*Ballroom Impacts Business*

Increased multi-media access has enhanced worldwide interest in ballroom and Latin dancing. As its popularity grows, an opportunity emerges to strengthen the knowledge, value and appreciation of dance in the corporate arena.

In times past, dancing may have been viewed in the corporate world as a reward or social interaction for employees of higher management (board members, senior executives). Corporations now use dance to focus on general employee health and mental development. Programs are being offered at all levels to improve cultural education, physical and mental health, diversity awareness, and team dynamics. All of these can be directly impacted and enhanced through dancing.

Results to consider:

1. **Education:** Studying various dance styles increases knowledge of world cultures and historical backgrounds.
2. **Health:** Stimulation and coordination of mind, muscles and movement relieves stress while developing mental focus and physical endurance; encourages discipline and goal pursuit.
3. **Diversity:** Awareness of differences in dance genres, techniques and music encourages appreciation and blending of varied cultural backgrounds, lifestyles, and talents of people.
4. **Team Dynamics:** Ballroom and Latin dancing require partnering skills and balance through lead/ follow principles. Heightens understanding and support between each partner. Increases awareness and respect to strengthen relations between employer – employee.

I have observed the effectiveness of these elements in a corporate environment through the presentation of dance. Over a period of five years, I participated in the exhibition of two educational and cultural dance videos in corporate diversity events. These branched into two personal performances and a statewide event for an executive/management competition which continued annually. An extension of this resulted in group dance sessions to improve teamwork.

In pursuing dance opportunities in a corporate environment, here are a few things to consider:

* Professionalism – in attitude and attire, be respectful to audience and environment
* Proposal – prepare presentation materials; study and know your customer
* Patience – with perseverance; ask, then ask again - improving your content and presentation
* Pleasure – whatever their response, leave with courtesy that they respect you and your art

Inspire others to recognize that dancing has been an integral part of living and communicating throughout time and will continue to thrive for ages to come. Create opportunities to encourage the corporate world to use dancing as an inventive tool to improve life styles and increase workplace relations and productivity!