

THE ENTREPRENEURIAL MINDSET FOR MUSICIANS: PERSONAL AND PROFESSIONAL DEVELOPMENT

From Hickory Drive to Knoxville to Kansas City to Krakow to Hangzhou to.....

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1. **The Road Less Traveled**.....the life of a musician.....*crescendo poco a poco ma non troppo* ----->
2. Why are you here and what caused you to decide to seriously pursue music and make it your vocation?
 - a. Who were your inspirations and who are your heroes now and why?

 - b. If you can pin-point it, what moment or event triggered your hope of becoming a musician?

3. A bit about my personal story and my musical-career evolution – please review the biographical sketch.
4. **Time Management** – the Pareto 80/20 Principle – a daily accounting of the essential tasks to be completed.... For example, have you warmed up or practiced today? If not, why not?
5. **[: THE LEARNING PROCESS** and all of the steps that need to be repeated in some way every day :]
6. **Goal orientation** (immediate, short, medium and long range) – what is it that needs attention, improvement, elimination or reinforcement, and how long will it take for effective changes to take place in your life?
 - a. Short term: dealing consistently, efficiently and effectively and with the daily dance of life.
 - b. Medium term: thinking in terms of three, six, nine months to a year.
 - c. Long term: keeping an eye on the ever moving and maybe ever-changing prize.
7. **Key elements of success**: consistency, curiosity, self-awareness, acceptance and forgiveness, goal orientation, hard work, balance, flexibility, dogged dedication, discipline, determination to daily do the right thing, a giving attitude, knowing when to stay and when it is time to go, a love of what you do, and the value of loved ones in your life.
8. **The Investment Clause**: when will you begin to invest in others as others have invested in you? What do you have to share with others or give back to those in need, community, civic or church organizations, younger professionals in your field, your friends, and your family? Value Added Living – “thanksgiving.”
9. **All boats do not float equally for long or forever**, especially in decision-making, plan implementation, and forward thinking. Sooner or later, you will have to sink a few of your boats and launch new ones – this can be expected or unexpected, gradual or quick. “Be careful what you pray for, you might get it.....”
10. **“Effortless Mastery” by Kenny Werner**: ongoing self-assessment, forgiveness, and goal orientation — get rid of the guilt and feelings of inadequacy, accept who you are and go from there – over and over and over....
11. **Help wanted!** Aids to finding out whom you are and where you need to go – “Beyond Talent” – Beeching & Myles, “The Savvy Musician” – Cutler, and reading inspiring autobiographies or biographies on major figures in and out of your field.
12. **Establishing your personal and professional skill sets and addressing weaknesses**:
 - a. Who are you? As a musician are you: average, good, above average (very good), excellent, outstanding, superior, or are you the ESSENTIAL individual who excels above all others? If not, how will you get there? “Well tell me, Mr. Parkinson, why should I hire you anyway?”
 - b. **Define your skill sets, from #1 through #4 in decreasing levels of ability.**
 - i. _____
 - ii. _____
 - iii. _____
 - iv. _____

c. Define your weaknesses (not just musical) in order of significance, how and when you will address them.

- i. _____
- ii. _____
- iii. _____
- iv. _____

d. **Essential** points to remember:

- You can always get better – someone else already is.
- You can always market yourself better – someone else already has.
- You can always succeed and fail – someone else is doing so right now.

13. What is of vital important to you? Take several minutes to put these items in order, 1-9, or double number.

- ___ Spiritual values and your faith journey
- ___ Career success – for yourself or to make a difference in others’ lives.
- ___ Fame, fortune, and wide recognition.
- ___ Family life.
- ___ Personal well-being: physical, mental, positive thinking, overcoming depression and doubt.
- ___ Giving back to society – community involvement and beyond – as a musician or in other ways.
- ___ Practicing healthy ethics in all aspects of your life.
- ___ Being secure in who you are and what you do, without “banging the bass drum” too loudly.
- ___ Being a leader and/or being a follower: _____

14. “We’ve never done it that way before.” = the last seven words of an organization or individual in serious trouble.

- a. Thinking outside the box, what is your game plan to reach your personal and professional goals, to keep growing, and to keep your heart and mind OPEN despite failures?
- b. Who, what and where do you want to be in one, three, five, ten, or twenty years? Write down some thoughts on the other side of this page, a separate piece of paper, or on your computer or phone – keep these handy!

15. **Mentoring:** identify someone who will honestly encourage, inspire and forgive you, and tell you the truth when you need it most without stomping on your dreams – consistent accountability – and then become the mentor!

16. **Leadership:** books by John Maxwell, such as “Be All You Can Be,” “Developing the Leader Within You,” “Thinking for a Change,” and “Today Matters.” *Goals are not met by accident; dreams are not achieved by casual energy.*

17. **Teamwork:** We spend a huge amount of time alone as musicians, but all of us are also part of a team that succeeds and/or fails in accordance with what we devote to it. Who are the most reliable members of your team?

18. **Aspiration, Inspiration and Perspiration:** Who is the best at what you want to do or who you want to become, how did they become the best, and how did they maintain that level of excellence? _____

19. **Entrepreneurship in action:** Explore all of the professional means that are available to help you grow, such as civic, business and educational organizations, churches, arts associations, internet groups, publications, conferences, professional groups in your field, and so forth. Remember: “things take time” and “progress is a very scary thing.”

20. **The danger of stasis:** Is your life, career and your investment going forward, backwards, sideways or stopped?

21. **The five effective teaching moments:** yes, no and maybe, the fourth is regret, and the fifth is **WOW!** Learning how to deal effectively with all five is a life-long key to personal happiness, acceptance, vision, and success.

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