

REBUILDING CONNECTIONS AT THE WORKPLACE THROUGH CHORAL SINGING

In 2021, choir director Fanny Aymer founded Choral and Company. After joining Orange in 2010, she experienced the many benefits of singing in a company choir. When she arrived in Luxembourg in 2019, she set out to bring the richness of choral singing to businesses in Luxembourg and the Greater Region. With activities available for groups of 15 or more, Choral and Company's services are designed for CEOs, human resources and communications directors, and works council representatives in companies of every size.

Teams disrupted by the health crisis

The health crisis brought unprecedented change for employees. Remote work in many companies created physical distance and affected relationships between colleagues. Team cohesion, well-being, psychological balance and connection to company values all suffered. As teams gradually return to their workplaces, businesses face the challenge of reconnecting people and rekindling engagement.

Choral singing: physical and psychological benefits

The physical benefits of singing are well established. It brings a remarkable sense of well-being by reducing cortisol, the stress hormone, and releasing dopamine, associated with pleasure. Singing also gives emotions an outlet and offers relaxation through breathing. Singing in a group magnifies these benefits. It develops listening, concentration and self-confidence. Every voice has a place in the group and contributes to a shared work: a source of individual and collective pride.

Fresh energy for the company

A choir brings colleagues together in an activity beyond their day-to-day work. They get to know one another in a different setting, opening up conversations across hierarchies around a shared interest and rebuilding trust. They save valuable travel time by singing at work. The company gains more relaxed, closer-knit colleagues with a stronger sense of belonging. A choir can also set an employer apart when attracting new talent.

Accessible to all and easy to organise

Choral singing helps everyone feel included, whether they are new or experienced singers and whether or not they read music. A company needs no instruments or equipment to get started: a meeting room is enough.

Solutions tailored to business needs

Fanny Aymer begins with a diagnostic session to identify each company's needs and recommend the most suitable approach:

- **Choirs running for a school or calendar year** let colleagues choose to take part together over time in a unifying activity at work. A new network forms across departments and hierarchies. The choir can perform at key company events, such as Christmas celebrations, year-end gatherings and product launches, while showcasing staff talent. Fanny Aymer offers a discovery session at the company to introduce the experience of choral singing.
- **Team-building sessions** create an enjoyable shared moment: thanking a team after a project, gathering at year-end, reconnecting colleagues who often work in different locations, welcoming newcomers or bringing several teams together in a new setting.

All services are available at www.choralandcompany.com.

Fanny Aymer

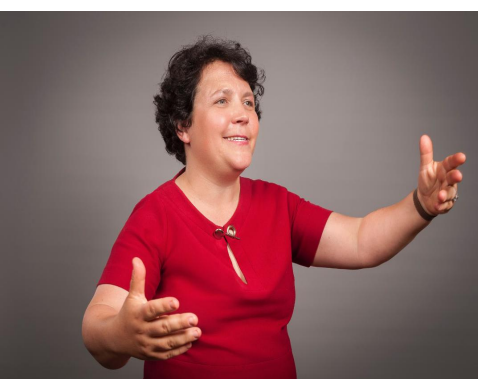
Fanny Aymer is a choir director and communications professional. She has conducted several choirs in Paris and joined Pierre Nimax's choral conducting class at the Luxembourg City Conservatory. She understands business challenges: she spent 10 years at the Paris National Opera as chief of staff to American conductor James Conlon, followed by 10 years in Orange's internal communications division.

She holds qualifications from the École Supérieure de Commerce de Paris, Paris IX Dauphine University in economics, CELSA Paris-Sorbonne and the Conservatoire National de Région de Paris in music studies.

Watch an example of a team-building session on video:

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