

The Music Business: Translating Improvisational Thinking from the Jazz Stage to the Business World

Presenter:

Josh Linkner

OVERVIEW

In this interactive presentation, Josh integrated stimulating dialogue about innovation and disruption with a live jazz performance.

KEY FINDINGS

- **Jazz encourages responsible risk taking.** Now the world is moving so fast...Our metaphor of leadership has shifted from an orchestra conductor (performing the written note) to a jazz combo (small fluid teams celebrating experimentation).
- **Show humanity.** In tie-breaker situations, a layer of creativity can make all the difference.
- **Your new role:** disruptor, innovator, artist, entrepreneur.
- **Five core mindsets of the most innovative:**
 - 1. Every barrier can be penetrated.** No matter how difficult an obstacle may feel, there is always a way to work around it.
 - 2. Video killed the radio star.** Let go of the past in favor of the possible. Challenge underlying assumptions. Try the Judo Flip technique... When you find yourself about to do something in a traditional way, ask yourself, what would happen if you flipped it around? (e.g., American Ninja Warrior contestant).
 - 3. Change the rules to get the jewels.** Change the constraints, the people, the manner in which you do the work. (e.g., Dr. Seuss using only 50 words to write his books).
 - 4. Seek the unexpected.** The unorthodox ideas are the ones that move the needle. (e.g., Audi billboard and BMW response). Technique: explore option X.
 - 5. Fall seven times, stand eight.** The real DNA of innovation is internal resources like grit, determination and resilience (e.g., Jack Ma CEO of Ali Baba in China).

"The hottest tech of all is human creativity. It can't be outsourced."