

PRESS RELEASE - 20 APRIL 2021

THE 'CHOIR SINGING AND POSITIVE ENERGY' TEAM-BUILDING EVENT: A UNIQUE COMBINATION TO REBUILD CONNECTIONS

Fanny Aymer, choir director and founder of Choral and Company, and Domitille Desrousseaux, a certified professional coach, are launching a unique team-building experience combining choral singing and positive energy. Designed for large companies and SMEs, it helps colleagues reconnect through an activity that brings well-being and relaxation.

A situation that separates teams and heightens stress and burnout risks

After months of dispersed teams and widespread remote work, companies are looking for ways to reconnect colleagues and strengthen their engagement and sense of belonging. They also face lower self-esteem among employees and rising psychosocial risks, including stress and burnout.

Team building to strengthen cohesion and unlock potential

Fanny and Domitille's programme alternates group singing with exercises that build self-esteem and energy.

The physical benefits of singing are well known: reduced cortisol, the stress hormone, and the release of dopamine contribute to a remarkable sense of well-being. Singing also offers an outlet for emotions and encourages relaxation through breathing. Group singing amplifies these benefits. Each participant contributes to a shared activity whose outcome inspires pride, while colleagues discover one another in a different light.

Alongside choral singing, self-esteem exercises help participants express themselves, listen and find their place in a group. They explore how thoughts affect energy levels and use positive messages to move forward. Creating a "centre of excellence" also helps them learn to recharge and draw on their strengths in daily life.

Goals and content defined together with the company

A preparatory meeting sets the goals: well-being at work, self-esteem, constructive relationships within and across departments, team cohesion and a sense of belonging. The session's duration (four hours to a full day), format and desired follow-up are agreed in advance with the company.

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