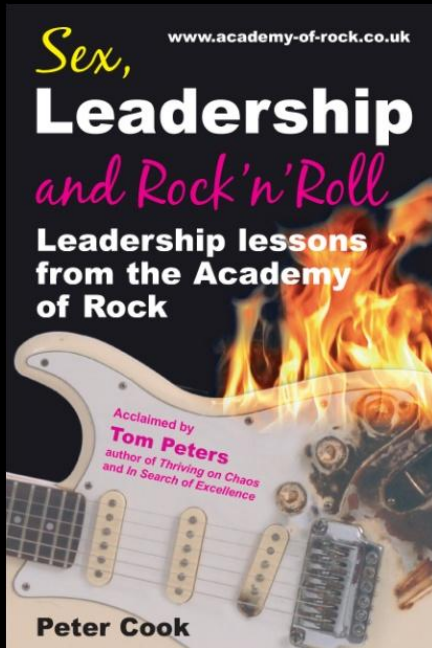


ROCK'N'ROLL WISDOM



From
Peter
Cook

Author:



Best Practice Creativity and
Sex, Leadership and Rock'n'Roll:
acclaimed by Professor Charles
Handy and Tom Peters



Knowing me knowing you



If you want to serve someone really well, find out their wants, needs, whims, foibles, fancies, fantasies, fanaticisms and ensure what you are offering touches the parts that others cannot or dare not reach.



It ain't what you do, it's the way that you do it



Click

**If there are no product differentiators,
it comes down to the **experience**:
service delivery, responsiveness etc.**



Innovation Lessons from the Fender Stratocaster ...

U got the look



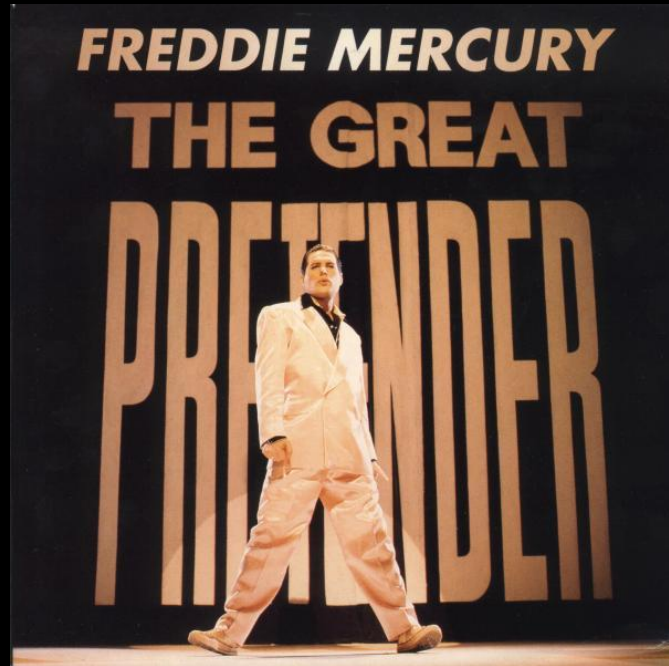
Click

Style always
overwhelms
substance.

Once you have
got substance
sorted, go for
style every time

[The Fender
Stratocaster
is a classic
example of this](#)

The great pretender



Leadership requires us to be a master of style. Dictator, salesperson, facilitator, confidant, comedian, entertainer, counsellor. **Know your own range**



Puppet on a string



Don't encourage cult followers. They will never tell you when you are wrong, especially when it matters. On the other hand, do encourage people who are prepared to tell you before you are about to make a bad decision. That's the way we learn



This town ain't big enough for the both of us



Click

Strategy

Competitive strategy is about differentiation rather than trying to fight it out in an overcrowded market. If you must do this, play to win



[Read more at STRATEGY](#)



HUMAN
DYNAMICS

Video killed the radio star



It's not the competition we know about that kills us. It's the unexpected entrants to a market that wipeout the need for your product overnight. Make sure you look out for unexpected market entrants



How can I be sure?



