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- The following grading penalties will be imposed on overdue assignments.

Number of Days Overdue	Grade Deduction
One day overdue	10%
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Four days overdue	40%
Five days overdue	50%

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- It is the responsibility of students to retain copies of all submitted assignments. If for any reason an assignment cannot be located, students can be asked to resubmit. Failure to do so within 24 hours will be treated as non-submission of the assignment and the above grade deductions will apply from the date of the request.

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Course of Study: MUSIC PRODUCTION

Unit Name: [MPPTH6] Client Relations and Psychology for Producers and Musicians

Assignment: Research Project

Lecturer: Dr. Michael Hewes

Student Declaration of Authorship (Attachment of this document to an electronic submission will be construed as agreement to the below statement)

- I declare that this assignment is my own work, except where the work of others is clearly indicated in either direct or parenthetical quotation, or paraphrase, and is referenced accordingly in citation and the bibliography, and it has not previously been submitted for any assessment at an educational institution.

Student's Signature: CRISTIAN Date: 30/11/22

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MPPTH6 Research Project – Achieving Successful Outcomes by Cristian Tassone

To understand how successful outcomes can be achieved in the creative industry, we must first grasp how management is used to maximize achievement.

Management can be broken down into different meanings and explanations.

First and foremost, to be a manager. How can a leader elicit the finest performance from their employees? Which management styles do they employ?

'Management' refers to taking authority of our surroundings. How can we utilise management as a tool to help others around us? How does one deal with stress in order to succeed? It's no secret that as artists, we'll be put in situations where we must manage tension and distress in clients and friends. Given that this is commonplace in the industry in which we operate.

To identify successful outcomes. How do we truly appreciate and acknowledge them? How do we define success, and on what grounds do we judge it? For example, a productive studio session may be evident in the eyes of a client who was finally able to write a verse. But, as a music producer, knowing that you could've done more to assist them to achieve better results may suggest that the session was a failure from your perspective. How do we establish the proper dynamic range to accurately identify success?

Management, control, and self-awareness are the key indicators of achieving successful outcomes. We will meet and work with people in leadership positions for virtually our whole careers.

The basic manager style is distinguished by the fact that it is fact-driven in order to attain the best overall results. Because this is a management-driven environment, these leaders are sometimes compelled to

'follow the rules' to some degree since they, too, are hired by a higher authority. This is what enables the manager to have a clear and simple vision that is continuously updated and communicated back to the workers under his or her supervision.

Another style is that of a coach. Where a blend of motivational and educational strategies are used to promote successful outcomes. This is linked to instructing and mentoring. However, it also pertains to how managers may approach leadership.

Educators are knowledgeable people who value patience. Before commencing any teaching-styled session, your first obligation as an educator is to train and upskill the people you are training. This frequently takes a lot of one-on-one time, patience, and focus. To be an excellent leader in this method, you must constantly push your students. This occurs because, in order to get the best outcomes from the concepts you're communicating, learners will be motivated to go above and beyond once they are exposed to the repetition of tough subjects.

However, success cannot be repeated on a routine basis. It comes down to supply and demand. Is it possible for kids to sense accomplished if they are constantly feeling successful? This level of difficulty should be sustained throughout the sessions.

The motivational side to this is focused on expressing their message with energy and assurance. The overarching concept here is to maintain great expectations through assistance and reinforcement. A motivator will boost the listener's belief in themselves and in their capabilities. This is done to provide them with the motivation they require to attain their objectives. While affirmation fosters internal confidence, reassurance is intended to alleviate uncertainty. We are all fighting our own internal conflicts, which can occasionally lead to a decreased desire and incentive to complete activities. In order to strengthen and motivate listeners, a motivating leader will strive to eliminate doubts.

The main contrasting elements at play here are the way the information is delivered from leader to student. As opposed to a manager, an educator will focus on knowledge-based learning to reach successful outcomes. A motivator will focus on drive and passion.

We can see how a football coach leads differently than a convenience store duty manager. If the manager asks you to change the way you do anything, it is a one-on-one piece of feedback intended to benefit the manager as the store's leader. While it is direct and instructive, you may not give it your full attention and energy. In contrast, if a football coach tells you to adjust the way you kick the ball, the advice is given with the best interests of the team in mind. It will not be a subtle afterthought; rather, a straightforward piece of feedback on which you will dwell for the foreseeable future.

Coaching, as opposed to feeling judgemental, "focuses on being supportive" (Torch, 2020). Feeling judged after receiving feedback is rarely an overwhelming feeling in relationships that are prioritised through an educational and motivational approach. As opposed to a manager, who, a lot of the time, relays messages that can come across as an attack on you personally because team rapport isn't promoted.

