

QUARTET MANAGEMENT

June 2015

CLASS DESCRIPTION

We get into a quartet to sing and perform, and then we realize that we just created a small business. This session will offer strategies to address all of that “non-singing stuff.”

QUARTET PURPOSE

Identify Purpose | What – Why - Who










- Social / Fraternity / Brotherhood / Hobby
- Perform for Friends / Family / Community
- Improve skill level / Competition
- Make somebody else's life better


Execute with Purpose | When – Where - How

- Define success – Plan for success
- Execute for success

BUSINESS MODEL DESIGN

The Business Model Canvas Designed for: _____ Designed by: _____ Date: _____ Revision: _____

| | | | | |
|--|--|---|--|---|
| <p>Key Partners </p> <p>Who are the key partners? Who are the suppliers? Who are the distributors? Who are the channels? Who are the partners? Who are the allies?</p> | <p>Key Activities </p> <p>What key activities do you (Value Proposition) need? Can they be automated? Can they be outsourced? Can they be shared? Can they be bought? Can they be rented?</p> | <p>Value Propositions </p> <p>What value do we deliver to the customer? Which value do we create to capture an important part of the market? Which value do we create to differentiate our offering from other customer segments? Which value do we create to increase our market share?</p> | <p>Customer Relationships </p> <p>What type of relationship do we want with our Customers? Should we acquire, build, and maintain relationships with Customers? How can we acquire Customers? How can we build relationships? How can we maintain relationships? How can we increase the value of our business model? How can we increase the value of our business model?</p> | <p>Customer Segments </p> <p>To whom are we creating value? Which customer segments are we targeting? Which customer segments are we targeting? Which customer segments are we targeting? Which customer segments are we targeting?</p> |
| <p>Key Resources </p> <p>What key resources do you (Value Proposition) need? Can they be automated? Can they be outsourced? Can they be shared? Can they be bought? Can they be rented?</p> | <p>Channels </p> <p>Through what Channels do we sell our Customers' Segments? Which Channels do we use? How can we acquire Customers? How can we build relationships? How can we maintain relationships? How can we increase the value of our business model? How can we increase the value of our business model?</p> | | | |
| <p>Cost Structure </p> <p>What are the most important costs related to the Value Proposition? How can we reduce costs? How can we reduce costs? How can we reduce costs? How can we reduce costs?</p> | | <p>Revenue Streams </p> <p>For what value are our customers willing to pay? How can we generate revenue? How can we generate revenue? How can we generate revenue? How can we generate revenue?</p> | | |

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ADMINISTRATIVE DUTIES

▶ Show Production

- ▶ How is music selected?
- ▶ How is the 'show' created?
- ▶ How do you obtain music?
- ▶ Staging requirements?

▶ Point of Contact | Manager

- ▶ Who books shows?
- ▶ Show contracts?
- ▶ Calendar planning

▶ Finances

- ▶ Business entity? LLC?
- ▶ Separate bank account?
- ▶ Individuals compensated?
- ▶ Tax considerations?
- ▶ Music royalties?

▶ Marketing

- ▶ Website?
- ▶ Show contracts?
- ▶ Business materials?
- ▶ Brand/Image?

COMMON CHALLENGES

▶ Priorities

- ▶ Married? Kids?
- ▶ Student? Career? Retired?
- ▶ Income needs?
- ▶ Calendar availability?
- ▶ General 'place in life'

▶ Rehearsals

- ▶ When? Where?
- ▶ Managing Time | Agenda
- ▶ Coaching – internal?
- ▶ Coaching – external?

▶ Finances

- ▶ Every man for himself?
- ▶ Compensation needs?
- ▶ Time away from 'Day Job'?
- ▶ Contract needs

▶ Change

- ▶ Priority Changes?
- ▶ Brand/Image Changes?
- ▶ Financial Changes?
- ▶ Quartet Goal Changes?
- ▶ Personnel Changes

RECOMMENDATIONS

Communicate

Include
Spouses

Plan as a
Quartet
Family

Keep it in
Context

DISCUSSION

| Key Partners | | Key Activities | | Value Propositions | | Customer Relationships | | Customer Segments | |
|--|--|---|--|---|---|---|--|---|--|
| Arrangers Coaches Gig managers | | Rehearsal / Preparation Show Creation Music Selection Performing | | Food for the Soul Performance Opportunity Hobby Healing for you Healing for others Gotta make that overtone Contest / Competition Recordings Revenue / Income Got kicked off my bowling team Wife needs a break from me | | Barbershoppers Corporate Gigs Social vs. Professional (both?) | | My barbershop chapter chorus Other barbershop chapter chorus Community events Church Schools Nursing Homes Daycares Sporting Events Family Reunions Weddings Corporate Events | |
| | | Key Resources | | | | Channels | | | |
| | | Rehearsal space Music | | | | Performances | | | |
| Cost Structure | | | | | Revenue Streams | | | | |
| Music & Arrangements Rehearsal Space & Equipment Coaching Stage Costume/Attire Sound & Lighting Equipment Props | | | | | Travel Quartet Member Compensation Recording Expenses Contest/Convention Time etc... | | | | |
| | | | | | Performance Fees Recording Sales Good Will Personal Food for the Soul | | | | |