

New Asbjörnson DVD Focuses on ARTISTRY OF LEADERSHIP

“What if the best artists are also leaders, and the best leaders are also artists?”

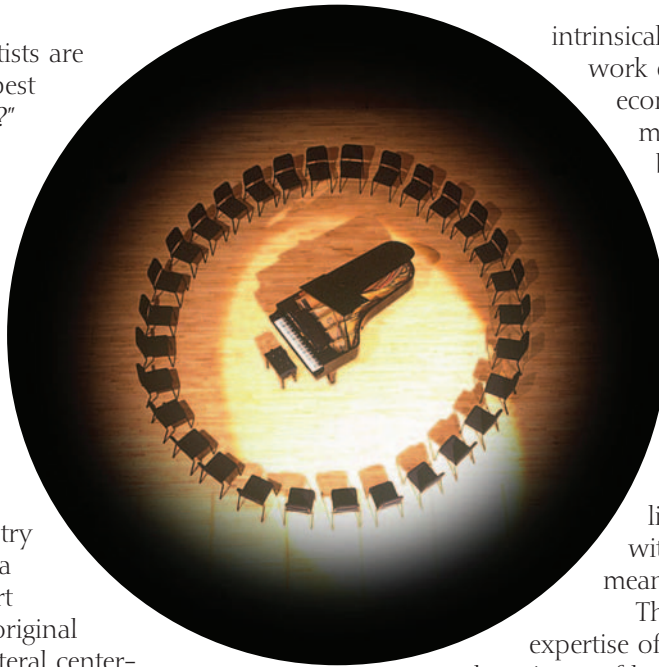
This is the central question posed by Yamaha artist **Kevin Asbjörnson**, MIM, in his distinctive executive education experience, *Artistry of Leadership - Creating Meaningful Connections®*.

His interactive program draws clear parallels between artistry and leadership, using a Yamaha CFIIIS concert grand piano and his original compositions as the literal centerpiece: chairs are arranged in concentric circles around the piano. This past September in Denver, one such program was filmed in high-definition format for a DVD, a step Asbjörnson deemed necessary to effectively present his multi-faceted offerings to speaker and entertainment bureaus as well as meeting and event planners seeking high impact keynote events.

The DVD will become his primary multi-purpose portfolio, highlighting not only this program but also his CDs, composing, and various other presentations. “Most people are still marketing in VHS,” says Asbjörnson, “and the market is looking for high-definition, content-rich products and services.”

Asbjörnson first hit on the central ideas of his *Artistry in Leadership* program three years ago when invited to the Airlie Conference Center in Warrenton, VA to offer the keynote address at the “Leading Creatively Alumni Conference.” While on a break, he happened to sit down at a Yamaha piano and the thought “what if the best artists...” came into his mind.

“I started drawing seating around the piano, and challenged myself with the question: ‘What if there are parallel creative competencies between leaders and artists?’” he recalls. “The ideas just snowballed from there. People are



intrinsically motivated to go to work every day; beyond economics, they want to make a difference, a contribution. Presenting these seminars has led to delightful surprises. People have learned that art is not ‘other;’ it’s integral. There’s an artistry of life, and music, as is business, is art as well as science. People leave the sessions eager to go home and listen to their CDs, to listen with intention, to make meaningful connections.”

The program integrates the expertise of the performing artist with the science of leadership, and focuses on repositioning the concept of practice vs. entitlement. “If you don’t listen, if you don’t practice new skills, you’ll lose your audience,” he says. “These sessions remind people that discipline requires practice. As a musician, if you don’t practice, you lose facility. You grow stale. The same is true in business.”

Sessions teach business leaders to practice and develop competencies of inspiring others, facilitating innovation, creative thinking, listening with intention, and balancing action with reflection, and may be varied to suit a particular group’s needs.

Asbjörnson is a composer, performer, founder and principal recording artist of PianoOne. His customized keynote events and executive education services unlock individuals’ and organizations’ creative potential, and inspire unprecedented teamwork, increased productivity, and accelerated business performance. He was a semi-finalist in the *Fast Company* 2003 and 2004 Fast 50 Worldwide Reader Search for Trendsetters – artists whose tireless creativity has changed the way we look at the world. To preview the DVD film and learn more about Asbjörnson’s music and program, visit www.PianoOne.com.

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