



**Music Paradigm:** After seating the executives inside the orchestra, Maestro Nierenberg asks the musicians to do more than simply perform. He leads them through a series of exercises that demonstrate basic and important truths about the functioning of an organization. The effectiveness and relevance of those exercises stems from the preparatory meeting Mr. Nierenberg has in advance with the leadership of the sponsoring organization, to explore their issues and goals. From this meeting a desired outcome for The Music Paradigm session is determined. Only then does Mr. Nierenberg design the appropriate exercises to be demonstrated by the musicians in order to best reflect the content of that discussion.

Maestro Nierenberg has worked with over 90 different orchestras and thousands of professional musicians to create The Music Paradigm sessions over the years. As a result, he has an extensive network to draw upon and is able to bring The Music Paradigm to any city, in any country. When working in a situation where English would not be the primary language, the session can easily be adapted to incorporate simultaneous translation.

The interface of the musicians with the conductor is similar in many ways to the relationship between an organization and its leaders. The conductor may be viewed, for example, as a CEO or team leader, and the instrumental families (strings, woodwinds, brass, percussion) may be business units or teams. Together, they find the best solutions for working together and producing an effective outcome. As the session progresses, executives develop new insights and gain fresh perspective about their current situation and their working relationships with organizational leaders and colleagues.

In brief, The Music Pa...

## Music Paradigm

### Speech Topics

- ☐ Teambuilding
- ☐ Peak Performance
- ☐ Musician
- ☐ Motivation
- ☐ Leadership
- ☐ Inspiration

## Testimonials

☐ From a letter sent to Roger Nierenberg: "One of the most exciting and moving management development experiences in which I have ever participated. The Music Paradigm made a fantastic contribution to the success of the 1997 Sears Chairman's Conference." "One problem that often occurs with even the best presentations or education programs is that they are quickly forgotten once you are back in the day-to-day workplace. I can tell you that is distinctly not the case with this learning. The entire Music Paradigm experience, plus your insights and those of the orchestra and participants, are regularly recalled in our conversations and meetings." ☐

- Arthur C. Martinez, Former Chairman and CEO .

☐ From a letter sent to Roger Nierenberg: "Bravo! Your presentation at our Achievement Conference was received with an unprecedented positive response." "I was anticipating an enjoyable experience, but you far exceeded my expectations as well. The music, the orchestra and your use of this medium to promote the importance of leadership, responsibility and teamwork were extraordinary." "On behalf of all of our Cushman & Wakefield professionals, thank you for performing at such a high level for us. Thank you for your efforts and preparation, which made the experience so relevant and so valuable to our

people. I look forward to our next meeting and wish you continued success." □

- Arthur J. Mirante, President & CEO, Cushman & Wakefield.

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