



Olga Sanachina: Deep Work in Corporate Culture Through Theatrical Direction and Physical Practice



Olga Sanachina is co-founder of the project “Vozdukh Center”, co-founder Playback Theater and Central School of Playback Theatre in Russia. Find out how artists work with businesses to enhance business-client relationships.

TOP EMBODIMENT TIP: Feel connected with your creativity, work with your body’s feelings, and express it to the world. It will always be needed.

Preparing for an event: events needs some preparation in order to start and to create connection

- When a musical conductor starts a musical piece, they usually use movement of the hands and take a particular pose. This results in connection with the whole orchestral team.
- Imagine that you have a small stick in your hand, and soon you will create a great orchestra musical. Try To connect with the energy of the conductor.
- You can go from inner focused energy to outer focused energy, making your focus wider, putting it on the whole room. Notice how your body changes.

How artists help businesses:

- Business has **too much thinking and not enough presence**. Not enough acknowledgement of you as you are, as a person, with all your uniqueness, skills and meanings you bring.
- Many businesses want transformation. But transformation is always connected with some personal processes. If people don't involve themselves with their emotional process, it's very difficult to achieve transformation.
- Companies need artists' help to go through this transformative process.

Performance is:

1. performance is an action
2. Performance is an intercommunication
3. performance embodiment is a tool of the artist

Exercise to create human to human connection in business

- Have clients see business associates as humans. Have business associates see clients as humans.
- For one hour, observe a body part, whether it be a chin, eye color, or nose. Really notice and study the differences.
- Usually, people are not oriented to people. This is a process of looking at people and really noticing them.

Resources

- ❖ **Website:** <https://www.vozdukh.center/>



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