



# A RE-ENGAGEMENT WORKSHOP FOR BUSINESS TEAMS



## THE WHO

Cliff Goldmacher is a GRAMMY-recognized, #1 hit songwriter, music producer and author who, for the past seven years, has been helping business teams enhance their creativity, solve problems and innovate by teaching them to write songs. Cliff's book, *The Reason For The Rhymes: Mastering The Seven Essential Skills of Innovation by Learning to Write Songs*, encapsulates the principles of his in-demand corporate workshops. His current and former clients including Deloitte, Google, Bank of America, Dell and Southwest Airlines.

## THE WHAT

A 90-minute workshop and team-building activity using songwriting to explore the realities of re-engaging as a team. Participants are guided through the process of writing the lyrics to a song based on a metaphor for re-engaging as a team. At the workshop's high point, Cliff adds a melody and music to the completed lyric on the spot which, without exception, makes the workshop and its subject matter unforgettable.

## THE HOW

By breaking down the process of lyric-writing into easily understood and manageable pieces, Cliff shows his workshop participants how to employ storytelling and emotion-rich language in service of a profound exploration of the concept of re-engaging as a team.

## THE WHY

After over two years of fragmented workplaces, people are headed back to the office. Instead of hoping for a smooth transition, teams now have a way to address the issue of re-engagement from a genuine, emotional, musical (and fun) perspective making the experience both enlightening and memorable.

## TESTIMONIALS

*"Cliff's team activity is a beautiful method of engaging both heart and mind."*

- Diana O'Brien - Global CMO, Deloitte

*"I've told many people about the special way you coax (very tenured) senior executives out of their shells. You brought some very 'practical magic' to our event."*

- Silke Meixner, Partner, Digital Business Strategy, IBM Global Business Services

## CONTACT

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