



CRAIG PARSONS'
"ORCHESTRATING THE FUTURE"

KNOW THE SCORE.

PUT THE RIGHT PEOPLE IN THE RIGHT CHAIRS.

REMEMBER: WE *PLAY* MUSIC, WE DON'T *WORK* IT.

EMBRACE THE MISTAKES OF THE OVER ACHIEVERS.

INSPIRE TALENT TO PERFORM BEYOND THEIR EXPECTATIONS.

ARTICULATE YOUR VISION WITHOUT REGARD TO YOUR DIGNITY.

STUDY YOUR CONTEMPORARIES AS WELL AS THOSE OF THE PAST.

THINK *INSIDE* THE BOX... IT'S REAL LIFE, SO BE CREATIVE WITHIN IT.

DRESS NICELY AND BE ON TIME.