

FROM THE BAND ROOM TO THE BOARDROOM

# Everything We Needed to Know About Business We Learned Playing Music

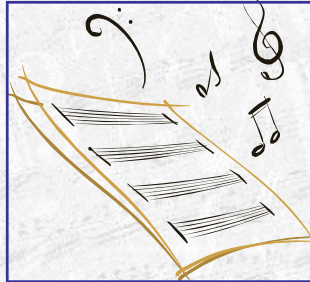
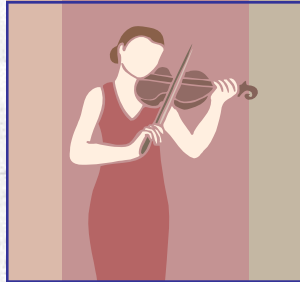


Business Leaders Advocating Music Education as an Instrument of Their Success



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“Singers have to by nature sell themselves. They have to pre-package, market and sell themselves like a product. Naturally, every singer has all the skills to be an entrepreneur. When you’re an entrepreneur, you see a niche and an opportunity in everything.

“Once you learn to channel energy and direct power when you’re in front of people and you’re singing, it’s something you never forget.

“You can’t be a singer unless you are a leader.”

- **Genevieve Thiers**  
Founder & CEO, Sittercity.com  
Opera Singer

“Courage is realizing your fear and going ahead and doing what you should do. So for me, realizing that I had stage fright, the confidence builder was that I did it. I was supposed to get up and do a solo, and I actually finished.

“As a surgeon there are lots of times when you make your incision, and it’s a lot more challenging that you thought it would be...That experience helped me in terms of training me that when you get a little nervous, to use that energy to perfect your performance rather than fall apart.”

- **H. Steven Sims, M.D.**  
Director, Chicago Institute for Voice Care  
Assistant Professor, University of Illinois at Chicago Medical Center  
Vocalist, Trombonist, Bassoonist, Pianist



“You stand at a whiteboard in front of a bunch of clients that are ready to tear you to shreds. You have to be confident to move forward with an idea. You have to be confident to lead in a business way in some direction that you think is going to be right. You’re in the middle of the song, you’ve got your guitar in your hands, and you know you’re in ‘B.’ Ready, go!

“That moment of ‘What am I going to do here? What am I going to play here?’ is absolutely the same as standing at a whiteboard. You’ve got an audience. The audience wants to know what you’re going to do...They can both be hostile. You really have to trust your team. You have to trust your creativity, and you have to be willing to take a risk.”

- **Andrew Mackenzie**  
CEO, Yamamoto, Moss, Mackenzie branding agency  
Guitarist

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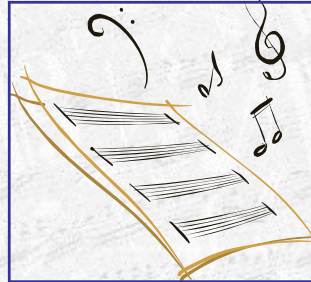
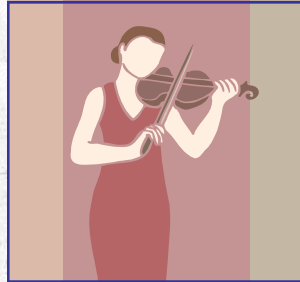


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🎵 **A compilation of interviews with 32 CEO's** and business leaders who played music as a child or adolescent and view that experience as a defining one in preparing them for success.

🎵 **The 9 common lessons** learned, attributes developed, and insights gained are identified, discussed, and illustrated through the experience and personal accounts of the research participants.

🎵 **Ideal reading** for business leaders, innovators, music educators, musicians, music hobbyists, and other music enthusiasts.

### Book Details

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### Author Profile: Craig M. Cortello, The "Business Musician"

**In Business:** Craig is a 20 year veteran of business, most recently serving as National Sales Manager of Trinity Consultants, an environmental engineering & consulting firm with 28 offices in the U.S. and China.

**In Music:** Craig is a 30 year music veteran and a music journalist. He has had the privilege of interviewing such New Orleans music icons as Pete Fountain, Ellis Marsalis, Jr., and Marva Wright. His original composition "New Orleans is the One I Love" was the title song of the successful musical cabaret that raised money for Hurricane Katrina first responders.

**In General:** Craig is a sought-after speaker/entertainer for corporate, association, and academic gatherings. His presentations regarding the universal lessons of music and enhancing creativity in the workplace are interspersed with his own musical performance, creating an engaging, memorable, and enlightening encounter. He is a board member of the National Speakers Association New Orleans chapter and of the Metairie Sunrise Rotary Club.

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