# Shooting for the Moon

### Reversing Career Assumptions to Achieve the Impossible

Presented by Jonathan Kuuskoski – jkuusk@umich.edu – music.umich.edu/excel

**1) What's your Big Hairy Audacious Goal?**
I am (or want to be) a _____ who (verb/activity)
_____ in order to (outcome) _____.

**2) What are your assumptions?** Select four common ones. Add your own to these examples:

| …about teaching | …about performing | …about _____ |
|---|---|---|
| Teachers instruct students. | Musicians perform for audiences. | |
| Lessons take place in a studio. | Concerts take place in a venue. | |
| | | |
| | | |
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| | | |

**3) Reverse each assumption you have selected (or added).** What is the opposite?

A. _____

B. _____

C. _____

D. _____

**4) Brainstorm**: What is one concert, lesson, or other project that would represent these reversed assumptions. **Rules**: It must cost **no more than $50**, be possible to **complete within 8 weeks**, and **require no more than 3 collaborators**.

_____

**Books / Videos**:

Beeching, Angela Myles. *Beyond Talent: Creating a Successful Career in Music (Second Edition).* Oxford University Press, 2010.

Booth, Eric. *The Music Teaching Artist's Bible: Becoming a Virtuoso Educator*. Oxford University Press, 2009.

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Cutler, David. *The Savvy Musician*: *Building a Career, Earning a Living & Making a Difference.* Helius Press, 2009.

Feist, Jonathan. *Project Management for Musicians: Recordings, Concerts, Tours, Studios, and More.* Berklee Press, 2013.

Klickstein, Gerald. *The Musician's Way: A Guide to Practice, Performance, and Wellness*. Oxford University Press, 2009.

Robinson, Ken. TED Talk: *Do Schools Kill Creativity? (2006)*
https://www.ted.com/talks/ken_robinson_says_schools_kill_creativity

Whitaker, Amy. *Art Thinking: How to Carve Out Creative Space in a World of Schedules, Budgets, and Bosses.* HarperBusiness, 2016.

## Websites:

**U-M School of Music, Theatre & Dance EXCEL Lab: www.music.umich.edu/excel**
University of Michigan's entrepreneurship, career development and leadership center serving students and alumni through courses,  workshops, mentoring, and $100,000 in project funding.

**Self-Employment in the Arts: www.selfemploymentinthearts.com**
Resources for financing an artistic career including money basics and cash flow.

**Future of Music Coalition: futureofmusic.org**
Washington D.C.-based nonprofit organization supporting artists, advocating for fair and transparent compensation for their work.

**Strategic National Arts Alumni Project (SNAAP): snaap.indiana.edu**
An online survey, data management, and institutional improvement system designed to enhance the impact of arts-school education. Over 300,000 arts alumni have participated.

**Interaction Design Foundation**: **www.interaction-design.org/literature/topics/empathise**
Online introductory design courses taught by experts, introductory resources.