

# EXAMPLES OF OUR KEYNOTE SPEECHES AND EVENTS

Our full menu covers the four subjects in the book 'Sex, Leadership and Rock'n'Roll – Leadership Lessons from the Academy of Rock':

**Mixing Music, Business and Leadership  
Relationships and Teamwork  
Motivation and Leadership  
High Performance, Execution and Delivery**

Here are some examples of sessions we have provided:

## Mixing Music, Business and Leadership

- "Myths and Riffs of Leadership" – Learning to adapt and grow
- "The 3 R's of Business: **R**achmaninov, **R**einhardt and the **R**olling Stones" – Orchestras, jazz, rock and your business
- "Lessons in Product Innovation" – From the Fender Stratocaster, the Dualit Toaster to the IPOD and beyond
- "The Head, Heart and Soul of Leadership" – Leadership lessons from the Academy of Rock
- "I want to break free" – Creativity at work unplugged
- "What's new pussycat?" – An innovation masterclass designed specifically around your needs

## Relationships and Teamwork

- "Let's talk about Sex" – Customer relationships and marketing unplugged
- "The Good Business Relationship Guide" – A digest of the psychology of relationships at work
- "Dangerous Liaisons" – Dealing with politics and conflict at work
- "Communication Breakdown" – Influence and persuasion unplugged
- "Built to Last" – The **B**eatles, **B**etter teamwork and **B**igger Business
- "We will brand you" – Branding unplugged

## Motivation, Leadership and Personal Excellence

- "Love is the Drug" – Motivation and leadership unplugged
- "From **M**aslow to **M**eatloaf and **M**adonna" – **M**otivation explored from the twin perspectives of academia and the Academy of Rock
- "The Leader of the Pack" – Top 20 motivational tips for leaders
- "Great Expectations" – A historical view of innovation with lessons for your company's future
- "Walk on the wild side" – Leading creative people
- "The 3 **P**'s of Leadership" – **P**inciples, **P**ractice and **P**erformance

## High Performance, Execution and Delivery

- "Sex and Drugs and Rock'n'Roll" – High performance and delivery unplugged
- "All the small things: From strategy to execution" – how little things make a big difference
- "Top of the Flops" – Leadership lessons from the greatest Rock'n'Roll failure in the World
- "Chameleons" – Great rock and business reinventors with parallel lessons for business and personal transformation
- "Won't get fooled again" – Developing a true Learning Organisation
- "Blood, Sweat and Tears" – **P**erformance, **P**erspiration and **P**assion unplugged

### What you say about our events

*Thanks to you for your performance and the energy you created! We had great fun and a strong moment of togetherness that will last.*

#### Harald Melwisch, Brand Strategy Leader, Unilever, Italy

*As a confirmed classical music addict. I approached the event with more than a little doubt, especially when I heard them warming up with electric guitars beforehand. But this turned out to be THE event of It's Your Life (2006). The dynamic combination of Peter Cook and John Otway just blew me away. For once I was, and remain, truly inspired. The event was different, by a long, long way, but so much more effective for being so. Thanks to the organisers who took a risk putting it on. I'm glad I took the risk of attending!*

#### R&D Leader – Pfizer