



# Bewegte Prozessbegleitung

## Eurythmy at the workplace

This unique movement art can promote self-awareness, communication, and collaboration among employees and leaders, enhancing overall organizational harmony.

As part of a six-month training program for business eurythmists, a two-day workshop focused on helping participants define their identity, clarify their offerings, identify their target audiences, and build lasting connections through effective communication and strategic approaches.

**Workfields:** Coaching



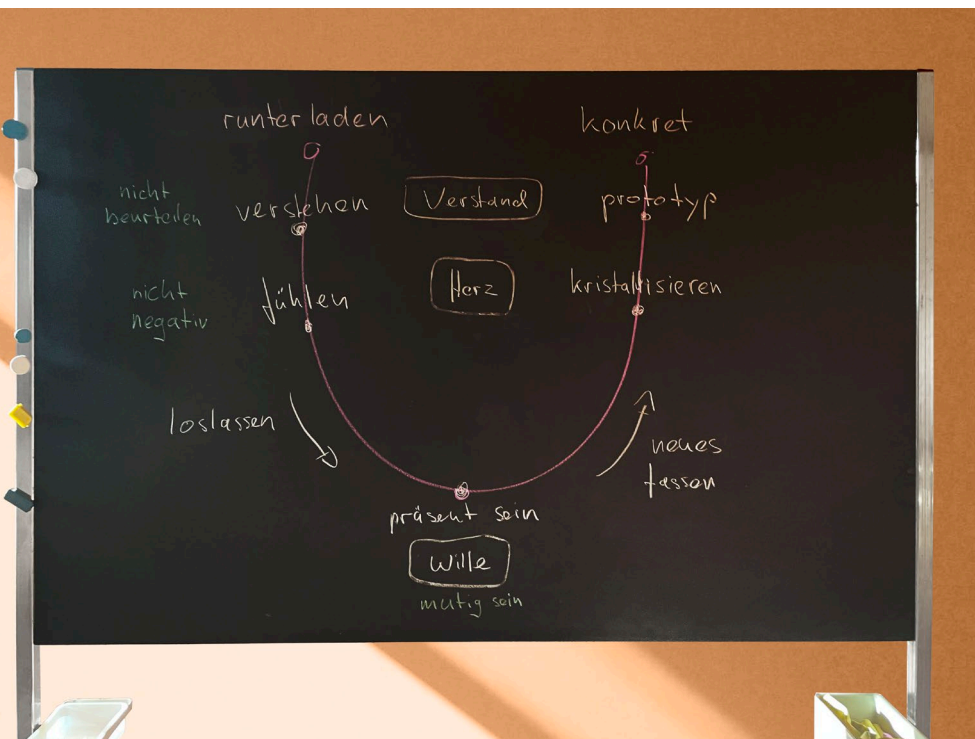


## What is eurythmy?

Eurythmy is a movement art that integrates body, mind, and spirit. To use it in the workplace is a new approach which can foster self-awareness, improve communication, and strengthen collaboration by encouraging individuals to connect more deeply with themselves and others. This holistic approach enhances presence, clarity, and mutual understanding, benefiting leaders, teams, and employees in their daily interactions and decision-making.

# Navigating

# Complexities



A helpful tool for the process: Theory-U by Otto Scharmer

One of the challenges as a marketing coach working with eurythmists in this format is translating the deeply artistic and holistic nature of their work into clear and practical objectives and a language that resonates with corporate clients.

Eurythmists may be more accustomed to expressive, non-verbal communication, so helping them articulate their value in business terms, while maintaining the essence of their art, can be challenging. Additionally, aligning their creative identity with market demands requires careful balance, ensuring that their authentic approach isn't lost in the process of positioning themselves within the corporate world.

# (kalt-) Akquise

○ Bestseller ←


○ Unternehmen mit

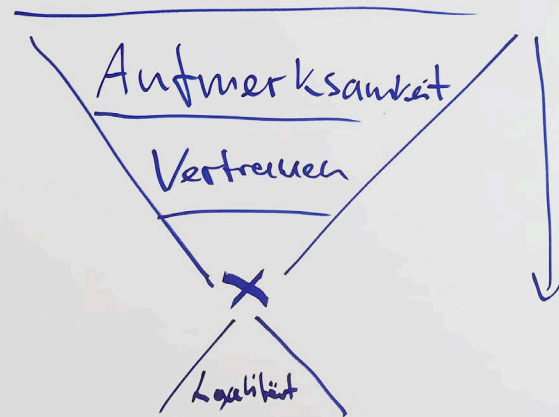
○ Menschen mit

○ Kanal mit Pot

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|  |            |                          |                        |                    |
|--|------------|--------------------------|------------------------|--------------------|
| Mission  |            | Vision                   |                        |                    |
| Identität<br> | Zielgruppe | Mehrwert                 | Aufwand<br>Tätigkeiten | Einnahmen          |
|  | Kanäle     | Alternatives<br>Angebote | Ressourcen             | Kosten<br>Ausgaben |



Creating realistic and individual objectives through a variation of the business canvas.

Understanding the basic principals of a sales funnel.

# Exploring

In the workshop, participants were introduced to Theory-U as a framework for the realization of ideas, starting with self-perception through eurythmic movement and translating these experiences visually onto paper.

They then worked on defining their mission and vision, identifying the unique value of their offering, and using a business canvas to create tailored business plans.

The group explored how to identify and reach their target audience, understanding marketing strategies for eurythmy, sales funnels, and effective communication channels.

Through collaborative exercises, participants refined their ideas and developed actionable steps for proactive acquisition and launching their business.



# Potential



# Valuing Feedback

In a feedback survey, participants of the workshop appreciated the practical approach and how closely it aligned with real business scenarios. They especially valued the adjusted business canvas, noting they will use it repeatedly to realign with their goals or when they fall off track.

Many expressed feeling more courageous and confident, with a clearer understanding of their identity and positioning in the business world, whether in social or business eurythmy.

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