



Hey Creatives!

You're listening to **Podcast #38 of the Coffee With Camilla** podcast where we will discuss the music industry.

I'm your host Camilla Kleindienst of Banner Music in Nashville TN

The title of this podcast is ***"Team Member Evaluation & Making Changes"***.

***Have you ever heard the saying, "Ain't Nobody to Blame But Me?"
I'm Mostly speaking to performing artists or musicians today.***

Well this is you and your career. You must be in control of your career!

This is a tough subject because you need a team and you want a team because you need to focus on the creative and performance side of your career and your team can focus on the business side. But at the same time, YOU are responsible to building the right team and must keep a handle on it.

Anytime people represent you, they are on your team. Sometimes you have to change out team members, even when it hurts. For the sake of your music career, you will bring on team members who serve a specific purpose but once that purpose is serviced, that team member needs to go away and make room for the next team member. Hopefully, you are building a long term team as you go along and find success. But it takes a while and it takes judgement calls. And you will make mistakes along the way.

You are responsible for the judgements on your team members. It's your career so you are ultimately responsible for it. If you KNOW you have team members you don't really trust, or can't rely on, or are bringing you down, hurting your image, brand or they are not representing you in a positive way, it's up to you to deal with it. It's your music career on the line and if you don't take control of it, who will.

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It can be a painful process. Because maybe your spouse is in your band, but they are getting in your way of success. Either jealousy, drugs or alcohol abuse, or they simply aren't the best musician you can (or need to) hire. So, what do you do. You love that person, and they served a real purpose in the band early on, but now you have to hone in on the best musicians you can find to take you to the next level. The question is, ***Can You Get To The Next Level With That Spouse Musician In Your Band?*** If so, will it take longer and you'll have more hurdles to overcome? Or is the answer no and you haven't dealt with this issue yet because it's your spouse and you love them? And you know they love being in the band and the discussion alone will hurt them. Maybe you don't want to reach the highest level in the music industry without your spouse in your band and you are okay with that. If so, that is your call to make. Your judgement of the situation.

Or maybe the solution is finding a different role for your spouse. Maybe it's personal management or live production manager or some other leadership role.

When you look at the landscape of your team, you must be realistic. Are they doing everything they can do? Are they working harder than you? Are they trustworthy?

If you can predict or anticipate where you will be in one year or five years with the same team members, do anticipate your career being advanced at all or will you be playing the same venues, same gigs, pretty much the same everything? This would not be a good scenario. So changes must be made.

It's weird to be in this business head space for creative people. But if you want to really advance your career and continually improve, you must do it on occasion.

Create a spreadsheet

Write in each column all the roles/positions you know you need to take your music career to the next level.

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Do this exercise to evaluate your team members. Write down the title of the role and what is the BEST CASE scenario for that position. Then write down an evaluation of your team members that match that role.

EXAMPLE:

Lead Guitar Player

Experienced, Creative input and production, know the material, requires at home practice, has great equipment, work ethic, great attitude, comes to rehearsals and shows prepared, looks great (dresses appropriate to represent the artist), arrives on time - every time, no drug or alcohol bad habits, gets along with others, trustworthy, professional approach to his/her career.

My Lead Guitar Play

Yes on all items listed EXCEPT, needs new or updated equipment, needs to shower before shows and dress better for shows.

EXAMPLE:

Manager

Experienced, Work Ethic, Engaged in day to day activities, checks in by phone or email regularly, finding opportunities for artist, making important business connections for artist, gives good advice on career advancements, will be the "heavy" when necessary, has artist best interests at heart, trustworthy, professional approach

My Manager,

Yes on everything EXCEPT needs to communicate more with me and provide updates on what is going on. Would like to see more forecasting on what he/she is working on and advise me more on what I should be doing.

You should fill in your spreadsheet on all team members and make some judgement calls on each team members. If you don't have all the roles filled you

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believe you needs such as “Band Leader” or “Manager” or “Publicist”, go ahead and fill that in on your spreadsheet so you have those roles in mind as you move forward in your career. You will eventually fill those roles.

Now that you have your spreadsheet filled out, major some decisions based on your judgement calls. You may need to replace someone. You may need to seek out more or new team members.

Ultimately the question you are trying to answer is, “Will my career advance with my current team”? If the answer is no, then it's on YOU to figure it out. This exercise will help you make some decisions. It will be hard. And you will probably make some mistakes. But you can fix mistakes. Time is not stopping for you. You don't have any time to lose. You have to figure these things out, make judgement calls and roll with them. Your climb to the top is REALLY your climb. Every artist needs a team. Every artist needs the right team. But you, as the artist, must build that “Right Team”.

I know you can do it. I believe in you!

Thank you for listening to Podcast #38 ***“Team Member Evaluations and Making Changes”***. I know I got all business like in your music career which is a hard place for most creative people to be. But I promise you need to stay in touch with this side of your music career too. As my husband Daniel always says, “Making Music is the Easy Part”.

Please don't forget to **SUBSCRIBE & SHARE** this podcast with your songwriter, musician and performing artist friends.

Look for show notes on my website: **CoffeeWithCamilla.com**
We'll talk again soon! Stay Creative!