

## The Arts for Wellbeing: A conceptual framework for workforce resilience and retention

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The environment is becoming increasingly competitive. Attracting and retaining a talented workforce becomes a key strategic priority for many organisations. Notably, according to Blake (2006), one of the largest costs in different types of organisations is their employee turnover. At the same time, the financial cost to British businesses of mental ill health is an estimated £26 billion per year – that is equivalent to £1035 for every employee.

Employer Branding (EB) has recently received a lot of attention as a specific way of managing corporate identities. Connecting the Human Resource Management strategy with the corporate branding is perceived as a way of standing out in the workforce recruitment market.

In parallel to work undertaken in organisations, interdisciplinary work into the use of the arts in psychotherapy has evidenced the value of arts-based techniques and therapeutic principles into the treatment of mental health issues. To date, this work has primarily focused on initiatives aimed at health and mental health conditions in particular; research on both preventive and treatment options is available.

This presentation aims to bring together two very diverse disciplines, employer branding and arts psychotherapies. It will draw on research from these two disciplines (Karkou et al 2019; Konstantopoulou 2017) and will propose a conceptual framework for building workforce resilience and retention strategy.

### References:

Karkou, V., Omylinska-Thurston J., Thurston S. & Lewis J. (2019) The Arts for the Blues: Overview - An interdisciplinary collaboration between therapists and artists for dissemination and innovation in the treatment of depression. Paper presented at the Arts and Psychotherapy symposium 28 02 2019, Edge Hill University, UK.

Maheshwar, V., Priya, G, Lodorfos, G and Konstantopoulou, A (2017) "Exploring HR practitioners' perspective on employer branding and its role in organisational attractiveness and talent management" *International Journal of Organizational Analysis*, 25 (5) pp. 742-761.