

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, Marketing and Teamwork

Motivation and Leadership

High Performance, Project Execution and Delivery

Here are some examples of sessions we have provided:

Myths and Riffs of Leadership

An exploration of how business cultures are the laid down repeated patterns (riffs) and how these are reinforced by stories, symbols and corporate mythology. Best practice advice on how to change culture is included, plus one or two musical interludes that bring this subject to life. You will leave with a good understanding of how to lever cultural change in your company by bringing together tangible and ephemeral factors into a coherent strategy.

The Head, Heart and Soul of Leadership

An engaging session that reviews approaches to creative leadership, covering lessons from academia and what works in practice. We provide a model for acting in uncertain times and 12 disciplines for leading in an environment of complexity and chaos. The session will be brought to life using examples from Business, Politics and Rock music.

Creativity and Innovation Masterclass

We bring the best of the MBA on creativity and innovation to your company, delivered in a highly engaging and inspiring way.

The Good Business Relationship Guide

A rapid introduction to the psychology of communications using Neuro Linguistic Programming (NLP). You will learn how to bond with people who are naturally different than yourself, how to find out what they really really want, how to tune in to their unspoken responses and how to develop your flexibility to deliver what they want and need. Great for people who have to build / improve / repair relationships at work

Great Innovations of our time

A look at the future using the past as a reliable compass. In this session, we will learn about what makes innovations successful through the review of some innovation classics and some classic failures for contrast. We will apply this learning to the future of innovation and examine your company's own approach to innovation, pinpointing areas where improvements may be made. This session can be attached to an innovative strategy facilitation event, using the keynote input as a 'mental and physical warmup'.

Leadership Lessons from the Greatest Rock'n'Roll Tour in the World – Front of house and backstage

We acted as fly on the wall researchers to cult punk rocker John Otway's World Tour which failed due to a series of classic goofs. Failure contains more potent lessons than success in project management. Hear the story from the stage and what really happened 'behind the stage'. The lessons are highly transferable and the session hugely enjoyable and memorable. The nearest comparison is that of the real 'Spinal Tap' or 'Blues Brothers' tour.

Chameleons – Great Rock Reinventors of our time with Parallel Lessons for Business Transformation

The average lifecycle of a business is 40 years and there is evidence that this cycle is getting shorter. In such circumstances, the ability to reinvent your business to face ever changing customer moods is of paramount importance. In this session we'll look at business chameleons as well as those from the Rock'n'Roll Leadership hall of fame, to draw out relevant factors that separate one hit wonders from lifetime achievers. This can be linked to relevant academic concepts about Learning Organisations if required.

Spontaneous Combustion – Mixing elements

As our events are built to order, we are happy to combine elements that work well together. Some examples that we have done before are shown to give you an idea of what is possible:

Example 1: Leadership conference for 60 NHS Directors

Keynote input on Leadership – 45 minutes

Live improvisation experiments – 30 minutes

Finale input and contributions to bring learning from music together with practical actions to increase meaningful participation in the NHS – 45 minutes

Example 2: Career Development event for 150 Pfizer Scientists

Keynote input on career development in science based R&D by Peter Cook – 45 minutes

Rock'n'Roll career development input by English Eccentric Punk / Folk Rocker John Otway – 45 minutes

Cameo performance by Peter and John to finish the event – 20 minutes

Example 3: Strategy conference for 100 Unilever Leaders

Keynote speech on pre-selected themes of importance to the company – 45 minutes

Team development involving the writing and performance of songs by the entire team – 60 minutes

'Spontaneous Combustion' after hours jam session – 90 minutes

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