

MBUS 3000
Lecture 24 part 2
(public)
POLCA
Oct 31st 2013

Begin Reading
“The Daily Adventures Of Mixerman”
Weeks 1 and 2.
Finish By Nov 19th

Recording during the Bubble?

Which Bubble?

Who is Willy Show?

Who is Lance?

Who is dumbass

How much are they spending a day?

How is mixerman losing control?

how does he attempt to regain control?

BTW Mixerman agrees with my long volatility/long tail view of the music business.

“Discographies are the name of the game in this business. The deeper and hotter your discography is, the better. The recording biz is basically a small controlled lottery. The more albums I work on in the course of a year, the more lottery tickets I have in my possession. The more lottery tickets, the more chances of a hit. Once you have a hit, you get even more lottery tickets. I just hope I didn't get the piece of paper with the black spot on it, as I have a marked aversion toward being stoned to death.”

Long Tail/Long Volatility Strategy

- many small “bets” that rarely pay off.
- upside must be unlimited and of a “wild” variety/ “wild” payouts on successful “bets”
- low overhead / “bets” are inexpensive or acquired free in the course of other activities.

**Business College “Management Theory”
Not to be Confused with Band Management**

First Rule of Management

No meetings!

but if you must read the following...

“Rework”

A book by Jason Fried

www.youtube.com/watch?v=5xD2NopsUs

Meetings are toxic

The worst interruptions of all are meetings. Here's why:

- They're usually about words and abstract concepts, not real things.
- They usually convey an abysmally small amount of information per minute.
- They drift off-subject easier than a Chicago cab in a snowstorm.
- They require thorough preparation that most people don't have time for.
- They frequently have agendas so vague that nobody is really sure of the goal.
- They often include at least one moron who inevitably gets his turn to waste everyone's time with nonsense.
- Meetings procreate. One meeting leads to another meeting leads to another ...

It's also unfortunate that meetings are typically scheduled like TV shows. You set aside thirty minutes or an hour because that's how scheduling software works (you'll never see anyone schedule a seven-minute meeting with Outlook). Too bad. If it only takes seven minutes to accomplish a meeting's goal, then that's all the time you should spend. Don't stretch seven into thirty.

When you think about it, the true cost of meetings is staggering. Let's say you're going to schedule a meeting that lasts one hour, and you invite ten people to attend. That's

REWORK

actually a ten-hour meeting, not a one-hour meeting. You're trading ten hours of productivity for one hour of meeting time. And it's probably more like fifteen hours, because there are mental switching costs that come with stopping what you're doing, going somewhere else to meet, and then resuming what you were doing beforehand.

Is it ever OK to trade ten or fifteen hours of productivity for one hour of meeting? Sometimes, maybe. But that's a pretty hefty price to pay. Judged on a pure cost basis, meetings of this size quickly become liabilities, not assets. Think about the time you're actually losing and ask yourself if it's really worth it.

If you decide you absolutely *must* get together, try to make your meeting a productive one by sticking to these simple rules:

- Set a timer. When it rings, meeting's over. Period.
- Invite as few people as possible.
- Always have a clear agenda.
- Begin with a specific problem.
- Meet at the site of the problem instead of a conference room. Point to real things and suggest real changes.
- End with a solution and make someone responsible for implementing it.

Introduction and Overview

Bob Vandenberg

Questions?

- Thinking 6 to 7 years out and regardless of your major, assume that you are an excellent performer in your job. What do you think the organization is going to offer you as reward for that performance?
 - Promotion to management!!!
 - What does that word mean to you?

P.O.L.C.A

- **Planning** = process of setting goals, developing strategies, and outlining tasks and schedules to accomplish the goals.¹
- **Organizing** = Arranging elements into a purposeful order or structure; assembling required resources to attain objectives.²
- **Leading** = *positively* influencing others to achieve mutually satisfying goals.
- **Controlling** = the formal, information-based routines and procedures used to maintain or alter patterns in activities.³
- **Adapting** = to make suitable to changing requirements or conditions; adjust or modify fittingly.⁴

- Planning = process of setting goals, developing strategies, and outlining tasks and schedules to accomplish the goals.

