

## **IBM burnt my guitar ...**

Imagine IBM executives setting light to my Fender Stratocaster guitar at a leadership event.

Imagine a public services CEO who does Elvis impersonations for staff.

Imagine a pharmaceutical company chief who plays Rock'n'Roll.

Imagine a FTSE analyst who sings and plays the blues.

Are these fantasies? No ...

Joanne Moore is a financial analyst at FTSE. She is also an accomplished singer songwriter. Her ability to use the multiple intelligences that come from this diverse skillset is an undoubted asset when juggling the complexities and ambiguities associated with forecasting the future. This is especially so in a business environment such as the FTSE, which makes a huge impact on just about everything else. As for IBM, the CEO and the drug leader – well, that's what this book is about: the how, why, who, where, when and what next of Creative Leadership. Why, then, is music a relevant model for leaders?

## **Music is global language**

Music has become global language in the last forty years. Moving across international and intercultural boundaries, it has replaced tribal ritual. Music brings communities together in ways that politicians and managers only dream of. There is simply no comparison between the energy and passion on the dance floor and that on the factory floor in many businesses. By contrast, the language of leadership put forward by so-called professional management consultants is dry, unnecessarily complex and does not rock. It's no surprise that it's neither understood nor embraced by the majority. It's time to cut the crap, start the rap and reach for something that engages both hearts and minds.

## **'THE GLOBAL POWER OF MUSIC**

**JUST THINK ABOUT THE ENDURING POWER  
THAT BAND AID HAS HAD IN FOCUSING THE  
WHOLE WORLD ON FAMINE IN AFRICA**

## **'THE LOCAL POWER OF MUSIC**

*'Scuse me while  
I kiss the sky*



**'THE AUTHOR'S FENDER STRATOCASTER  
AFTER ITS CREMATION BY IBM LEADERS**