator and historian, Hollis “Chakldust” Liverpool (The Carnival Traditions in Trinidad and Tobago); philosopher, Mikhail Bakhtin, (Rabelais and His World); Johan Huizinga (Te Play Element in Culture); psychologists Lev Vygotsky (Zone of Proximal Development); Barbara L. Fredrickson (Positive Psychology), Mihaly Csikszentmihalyi (Flow), Howard Gardner (Multiple Intelligences) and Daniel Goleman (Emotional Intelligence); and organizational psychologist Barry Johnson, (Polarity Management).



Learning of the creative process in a “Shack” of One Love Soldiers Junkanoo Organization.