Click

**To make great decisions,
balance analysis and data
with intuition and attitude**



We gotta get out of this place



Click

**If your market is disappearing or
your strategy is not working,
just doing what you do harder
and faster will not help.
Press the 'off' button and
do something different**





Lessons in structured creativity from Prince

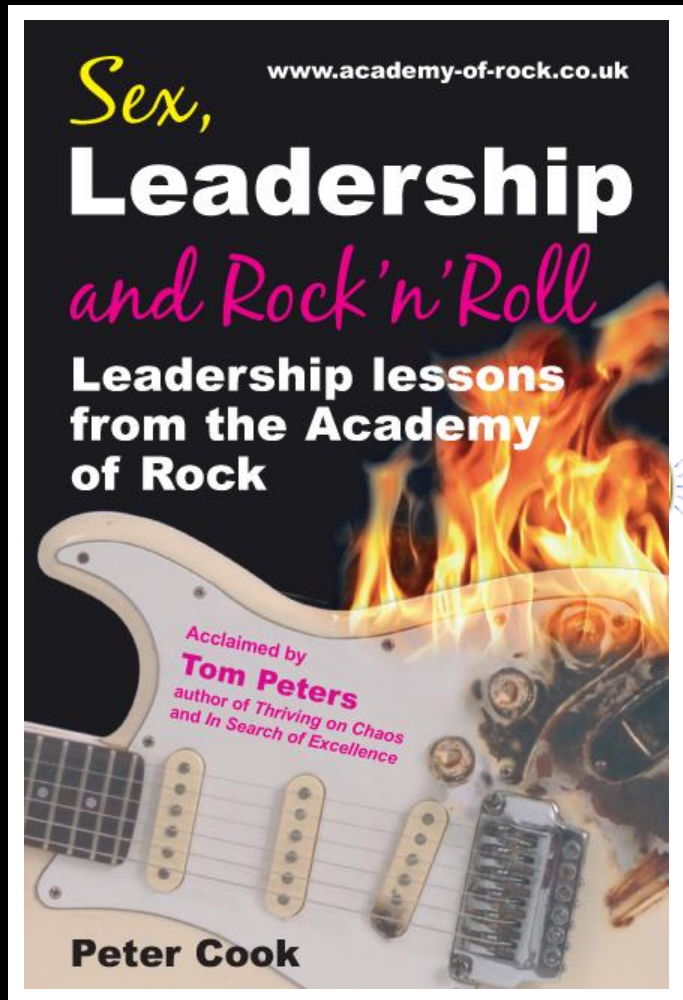


Symbols, Signs and Sex

Love him or hate him, Prince is a master of improvisation, yet he uses significant elements of structure to achieve a seamless performance. Although his performances look completely rehearsed, many are loosely coupled jams. To achieve this level of performance, Prince leads the band using a series of codes that signal musical changes which the whole band understands. For example, when he says 'on the one, bass,' the whole band stops playing except the bass player on the first beat of the next bar. This allows the band to change direction at extremely short notice within the piece and yet, to the casual observer it looks completely rehearsed. Leaders need to be adept at developing and utilising shared symbols, signs and codes.

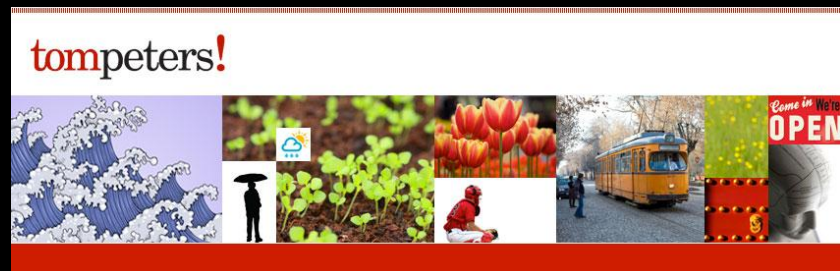
Source: Sex, Leadership and Rock'n'Roll

Further reading



‘Sex, Leadership and Rock'n'Roll is a marvelous book, which closes the door on the tidy, hierarchical, know-your-place 'Orchestral Age.' Hooray!’

Tom Peters,
Author of
“Thriving on Chaos” and
“In Search of Excellence”



The academy of



ROCK



Human Dynamics

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