

Music as a business performance booster

"Music can alter emotional and physiological arousal much like a pharmacological stimulant or sedative" - Dr Karageorghis.

When we hear about music, our brain releases a feel-good neurochemical called “Dopamine”, which is released when we experience pleasure and reward. But how music has an effect on our business decisions or improve our management efficiency or to improve our productivity in case of professional life?

Many types of research are conducted to find whether listening to music really has any effect on the work performance, the following are the research findings evidencing it:

- **Music Can Improve Cognitive Performance**

The background music, or music that is played while the listener is primarily focused on another activity, can improve performance on cognitive tasks in older adults.

- **Music Can Reduce Stress**

It has long been suggested that music can help reduce or manage stress. Consider the trend centred on meditative music created to soothe the mind and inducing relaxation. Listening to music can be an effective way to cope with stress.

- **Music Can Improve Motivation**

There is a good reason why we find it easier to exercise while listening to music — researchers have found that listening to fast-paced music motivates people to work out harder.

- **Music Might Reduce the Symptoms of Depression**

A study found that in addition to reducing depression and anxiety in patients suffering from neurological conditions such as dementia, stroke, and Parkinson's disease, music therapy showed no negative side effects, meaning it is a very safe and low-risk approach to treatment.

- **Music Can Improve Endurance and Performance**

Another type of research the psychological benefit of music lies in its ability to boost performance. While people have a preferred step frequency when walking and running, scientists have discovered that the addition of a strong, rhythmic beat, such as fast-paced musical track, could inspire people to pick up the pace.

Music has therapeutic effects which enable people to get back to their state of mind. In the case of professional life, most of us are not fully satisfied, so we tend to lose our concentration, interest, and lack the required motivation at times. However, listening to music during work may be an overall solution. But the type of music we hear also has certain characteristics, like a faster tempo creates feelings of happiness or animation, whereas a slower tempo evokes tranquil and sentimental feelings. Songs in higher keys and/or major mode are generally considered happier than songs in lower and/or minor keys. Consonant harmonies are described as playful and happy, with dissonant harmonies see more ominous and sadder.

Effects of Music as a therapy

- **Brain Waves**

- Music with a strong beat can stimulate brainwaves to resonate in sync with the beat, with faster beats bringing sharper concentration and more alert thinking, and a slower tempo promoting a calm, meditative state.
- The change in brainwave activity levels that music can bring can also enable the brain to shift speeds more easily on its own as needed, which means that music can bring lasting benefits to your state of mind, even after you've stopped listening.

- **State of Mind**

- Music can also be used to bring a more positive state of mind, helping to keep depression and anxiety at bay.
- This can help prevent the stress response from wreaking havoc on the body and can help keep creativity and optimism levels higher, bringing many other benefits.

Adding on to this, MSMEs believe that music increases employee morale in the organization. Most of the business organization believe that music makes employees more productive and also playing music at work helps them to increases sales.

Musical Facts for boosting productivity

- i. Ambient music improves accuracy in data entry
- ii. Dance music improves proofreading speed
- iii. Pop music decreases the possibility of errors
- iv. Pop music also helps in faster completion of data entry tasks
- v. When the work requires deep focus, it is better to listen to familiar songs
- vi. Linguistic processing can be accompanied by music without lyrics
- vii. Dopamine, which is released when listening to music can improve focus

Thus, music acts as an effective tool for improving the performance of the personnel and immensely benefits the business organizations.

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