

MAESTROS ABOUT MANAGEMENT®

Moscow Symphony Orchestra

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MAESTROS ABOUT MANAGEMENT® The Orchestra—a Business School

corporate communication lessons from
the maestro's tool box®



A PRODUCT OF THE MOSCOW SYMPHONY ORCHESTRA

Tailored to specific needs

The workshop *Maestros about Management, the Orchestra—a Business School* is designed to advance teamwork and leadership within a company. Maestro Arnold and the Moscow Symphony Orchestra take you on a musical journey. In a captivating presentation they demonstrate how teamwork, leadership within, and a shared vision contribute to success and growth. The workshop measurably improves team spirit. It will be custom tailored for your organization to ensure specific needs of your company are addressed. Various companies, including multinationals Volkswagen Group Russia, Unilever and Tetra Pack have successfully participated in the training. Be fearless, you might end up conducting the orchestra yourself.

The orchestra, it's a business

Whether in a multinationals or smaller business, most employees, staff or executives work as part of a team. Everyone has experienced teamwork to some extent, but how does one reach the full potential of being a successful team?

Full Potential

Being a successful team is as important for an orchestra as for a business. For an orchestra the end product is the concert. Each note has to sound exactly at the right moment, and there is only one chance to do that correctly. Meanwhile the rehearsal is an actual team-building endeavor. The entire group training to deliver the best end product possible, within the abilities of each individual.

The orchestra, like a business, has a certain hierarchy. Yet the overall success is the work of the entire team. The triangle player is as important as the first oboe or the first violins. An orchestra has departments, like a business, for example the woodwinds, the brass, the strings. In each department is a leader. The leader is responsible for the group. The conductor is responsible for the orchestra as a whole and has the choice to communicate through the different leaders, to the entire group directly, or to individual musicians. Communication is key, verbally and musically.

“The MSO with Maestro Arnold gave a compelling and entertaining workshop for 700 of our employees and executives. Through joyful music and a lively process, the participants became aware of the importance of cooperation and clear communication. The stimulating process was inspiring and resulted in measurable improvement of teamwork within the different departments. The feedback we received from our employees was overwhelming.”

Marcus Osegowitsch,
General Director Volkswagen Group
Russia

VOLKSWAGEN
GROUP RUS



Communication

Listening is crucial for good communication. It is as important for a business as it is for an orchestra. This becomes clear when the conductor asks the musicians to plug their ears. Even though the orchestra tries hard to play perfectly together, they won't succeed. The musicians cannot hear each other well enough. There is confusion, even within groups. Intonation and rhythm suffer, in despite of clear leadership. Without good communication playing together is impossible.



During part of the training participants observe the actual rehearsal process. In a comprehensive way for the non-musical listener the practice is explained and compared with the processes on the work floor. It deepens the understanding of the interpersonal processes and strengthens mutual support, which contributes to success. Individuals are invited to actually conduct the orchestra and experience the necessity to trust the individuals in the team, while keeping control of the overall process.

“The workshop with Maestro Arnold and the MSO was not only fun and highly appreciated by all team members, but it also helped us to understand team and interpersonal processes much better. There are many parallels between running a business and making an orchestra work; coordination, communication, ability to support each other, learning from mistakes. Maestro Arnold and the MSO brought this to life in a very engaging and fun way, giving us some good food for thought.”

Remko Wessels
CFO Unilever Russia



The captivating and thought-provoking workshop is motivating and entertaining, full of humor, energy and touching at moments. Through powerful music participants get a deeper understanding of the processes on the work floor and get a better understanding their own role in the larger process. The workshop will strengthen the team spirit in a company. It is an excellent option for a corporate event.

For more information contact Marina Levine, founder and managing director of the Moscow Symphony Orchestra at: ml@moscowsymphony.ru

