

BREAKING DOWN THE SILOS: TALES FROM A JAZZ MUSICIAN AND MANAGEMENT EDUCATOR

THIS WEBINAR WILL START SOON



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The Open
University

BUSINESS SCHOOL

Breaking Down the Silos: Tales from a Jazz Musician and Management Educator

Dr Noel Dennis

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BREAKING DOWN THE SILOS: TALES FROM A JAZZ MUSICIAN AND MANAGEMENT EDUCATOR

CHAIR

Dr Terry O'Sullivan

- Before joining The Open University Business School Terry worked in various marketing roles, including stints at two regional repertory theatres: Derby Playhouse and York Theatre Royal
- Terry has published research on marketing as applied to the arts, and to social change, in journals such as The Journal of Marketing Management, Qualitative Market Research, and Consumption Markets and Culture
- Contributes regularly to OpenLearn and is an active member of The Open University's research cluster on Social and Responsible Marketing
- Co-author of Creative Arts Marketing, the leading UK textbook in the field of arts marketing, now in its third edition
- Senior Fellow of the Higher Education Academy, and a Certified Management and Business Educator



BREAKING DOWN THE SILOS: TALES FROM A JAZZ MUSICIAN AND MANAGEMENT EDUCATOR

SPEAKER

Dr Noel Dennis

- Noel is Associate Dean (Marketing and Recruitment) at Teeside University, a professional jazz musician and founder and former co-editor of Arts and the Market (formally Arts Marketing and an International Journal)
- Noel has a passion for learning and teaching and is an advocate of adopting creative methods in the classroom
- Uses his musical experience to offer a creative approach to business education - specifically strategic management, entrepreneurship and leadership
- Noel has facilitated many jazz workshops with organisations in the public and private sector
- His highly creative approach has garnered significant interest from both the academic and business communities, including a recent feature in the Times Higher Educational Supplement.





Professional Complexity: Challenges and Opportunities

Stepping out of the discourse
to understand the discourse!



together in the 9/8 metre. It is
rest of each bar without the use of
longing the downbeat will make

HOW TO PLAY
TRUMPET

To Noel
Happy Christmas
1957 Love From
Mum + Dad
XX

CARAVAN

ART BLAKEY
JAZZ MESSENGERS



How it all began

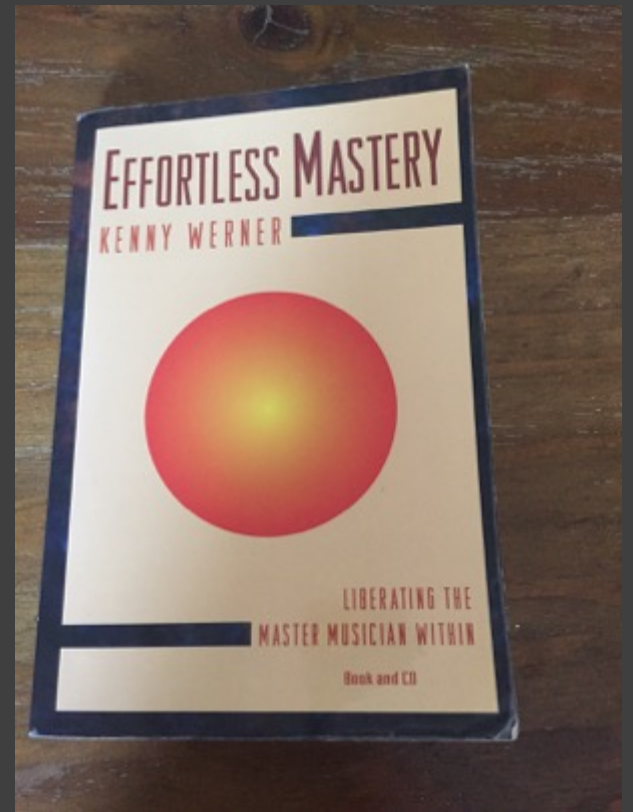
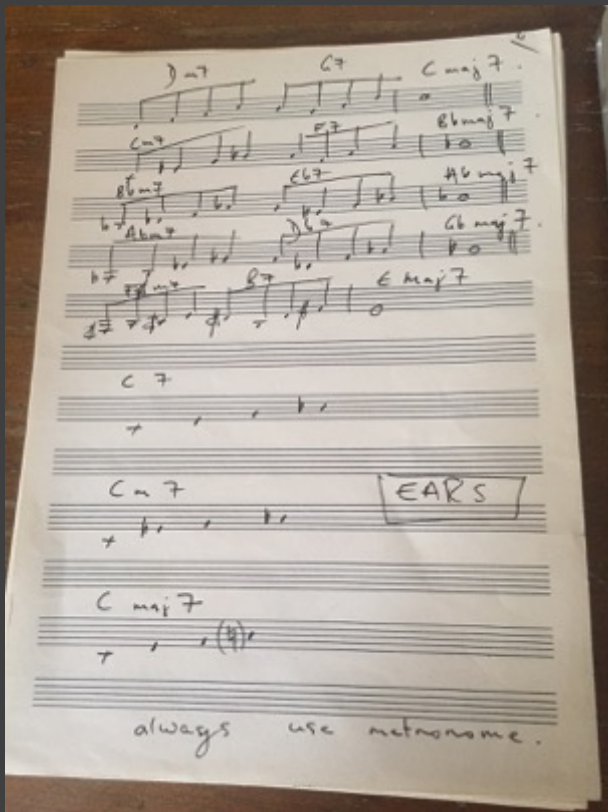