Strategic

New record release strategy.

“Sell as many records a possible”

“Get a lot of radio,press and publicity”

Concerts in 25 key markets in first 6 weeks of record release.

Reviews and previews in 25 key market weeklies, dailies and blogs.

Reviews and previews in at least 3 top national magazines.

Events, interviews, airplay, in-station visits with top 15 AAA radio stations.

Build a fan based street team.

Make in-roads into the country market.

Tactical

Routing the tour with agent.

Get strongest cities on weekend nights

Promotions with WTTS, KBCO, KFOG, DAVE-FM

Hiring road crew, Booking hotels, Travel

Tour budgets

Show details

- Organizing = Arranging elements into a purposeful order or structure; assembling required resources to attain objectives.

- Controlling = the formal, information-based routines and procedures used to maintain or alter patterns in activities.

Organizing?

arranging and having proper amplifiers on hand
having said amplifiers mic-ed and ready to go

arranging the equipment on the tractor trailer so it comes out in proper order

making sure the website has all press and promotion material easily accessible to reporters and promoters

making sure the website has the correct technical specifications for live shows

- Controlling = the formal, information-based routines and procedures used to maintain or alter patterns in activities.

Not what you think it is.

Very specific “information based routines and procedures”

Only really one or two examples in mixerman diaries

Timecard

Stage Plot

9457 ADAMS PAY PERIOD ENDING

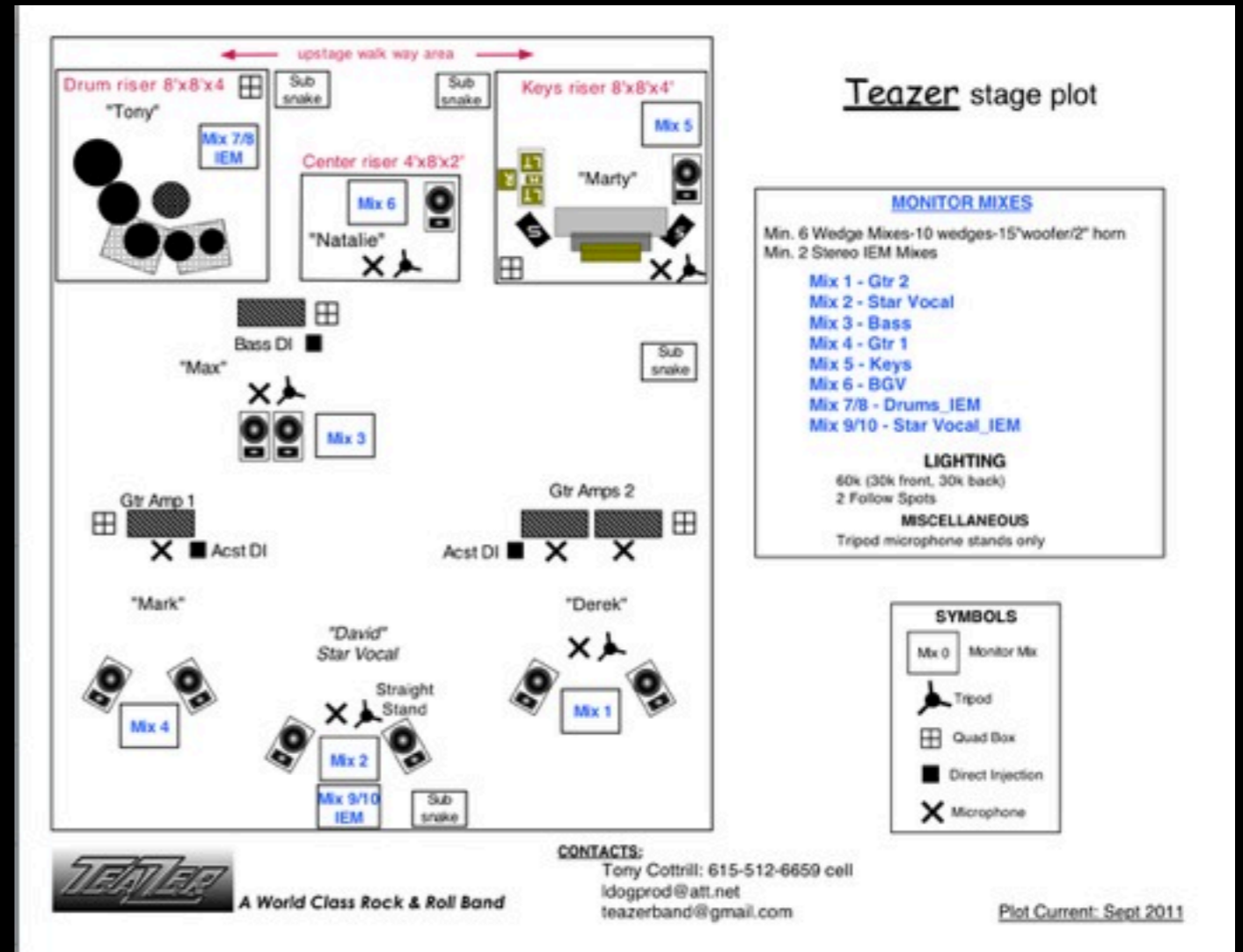
No. _____

NAME _____

DATE	W.K. HOURS SET	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT
1													
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7													
TOTAL													
RATE													
AMOUNT													
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BALANCE DUE													
NO. OF EXEMPTIONS													
F.I.C.A.													
FED. W. T.													
INSURANCE													
CITYSE. W. T.													
ST. CAL. COMP.													
ST. DIS. BEN.													
DUES													
BONDS													
PAYMENT RECEIVED IN FULL													
SIGNED _____													

This Space for Overtime Only

This Space is for Time Out or Lost Time





SE 8 Home Owners Association

Site instructions to security guards SE8

16 January 2009

www.se8.co.za hoa@se8.co.za

Fax- to-email : 086 627 7276

