

Lessons Learned from Disney: Entrepreneurism for the Independent Teacher

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LESSONS LEARNED FROM DISNEY

1. Build skills from early age. Continue building skills whenever/wherever you can.
2. Consider jobs in *related* fields.
3. Hire people you can trust.
4. Hire people with skills that you don't have.
5. Not necessary to have a grand plan or vision in the early stages. Build skills and see where they take you.
6. Understand the business side of your art. Protect your intellectual property.
7. Location – go where the work is.
8. Be willing to take risk. Be willing to take risk again. Be willing to fail.
9. Be tenacious in the face of adversity.
10. Embrace change.
11. Strive for higher levels of quality and creativity than ever seen before.
12. Pay attention to detail. Be dedicated to striving for perfection.
13. Understand and utilize new technology.
14. Start with the idea first. Then build the business model/structure that fits it.
15. Improve on the ideas of others or re-invent. Knit them together in a new way.
16. Be passionate. Demand excellence.
17. Create an atmosphere where others can use their imagination.
18. Be distinctive enough that you build barriers to entry by competitors.
19. Leverage proprietary content across numerous outlets and in multiple ways.
20. Create a product that audience can relate to in a human way.
21. Create a product that is timeless, joyous.
22. Create a product that is an experience, a memory.
23. Create a product that people will want again and again.
24. Never deviate from core values.
25. Diversify.
26. Create a safe haven for children of all ages.
27. Stay true to the virtues of hard work, goodness, determination, drive.
28. Create a whole that is greater than the sum of its parts.

“I dwell in possibility...”

-Emily Dickinson

***“I suppose my formula might
be: dream, diversify –and never
miss an angle.”***

-Walt Disney

Possibilities in a Tough Economy

(It's All Your Business, AMT April/May 2013)

- 1--Location
- 2--Diversification
- 3--Increase demand
- 4--Communicate value (benefits)
- 5--Adapt to trends
- 6--Share the work (and the fun)
- 7--Work for someone else

DAVID CUTLER, THE SAVVY MUSICIAN

In addition to outstanding talent, savvy musicians:

1. Dream big
2. Think creatively
3. Take the initiative
4. Follow through
5. Take risks and are willing to fail (or even succeed!)
6. Create opportunities
7. Understand business realities
8. Invent remarkable products
9. Distinguish their work
10. Build a strong brand
11. Prioritize both content AND presentation
12. Market extraordinarily
13. Are financially literate
14. Fundraise effectively
15. Educate powerfully
16. Embrace technology
17. Excel with people skills
18. Maintain a strong network
19. Assemble an outstanding team
20. Leave a legacy

How do serial entrepreneurs think and act? (research by Saras D. Sarasvathy, University of Virginia)

1. **Take small smart steps.** A smart step is an action based on resources you have on hand. It lets you get started quickly. It does not involve more than you can afford to lose.
2. **Having taken the step, pause to reflect on what you have learned and to reassess reality.** Build off what you have discovered or created. Then take another smart step. Or quit if your desire is gone or you have exceeded your acceptable loss.
3. **Repeat this process** until you: 1) succeed, or 2) no longer want to continue, or 3) exceed your acceptable loss, or 4) prove to yourself it can't be done.

Source: Forbes, "Bill Gates, Oprah Winfrey, "the Google boys" and You" by Paul Brown

"If I had asked people what they wanted, they would have said faster horses."

-Henry Ford

"The possibilities are numerous once we decide to act and not react."

-George Bernard Shaw

PHILIP JOHNSTON, THE DYNAMIC STUDIO

The Diversified Studio – extension options

- 1—Whose note is it anyway?
- 2—Hardcore Sightreading Club
- 3—Club Impossible
- 4—Stylemasters
- 5—Power Practice Skills
- 6—Stagecraft and Performance
- 7—Music Technology Club
- 8—Aural Wizardry
- 9—HyperEnsembles
- 10—Mentorships
- 11—Teaching traineeships
- 12—Expert Infusions
- 13—One piece, many ways
- 14—Extreme Scales Society

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