A motivator spends more time on the mental belief of a listener than a manager would. Reassurance, belief, and personal drive, all heavily promote success.

The managerial, educational, and motivational styles of leadership are key and contrasting techniques that all embrace the objective of guiding people towards success.

A composer leading a workshop is accountable for making sure that their client's output is maintained and thrived through the management and diminishment of stress. Stress and anxiety are prevalent in a recording studio as artists attempt to maximise their time. Clearly, increased stress results in decreased

productivity. It is classified into two types: positive stress and distress. But what are the downfalls we as composers can look out for to avoid distress, and maximise productivity?

By implementing a few strategies in the studio, leaders can minimise stress levels and maintain productivity.

A major cause of stress in the workplace/studio is a “lack of social support” (APA, 2018). Utilising a more supportive approach to people suffering from this, will enhance your session, and reduce stress in the participants involved. This relates to acknowledging that different people demand different management styles. Dependent on their personal characteristics, some people will gain more from mentorship than others. We want to be in a position where, once everyone's stress levels are in order, the collective's productive output can be efficient.

We can reduce anxiety in participants by introducing ourselves to clients and establishing rapport before commencing work on any material. Engagement is defined by the relationships built. Evident in the fact that “70% of a team's engagement” (MindTools, 2022) is galvanised solely by their manager/leader. This means that with our leadership and stress reduction through team building, we can scientifically increase engagement and output.

A failed session, in my own experience, boiled down to the following issues. Lack of preparation, and lack of motivation to fix ongoing issues. The absence of a true leader in this session was the reason there was a high amount of stress and worry. As mentioned, without the social support, and knowledge to fix certain problems that arose, no successful strategies were implemented.

But how could we have more effectively gotten ready for the meeting? It's critical to understand the style process involved in conducting these sessions. You can start preparing and studying the tools you will

need to utilise. “Preparation is 80 Percent of Career Success” (HelpMates, 2018), and this will forever be evident in everything we do when it comes to conducting ourselves in a professional manner.

From the opposite perspective too, nothing irritates a musician more than turning up to a session and realising that the producer has no understanding of what's going on.

Conducting ourselves in a professional way includes proper preparation and knowledge to liaise through difficult situations. Without the ability to do these effectively, evidently leads to unproductive sessions with no motivation to succeed.

It has been determined how we can utilise potential management styles. We've explored how to expertly stray from tension in situations where we should be in command. Now is the time to determine how to measure success professionally and fairly.

There are various methods for determining success. As creators, we are regularly put in circumstances where effectiveness is critical, and we are frequently evaluated based on our own skills and ratings. An intelligent technique to look at it is to determine from which perspective you are making your judgments. It might be as simple as a professional perspective, which includes key performance indicators (KPIs), or a personal perspective. Which will reflect how you, as a creator, grew and learnt during the process.

The first to examine is the professional perspective. The most widely used method of measuring achievement is through key performance indicators. These take the shape of evaluating whether or not goals have been met. Similarly, whether expectations were satisfied throughout the period of collaboration. A key performance indicator may be: 'Track 2 songs live in your home studio' A KPI, like objectives, is a more formal way to make “critical adjustments in your execution to achieve your strategic goals” (RythymSystems, 2022) Once the KPIs have been established, an excellent way to assess the

performance of a joint project is to consider if you had a good experience and if a sense of ongoing mutual respect formed between you and the members of the band. If you create respect, it is quite likely that you will interact with them sometime in the future. Creating new contacts, and more crucially, relationships, are necessary aspects of success evaluation.

The other perspective to consider is measuring personal improvement. Looking beyond the outcomes of the job performed, and acknowledging your personal growth will assist you in identifying your own accomplishments. This relates to surpassing your personal standards and setting a higher bar for future projects, as well as building confidence for future endeavours.

A common, yet great way to quantify personal growth is by setting goals. What's so great and unique about evaluating your own development is "personal in the way that only you can define how much you have grown" (Medium, 2018). All of this contributes to strengthening your reputation so that the relationships you've made will decide to work with you again in the future.

No matter how you approach quantifying your success, making fair and consistent judgments about yourself and others is what promotes healthy working habits for the future.

Different management styles all strive for success, but different types are more suited to specific situations than others. A football coach must use motivating and educational tactics, but a supermarket team leader should employ managerial skills. And, in all leadership jobs, it is critical to realise that stress must be handled and reduced from the top. Meaning you, as the manager, should use stress-reduction techniques to get the most out of the individuals you work with. Following that, using wise and fair judgement procedures to evaluate performance leads to the universally understood goal that all of us leaders share: to achieve successful outcomes.

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