Miles, please can
you help me?



Strategic Leadership Lessons from Miles Davis





Learning to improvise: a continuous journey



Imitate, Assimilate, Innovate

Clark Terry

Jazz/Reader:
When Jazz met
Marketing



The Jazz Group

The requirements

- Role definition
- Knowledge
- Innovation
- Quasi-autonomous leadership
- Dialogue
- Communication
- Democracy
- Collaboration
- Listening!!!

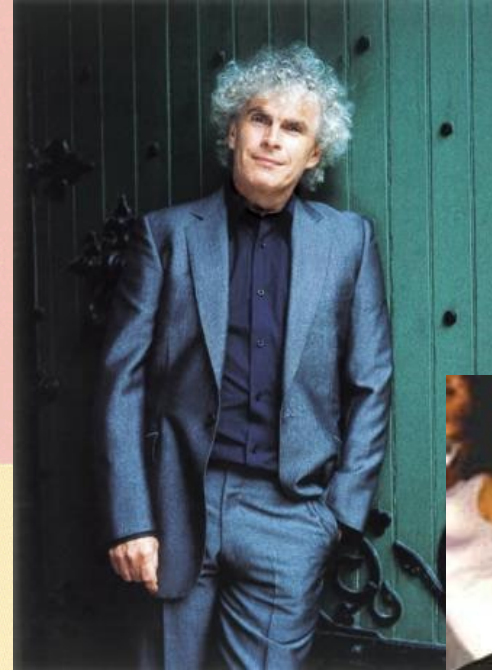


Jazz and Reader Model