General rules to be enforced in SE8 by Security Guards

1. Contractors

1.1 Construction and delivery hours

- Monday to Friday : 06:00 – 18:00
- Saturday : 07:00 – 13:00
- No work or deliveries allowed on Sundays and public holidays. On these days no access is to be granted to contractor workers, even if they produce a valid photo permit.

1.2 Only one night watchman allowed per stand, he must be on his stand and not visiting "friends" on other stands.

1.3 All contractors and their workers to either sign in the pedestrian register or show photo permits. (As per the photo permit document dated 09 February 2009)

1.4 Should the contractor indicate that they will be working inside SE8 for less than 5 days, they can be allowed to sign in the pedestrian register, only if the relevant owner is present or if he gives a letter stating the above. This needs to be monitored as we had contractors who keeps on signing in people every week saying that they will be working for less than a week, which I found out was not the truth.

1.5 All contractor vehicles must display the blue / green permit in their windscreens, if they don't have a permit, they have to sign in the vehicle register for every entry to SE8. The contractor vehicle permit is available from the guards at the guardhouse.

2. Residents

2.1 No fireworks allowed inside SE8.

2.2 No quad bikes allowed inside SE8.

2.3 No speeding is allowed inside SE8, the speed limit is 30km/hour.

2.4 Residents cannot give instructions to security guards; they should be referred to SE8 HOA or Bataleur Control Room.

2.5 Residents are not allowed to be a disturbance to other residents (loud music or noises).

Introduction

- Two most difficult skills
 - Leading = just because you have a title doesn't make you a leader; you earn that title.
 - Some of the best I've known had no title.
 - Adapting = learned by dealing with the challenges put in front of you
 - Reality is not paid to plan, organize and control; rather, org. wants to see how well you lead and adapt.
 - ADAPT OR DIE

- Leading = positively influencing others to achieve mutually satisfying goals.

keyword: “positively”

Don't read self help style management books

"Can't is the cancer of happen."

"Who moved my cheese?"

"Faith is for winners. Hope is for losers."

Which are real book titles and which are
Charlie Sheenisms?

- Adapting = to make suitable to changing requirements or conditions; adjust or modify fittingly

my view is you can't teach people this