

The Value in Culture for Commerce

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Creatives, artists, and musicians think and behave differently. It's a blessing and a curse when it comes to communicating value, especially in business. The creative output, when commercially understood, gets people thinking differently and often changes behaviour.

In mental health alone this has been more appreciated in society over the COVID pandemic. The creative industry has shown the benefits and value it brings to the world. Yet there is still a resistance in the business world to invest in anything that is not articulated as a specific outcome. Left-brain logic wins and society loses.

Creatives are often viewed as lesser than business experts, and logical thinking is more highly valued than creativity in many businesses. Businesses are missing out on some great opportunities. Businesses that actively engage in providing musical education for their employees, for example, experience lower levels of turnover, greater loyalty, and cross-department engagement.

In larger companies facing the challenge of skills shortages this can save them thousands in costs and is invaluable in keeping their customers happy. Yet this is not so easily communicated as value by the artists themselves – or recognised by business. When business leaders meet artists and creatives as equal partners, they can recognise the worth of what each party can bring.

The problem is businesses do not encourage risk-taking activity of not having specific outcomes and artists don't communicate the value of experimentation in business language. Artists often start a project without a specific outcome in mind and produce something unexpectedly great.

Business leaders want defined outcomes and put a great deal of value on a result. When you add a creative approach to the mix it creates a certain discomfort that many people cannot tolerate. Entrepreneurs are the exception. They can tolerate high levels of uncertainty and think rather more creatively than an employee. Owning a business also gives you that freedom. Entrepreneurs have a lot of the same approaches as creatives and artists – an open mind, a willingness to try new things, see other perspectives.

Entrepreneurs have a voice that is clearly heard (the daily news has a business section, whether that's in print or in any other media); creatives and artists are not seen as such high value in the business world. Yet there is huge value in the creative sector that goes under appreciated because of a lack of understanding of the artistic process. Sharing this process with the more traditional corporate world would mean that more creative thinking is encouraged – creating better business outcomes and a happier, less stressed society.

There's an intersection of strategic thinking and innovation that is present both in being an entrepreneur and being an artist. Being exposed to different ways of thinking helps both creatives and entrepreneurs get more from their businesses.

There's great value to be had if more creatives and artists had the opportunity to share experiences with people from a more entrepreneurial perspective. Similarly, if entrepreneurs and business professionals understood from creatives how they develop their artistic practice, there would be more value creation in the business world. **There's real value in artists not just being creators of art but creative thinkers; being able to think creatively is both untapped and useful for business.**