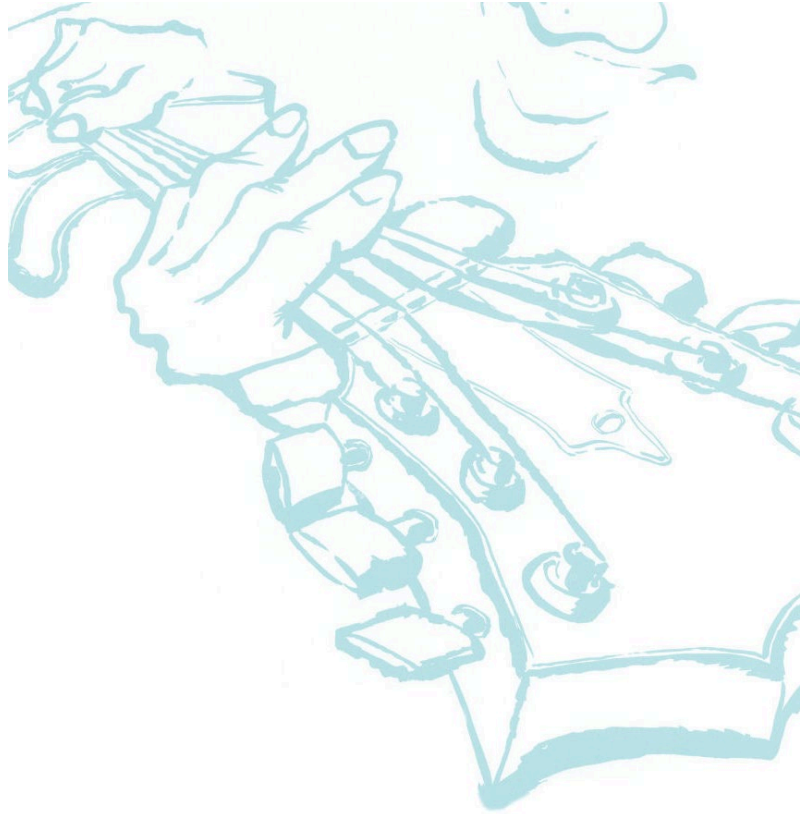
The Jazzer



The Reader



reissmiles



Readers

- Deep musical knowledge
- Creative
- Sticks rigidly to predetermined score
- Led by conductor / musical score
- No improvisation



Are you a Jazzer or a Reader?

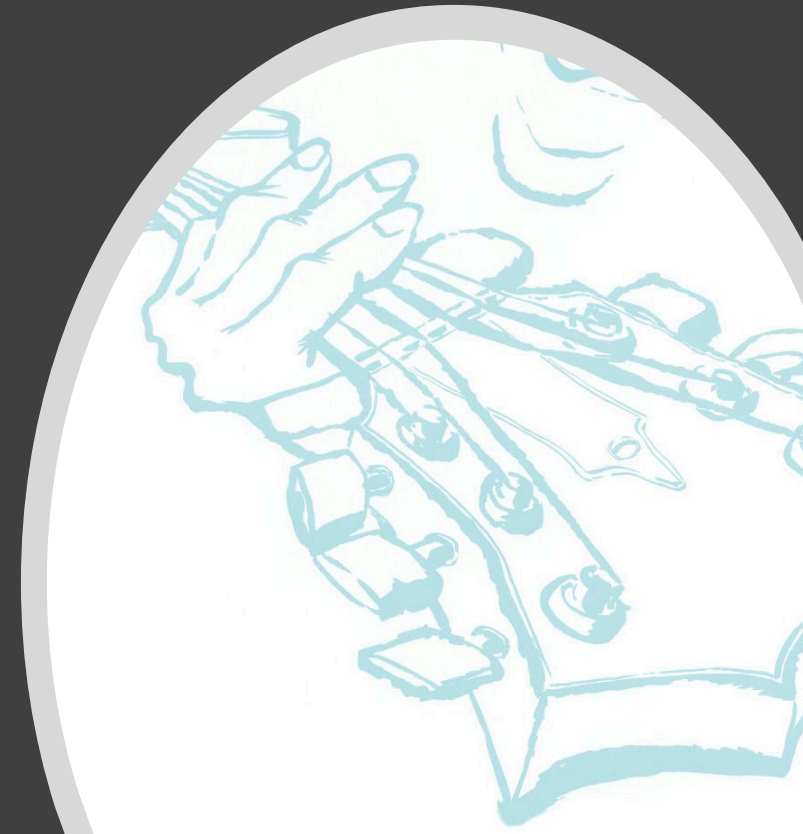


Jazzers

- Colloquial musical term
- Deep musical knowledge
- Creative
- Innovation
- Flexible
- Leadership responsibility
- Improvisation

