

# Translating Skills from Culture to Commerce: A Quick Guide

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The similarities between creative organisations and commercial organisations are many and varied and the potential for knowledge and skills transfer from the Creative Sector to the Commercial Sector clearly exists.

## **Obvious examples of similar workplace 'challenges' for organisations in both sectors include:**

- the need to embrace diversity and difference (e.g. in terms of people, knowledge, skills, experience and behavioural preferences)
- the need to develop an ability to cope with constant change
- the need to work effectively together to achieve a shared goal or vision
- the need to acknowledge, accept and potentially learn from feedback from your 'critics'
- the need to innovate and to develop new ideas.

## **Learning and knowledge transfer during 'Arts-based' development workshops takes place in a variety of ways; these can include:**

- observing or listening to the 'creative practitioners' whilst they work and/or complete a task
- participating in a 'creative task' (e.g. trying or doing something that is new or different)
- learning something new in a new environment or in a different way
- having fun and/or creating a memorable learning experience (e.g. working in a theatre, or in a museum, or with a group of professional musicians or opera singers, etc.)

## **Examples of the key lessons, knowledge and skills transfer generated by 'Arts-based' development workshops include:**

- Team bonding and team building
- Effective team working – Succeeding together
- Creative thinking and problem solving

- Effective leadership – How to bring and/or get the best out of your colleagues
- Performance improvement
- Communicating and listening effectively

## **How to develop an 'Arts-based' learning and development offering :**

1. The 'Creative Learning Provider' recognises, appreciates and values the knowledge and skills that they can transfer to other Sectors – The creative organisation should recognise and value the similarities between the 'working practices' and 'business needs' (e.g. in terms of leading people, effective team working, communications, problem-solving, performance improvement etc.) of creative organisations and commercial organisations
2. The 'Creative Learning Provider' does not try to be everything to everyone; they identify 3-6 lessons at most – The creative organisation should identify the knowledge and skills (i.e. the 'lessons') that it is going to share with the workshop participants and then design it's learning and development offering accordingly
3. The 'Creative Learning Provider' ensures that their lessons are 'relevant and relatable' to the Commercial Sector – The creative organisation needs to 'translate' the knowledge and skills (i.e. the lessons) into a 'language' that the commercial organisation knows and understands
4. The 'Creative Learning Provider' designs a workshop that is memorable and 'conversation-worthy' and the lessons that they share are 'doable' – The creative organisation should identify how the workshop participants will 'learn' during their learning and development workshop (e.g. through observation, by listening, getting involved, working in creative space/place etc.) and how they will ensure that the knowledge and skills transfer is memorable, 'conversation-worthy' and 'doable'.