

News from Nissen Public Relations

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“Cliff Goldmacher masterfully shows anyone how they can unlock innovation and creativity through songwriting— even if they’ve never written before, or even thought that they could. Priming the pump of creative thinking through insightful exercises and examples, this is a book for anyone in tech, start-ups, or Fortune 500 companies looking for an edge to productivity.”

— **Daniel J. Levitin**, Neuroscientist, author of *This Is Your Brain on Music*, four-time NY Times bestselling author and producer with 17 gold and platinum records

“Cliff’s in-person workshops provide a fresh approach to encourage clients to think more creatively about the processes we use to explore and untangle complex business issues. This book thoughtfully captures the spirit, intelligence and opportunity of Cliff’s message.”

— **Diana O’Brien**, Global Chief Marketing Officer, Deloitte

THE REASON FOR THE RHYMES

Mastering the Seven Essential Skills of Innovation by Learning to Write Songs

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GRAMMY-RECOGNIZED #1 HIT SONGWRITER

Innovation. It’s one of *those* words. We hear it again and again in business and while the need for innovation is clear, improving your ability to innovate is not. Whether your goals are to create game-changing products like the iPhone or simply to improve an internal process in your day to day business, innovation matters.

Cliff Goldmacher, a GRAMMY-recognized, #1 hit songwriter, music producer and author has taught countless business executives, leaders, and teams that the skills required to write a song are the same needed to successfully innovate - and anyone can do it.

In *The Reason for the Rhymes*, Goldmacher explains the seven specific skills that songwriting develops and why learning to write songs is an ideal exercise for anyone in any business intent on improving their ability to innovate.

“The problem, as I see it, is that the ability to innovate is perceived as some mystical, inspired activity available only to a select pool of creative geniuses,” Goldmacher writes. “In fact, when broken down into its component parts, innovation—like songwriting—is simply a combination of skills that we already possess.”

Using fun and accessible songwriting exercises, Goldmacher helps readers develop the seven essential skills of innovation and demonstrates how learning to write songs enhances each skill.

THE SEVEN ESSENTIAL SKILLS OF INNOVATION

(and how songwriting makes you better at all of them...)

Lateral Thinking (via metaphor)

Creativity (via verse writing)

Communication (via chorus writing)

Empathy (via observation)

Collaboration (via co-writing)

Risk-taking (via vulnerability)

The Diffusion of Ideas (via performance)

“It has been my pleasure—and privilege—to guide hundreds of executives through my songwriting workshops,” Goldmacher writes. “My favorite part, without a doubt, is showing people who are not conditioned to thinking of themselves as creative that they are absolutely, positively capable of innovating and that all they’ve been missing are the proper tools. I’m asked what happens if one—or more—of the teams involved isn’t able to write a song. I’ll tell you what I tell them. Songwriting is simply a matter of giving already intelligent people the tools they need to enhance their innovation skill set. Every team writes a song. Every time.”

ABOUT THE AUTHOR



Cliff Goldmacher is a GRAMMY-recognized, #1 hit songwriter, music producer, audio engineer and author. After graduating from Stanford with a degree in political science, Cliff, instead, chose to pursue a career in music. His songs have been recorded by GRAMMY-winning and platinum-selling artists in genres ranging from Americana, country, pop, blues and jazz to classical crossover and Cliff’s collaborators include Ke\$ha, Mickey Hart (The Grateful Dead), Keb’ Mo’ and Lisa Loeb. His music can be heard on NPR’s “This American Life” and in national advertising campaigns. Along with multiple songs in the top 40 on the jazz charts, Cliff’s song, “Till You Come To Me,” went to #1.

Cliff is an established music educator who teaches workshops for BMI and LinkedIn Learning where his songwriting courses have been viewed over a half million times. He has also given multiple TEDx presentations on songwriting. Cliff lives with his wife Sarah, a visual artist, in Sonoma, California.

Learn More: www.TheReasonForTheRhymes.com

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