A Key Point

- *Do not fear mistakes. There are none.*
- *Miles Davis*



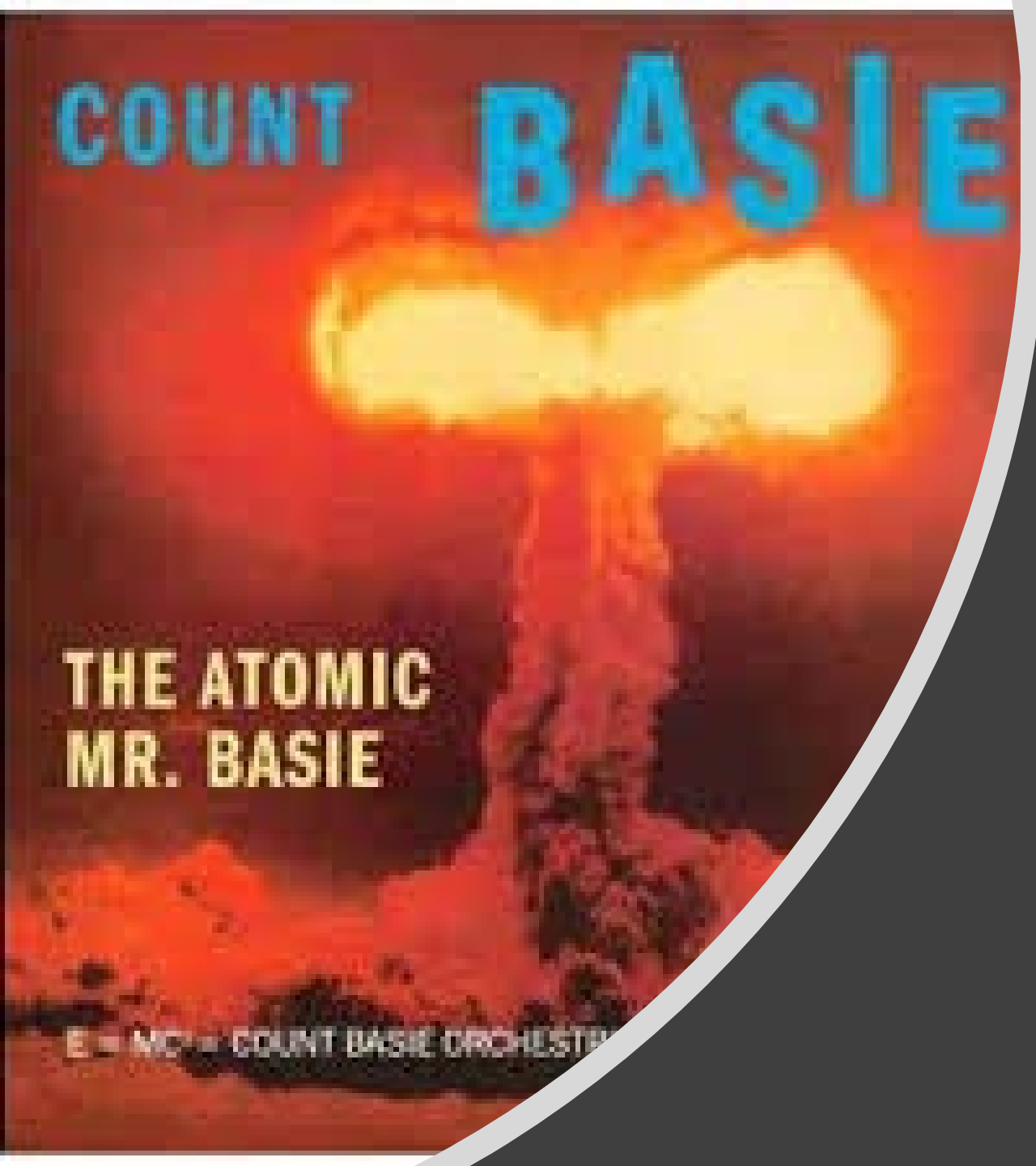
According to Miles.....

- “He’s a kind of player who likes competition – he’s more of an athlete than a musician, and you can’t combine the two. If you want to compete, go join a m*****g baseball team”





The Workshops: Their Versatility and Impact
<https://youtu.be/efXGhpFHgZg>



Rethinking the Jazz/Reader model



Additional Information

- Vox pops: <https://www.youtube.com/watch?v=KzUx8yGAVvk>
- Jazz Interview (1): <https://www.youtube.com/watch?v=3mh9FA8TVB4>
-
- **Selected Compositions**
- 'Magazine' <https://www.youtube.com/watch?v=kDITR1R88KI>
- 'Cool Wallpaper' <https://www.youtube.com/watch?v=K8aiKcTYczc>
- 'Northern Soul' <https://www.youtube.com/watch?v=hcGFQoEBy70>
- 'Architecture' <https://www.youtube.com/watch?v=TVqLEK4ZxWk>

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THANK YOU

