

# “ORCHESTRATING THE FUTURE”

—A KEYNOTE ADDRESS BY CRAIG PARSONS

CRAIG PARSONS is a professional orchestra conductor and composer whose inspiring dynamic speeches have audiences on their feet cheering.

Craig Parsons’ keynote address, “**ORCHESTRATING THE FUTURE**” vividly illustrates management and leadership lessons drawn from the world of the classical orchestra conductor, by demonstrating performance techniques live, on stage with audience members.

Using the analogy of the orchestra and its conductor as a model for business, community and personal life, Maestro Parsons literally illustrates the principles that lead to success.



The message is consistent, but the speech is never the same twice.

Why? Because in Craig Parsons’ “**ORCHESTRATING THE FUTURE**” every member of the audience is involved and some even perform.

Using the audience members themselves to demonstrate his points, the maestro transforms strangers with no prior training or preparation into a *performing group of drummers*—using this process to illustrate the techniques of world-class COMMUNICATION, LEADERSHIP and “FOLLOW-SHIP” that produce a harmonious workplace, goal oriented passion and top-line results.

Building on his, “LEADERSHIP SECRETS OF THE ORCHESTRA CONDUCTOR” Maestro Parsons reveals how we all have an inner need to be both an individual *and* a team player.

The keynote features such insights as:

- How to make GOOD mistakes
- Thinking “INSIDE” the box for true creativity in the workplace
- Practicing Excellence at better than 99.9% efficiency
- Listening musically as the foundation for communicating
- Achieving perfect sync in reaching goals
- Me vs. Them?... or... Me *and* Them!
- Empowering the group to work without a leader
- Non-verbal communication—(why email is NOT the best form of communication)
- Why, differences aside, the “Trumpets” and the “Violins” need each other
- Experiencing work from the bosses’ point of view

Equally facile in comedy, Craig Parsons’ keynotes are known for their pacing and humor. No one snoozes, everyone participates and insights are gained, not only from hearing, but also from experiencing and observing how each individual and company can be successful in “ORCHESTRATING THE FUTURE!”