



musomagic[®]

Muso Magic[®] provides an **innovative approach** to team building, invigorating staff to perform to their potential. It offers a platform for **creative thinking**, with a tangible result.

Created by ARIA award-winning singer/songwriter Adam Thompson (Chocolate Starfish), the program is a unique opportunity to explore creative expression and group synergy through songwriting and music production. Designed for any group wishing to uncover new avenues of connecting with themselves and their colleagues, Muso Magic[®] will inspire and motivate participants through the magic of songwriting.

Under the guidance of industry-experienced facilitators, participants create and record a song that is ultimately produced and ready for airplay. In the process, they develop and enhance time management, goal setting and listening skills as they learn to express themselves creatively. The experience provides greater confidence and a sense of achievement different to that which participants get from their everyday work lives, with an emphasis on working within a team environment towards a common goal.

What happens at the workshop?

Companies can choose a half-day or a full-day workshop, either as an isolated event or as part of a conference or other company event. In both workshops, participants are lead through the rudiments of songwriting, music production and recording by industry-experienced facilitators.

Through creative writing exercises that encourage 'subconscious flow', participants 'purge' words, phrases and sentences on a broad range of topics to provide the basis for lyrics. Words from the various ideas are then amalgamated to create verses and a chorus.

The Half-Day Workshop includes:

- word and lyric activities exploring themes to emphasise company values and philosophies;
- experimentation with the different capabilities of equipment – i.e., sampling, recording and setting material to an existing melody;
- songwriting (lyrics), with all participants contributing;
- recording of the song, with all participants contributing;
- creating a performance for a video clip.

The Full-Day Workshop includes:

- get-to-know-you and trust building exercises;
- word and lyric activities exploring themes to emphasise company values and philosophies;
- experimentation with the different capabilities of equipment – i.e., sampling, recording and setting material to a groove;
- discussion on what makes a good song;
- exploring chords and melodies;
- songwriting (lyrics and music) including all participants;
- recording of the song, with all participants contributing;
- creating a performance for a video clip.

Both the half-day and the full-day workshops can be tailored to suit a company or event theme.

"...thank you for, what I believe, was the "best" team building exercise I have ever participated in. My team have not stopped singing 'Live For Today' and **the enthusiasm generated** by such a unique concept has been amazing. I'm afraid I might lose half my team to the music industry!"

Joe Ferraro, Dir. Grocery Sales, Cadbury Schweppes Aust.

"...thanks and congratulations on what was a very professionally run, enjoyable day...our team was **engaged, challenged** and constantly **entertained** by the process. The environment you created was conducive to participation by all team members, even the shyest...the teams from different states were **constantly interacting**, culminating in their mutual appreciation for what they had created **together**. It really was an extremely effective team building activity."

Stewart Boon, Sales Operations, Seek

“Thank you for your great leadership, **sense of fun, energy and innovation...**I will highly recommend your services to my fellow partners and **management team.**”

Sammy Kumar, Partner, PricewaterhouseCoopers



About Adam Thompson

Muso Magic® creator, Adam Thompson, is best known for his success with Australian rock band Chocolate Starfish. With three albums, four top-ten singles, gold and platinum record sales and an ARIA award for the band's self-titled first album, Adam brings a wealth of experience to the program.

Adam has collaborated with many overseas songwriters and has released a solo album, 'Reconnected', which was written and recorded in Sweden. In addition to songwriting and performing, Adam has appeared on several television network programs and is a highly sought-after motivational speaker and facilitator at corporate gatherings.

“The **enthusiastic and professional** way you brought the group together **was infectious**; all the participants released their skepticism, stepped out of their comfort zone and became stars.

The Muso Magic® workshop is a perfect way to develop a **team culture**. It can also help a group to understand change by teaching them that anything is achievable, even recording a song when you can't hold a tune. The end product was **mind blowing**, leaving all filled with a sense of pride in what they achieved. I will definitely be using Muso Magic® again and will recommend this program to any who ask.”

Melissa Kaye, Siemens Ltd, Learning & Development

Who can be involved?

Up to 50 participants from any department can be involved in a Muso Magic® workshop.

What do we need?

Workshop requirements vary depending on the nature of the event and will be confirmed upon quotation. Normally, a workshop requires an appropriate venue and enough materials for the number of participants.



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