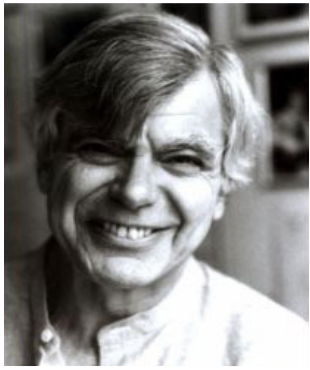


PATTON

Golden Jubilee Year
CMA
Profit the Mind
Calcutta Management Association

Eastern Institute of Management

CMA-PATTON TALKSHOPPE



SPEAKER: ALAN BRODY, Music and Theater Arts
Massachusetts Institute of Technology, USA

TOPIC: THE ARTS ARE GOOD FOR BUSINESS

DATE: *Friday, August 10, 2007*

VENUE: *Eastern Institute of Management, 50 Chowringhee Road, 7th Floor, Kolkata 700071 (Opp Birla Planetarium)*

TIME: 5:30 PM

Alan Brody is Professor of Theater at MIT, teaching playwriting and acting, and till recently was the Associate Provost for the Arts. Alan was invited to set up the MIT Theater Department in the late 80s, and can be credited with having provided the initial and driving vision for the path Theatre at MIT has taken over the last two decades. He is also a playwright – his plays have won numerous awards and have had productions and staged readings at various venues in the USA. **He is also dedicated to overcoming the ‘bilingualism’ – as he puts it – that separates people from different fields (for instance, even though artists and scientists might be speaking in English, they are often speaking different languages).** In addition to his contribution in this area through the very setting up of the MIT Theatre Arts department, he has also been a key player in a series of meetings between artists and scientists at MIT – building a crossover community that has also given rise to a series of science plays, including Alan Brody’s own *Small Infinities* on the life and work of Isaac Newton.

KEY POINTS

1. Recent college graduates who have had some training in the arts come to their work with
 - a. a greater vocabulary in problem solving
 - b. an ability to work in groups and ensembles
 - c. self assurance that leads to easier communication and an ability to make interesting presentations.
 - d. Trained ability to listen and see on many levels
2. **Encouraging the arts in your business' community attracts the best employees, especially at the senior level.**
3. **Experience in the arts helps develop a tolerance for ambiguity and an ability to think in original ways at all levels.**
4. Secondary economic effects of the arts in a community
 - a. Restaurants
 - b. Auxiliary shops
 - c. A lively night life in urban areas

Some ideas about how to develop the component of the arts in your work force, and examples from the American business community

LIMITED SEATS

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