



CREATIVITY/SONGWRITING WORKSHOP



THE WHAT

A 60-90 minute workshop using songwriting to enhance creativity and improve innovation. Participants are guided through the process of writing the lyrics to a song based on their chosen concept or objective. At the workshop's high point, Cliff composes the 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 songwriting 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 their chosen concept or objective.

THE WHY

In order to think differently and explore new ideas, it's critical for high achievers to broaden their problem-solving and innovative approaches. Songwriting provides a unique and powerful new way to think about complicated issues and achieve improved solutions.

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 workshops. His current and former clients including Deloitte, Google, Bank of America, Dell and Southwest Airlines.

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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