

## the benefits

'Music in the workplace has increased efficiency, lifted spirits, and even bound society together. Music still does all of this, and it is one force that can help carry us forward into the future.'

– Gordon Marc le Roux, "Whistle While You Work":

*A Historical Account of Some Associations Among Music, Work, and Health*

'[T]he study of music offers us a wealth of "tools" that can have a profound effect on our performance in the workplace. Entrainment, keen sensitivity, and rhythm and flow all work in concert to enhance our work to the point where it no longer feels like work! The virtuoso performer makes it look easy, because it is easy!'

– Peggy Rostron,  
*"Musicians' Tools" for the Workplace*

'Humans have the need to belong, to be part of a group of individuals who share interests, and who come together for a common purpose. Such needs are as important to children and teens as they are to people in mid-life and to senior adults. In fact, it is increasingly being understood that this need for connection with others may be the most important component contributing to quality of life.'

– Dr. Alicia Ann Clair and Karl T. Bruhn,  
*American Music Conference*

'The arts enrich communities and employees, and also stimulate the kind of intellectual curiosity our company needs to stay competitive.'

– Norma R. Augustine, Chairman and CEO,  
*Martin Marietta Corporation*

'Creativity is essential because it is at the heart of innovation, and innovation is a growth driver and, therefore, a business imperative. That is why, for several years, The McGraw-Hill Companies has been using arts-based learning as a training tool in several key leadership initiatives... the arts have served as a complementary vehicle to more traditional learning approaches. They have helped to change attitudes by letting employees confront their assumptions in a nontraditional and non-intimidating environment.... The results of using arts-based learning and training have been very positive for The McGraw-Hill Companies.... Arts-based training is part of an overall strategy and commitment of the corporation to help "surface" creativity.'

– Terry McGraw, Chairman and CEO,  
*The McGraw Hill Companies, in Journal of Business Strategy*

'Creativity isn't the sole province of artists and musicians – it's the ability to find better ways to make products or to find and fill needs that no one noticed existed.'

– Richard Florida,  
*The Flight of the Creative Class:  
The New Global Competition for Talent*



# music@work

bringing the  
**power**  
of music  
to business

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of music

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## why?

The enormous benefits of music education for children have been widely researched, but the benefits for adults are just beginning to be understood. Now more and more forward-thinking businesses are working with musicians to solve problems, enhance performance and morale, and help staff with their professional and personal development.

It is to everyone's advantage to make the workplace a happy place for employees. Quite simply, the more we can 'play', have fun and revitalise, the harder and more efficiently we'll work. Recreational music making has been scientifically proven to reduce employee stress and depression, and improve staff retention. Not only that, it encourages greater interaction, enhances relationships among colleagues and between junior and senior staff, and stimulates creative problem solving.

Based on the New School's very popular 'Introducing' courses and outreach workshops, Music at Work is a programme designed to bring music – and all its benefits – right into your workplace. These short courses offer a unique employee benefit, an innovative approach to corporate team-building, a great social outlet and provide an excellent means to:

- Tap hidden potential and creativity
- Promote communication and listening skills
- Encourage support and trust among employees

Absolutely no previous musical experience is required!

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Please contact the school office on (01) 478 1884 or info@newschool.ie with your specific requirements.

## how does it work?

One of our teachers will be assigned to your company for a brief residency (generally ten weeks long, but shorter or longer residencies are possible). He/she will teach weekly one-hour classes which usually take place during business hours (at lunchtime, for example) but may also take place after work. The residency can, if desired, culminate in a performance for other company employees. Residencies can be one-off, they can continue for another period, or your company can opt for a different instrument or subject for the next residency.

## the teachers

Our teachers have been carefully selected for their ability to work with and inspire adult learners, as well as their experience with group music tuition.

## facilities needed

The courses require a staff room or canteen large enough to accommodate the class, a CD player and whiteboard or flipchart with marker. For the bodhrán, guitar and violin courses, participants will need to bring their own instruments, and at least one music stand will be required for every two participants in the guitar and violin courses. (Waltons music shops can provide both instruments and stands at substantial discounts.)

## how much do they cost?

Course fees depend on length (number of weeks) and sometimes distance, if a lot of travel time is involved. Our basic fees for ten-week courses taking place in or around Dublin city centre are:

€1400 for instrumental and singing courses and Company Choir  
€1650 for Samba



## the courses

### bodhrán for beginners

A simple wood and goatskin drum, hit with a wooden stick, the bodhrán is the heartbeat of Irish music, and there's nothing that quickens the pulse quite like beating one! In this course – a great stress reliever – participants learn the main rhythms of traditional music, reels and jigs, and move on to polkas, hornpipes, slip jigs, etc. When they've mastered playing 'straight' in these metres, they can get creative with rock, funk, Latin rhythms, etc. and are encouraged to find a style of their own.  
Maximum class size: 10

### guitar for beginners

This course is a relaxed and enjoyable introduction to the most popular instrument of all time. Classes progress through a varied and interesting repertoire, ranging from pop songs to classical pieces – even including blues, jazz and rock solos – while participants develop their technique. Attention is also paid to ensemble playing and song accompaniment. At the end of the course – with a little practice – participants should have a solid grasp of guitar fundamentals and a fine repertoire of songs.  
Maximum class size: 10

### singing for beginners

This popular course – an excellent confidence booster – introduces participants to the fundamentals of voice training. They observe and participate in basic singing tuition, learn how to choose songs that suit their voices, and begin to explore the technical side of singing, discovering the application and use of Focus and Support. But most of all they learn – in a relaxed and supportive environment – to get up in front of others and sing!  
Maximum class size: 10

### violin for beginners

Let's start by getting rid of the myth: if you want to play the violin you don't have to start at an early age. True, if you want to be the next Maxim Vengerov, Anne-Sophie Mutter or Nigel Kennedy, the younger you begin the better, but at the New School we believe that students at any age can learn to play this magnificent instrument – and play it well. This course is designed especially for the adult beginner and classes, though relaxed and enjoyable, are designed to build skills methodically and thoroughly.  
Maximum class size: 10

### samba

Samba is a highly energetic and rhythmic musical style, renowned from the Carnival festivities in Rio de Janeiro. This dynamic course – an effective team-builder – introduces samba's Afro-Brazilian rhythms through drumming in a group setting. Participants develop their musical skills and learn specific rhythmic patterns, techniques, songs, and calls and responses. They learn to perform on a variety of percussion instruments. But most of all they learn to communicate and work together as a team to weave an irresistible tapestry of sound. Maximum class size: 20

### company choir

A perfect opportunity to bring staff together to literally 'sing from the same hymn sheet'. A company choir will boost morale, foster teamwork and group spirit and help create a network for employees within an otherwise large workplace. The choir can work on songs and styles ranging from classical to jazz and gospel to pop. Central to all of this is learning how to sing these songs in harmony – from simple two-part harmonies to more complex material. The choir can be made up of any combination of male and female voices. Maximum class size: 20