

MUSIC MAKES SENSE IN BUSINESS

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Utilizing Music to Improve Morale & Productivity

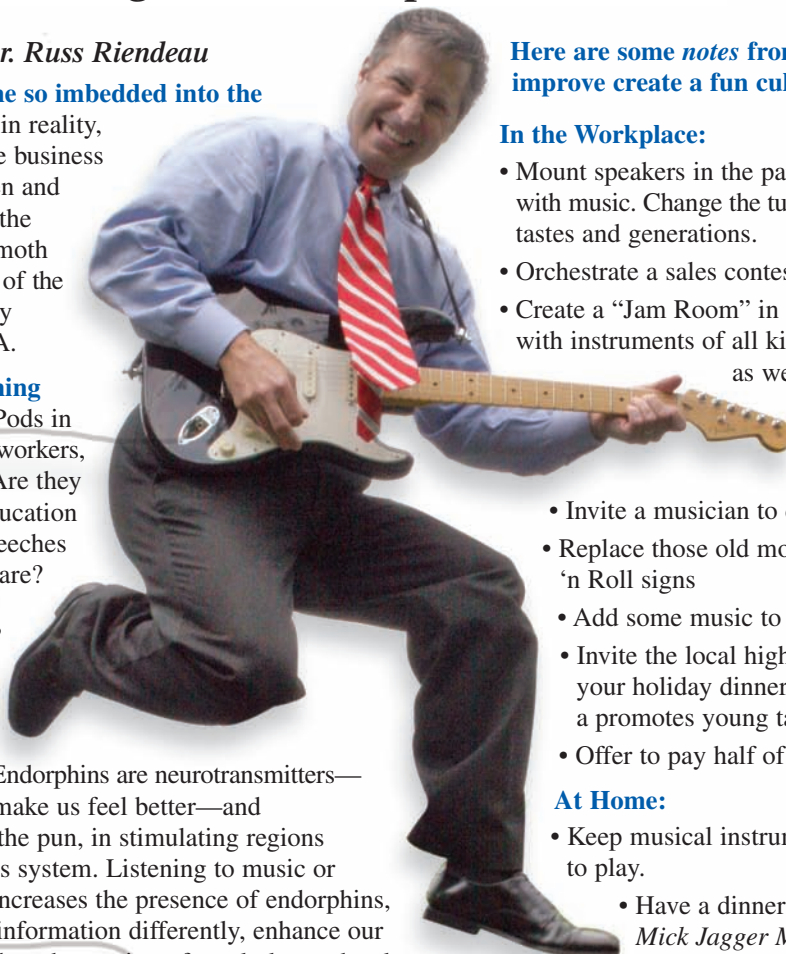
An interview with Dr. Russ Riendeau

Why has music become so imbedded into the business world? Well, in reality, music's been part of the business world since the cavemen and cavewomen celebrated the successful woolly mammoth hunt. Rhythms are part of the human condition, actually imbedded into our DNA.

So we can't help listening to music? Notice the iPods in the ears of commuters, workers, students and athletes? Are they listening to business education programs, corporate speeches or the best of Shakespeare? Nope. Most of us are listening to music. Why? Because it makes us feel good. Music releases endorphins.

Endorphins? You bet. Endorphins are neurotransmitters—natural chemicals that make us feel better—and instrumental, sorry for the pun, in stimulating regions of the brain and nervous system. Listening to music or playing an instrument increases the presence of endorphins, allowing us to process information differently, enhance our memory, improve recall, and retention of newly learned tasks. Incorporating music into educational programs is an easy and inexpensive way to boost morale and improve work performance.

Are you saying music should be used more in the business community? Work and home. As a behavioral scientist, I've seen the research that shows the value of music in learning and better health. As a business professional and corporate educator, I've experienced the power that music has in capturing people's attention and spirit of play. The creative process needs a jumpstart sometimes. Music's a universal tool for all cultures and generations of workers.



Here are some *notes* from Russ on how to utilize music to improve create a fun culture and enhance creativity:

In the Workplace:

- Mount speakers in the parking lot to begin and end the workday with music. Change the tunes each day or week to reflect different tastes and generations.
- Orchestrate a sales contest using music as a theme
- Create a "Jam Room" in your facility for all employees. Fill it with instruments of all kinds and some percussion instruments as well. The media will love your story, too!
- Hire a band or solo act for your next company event
- Invite a musician to discuss the creative process
- Replace those old motivational posters with some hip Rock 'n Roll signs
- Add some music to your website
- Invite the local high school jazz club or trio to perform at your holiday dinner or cocktail party. It's inexpensive and a promotes young talent.
- Offer to pay half of a weekly music lesson for employees

At Home:

- Keep musical instruments in view for you and the family to play.
 - Have a dinner party with a musical theme. Serve *Mick Jagger Meatloaf, Grateful Dead Date Bread, Beatles & Broccoli, Pink Floyd Potatoes and Elvis Pudding*. Getting hungry yet?
- Make it easy to turn on the radio or access music in the house and backyard
- Never buy cheap instruments. Buy quality for value and playability.
- Listen to more music, less TV
- Get out and hear live music
- Sing a song when you answer the phone
- Play "stump the band" in the car

About Dr. Russ Riendeau

Russ Riendeau is a nationally-recognized speaker in the field of talent management and acquisition. A guitarist/vocalist, he delivers a unique and energizing corporate entertainment/education presentation, **HiringJam™**, delivering compelling content on talent acquisition and retention strategies using music, humor, and audience participation. Educated as a behavioral scientist, he's authored five books, the most

recent being *The CEO's Guide to Talent Acquisition*. As the founder of The East Wing Search Group he's interviewed over 75,000 business professionals—more than Oprah, Letterman and Leno combined. To learn more about Russ' programs and booking information, call 847-381-0977, or visit www.hiringjam.com.

