

#SoundLeadership

Experiential Learning For Business Leaders

The Challenge: Traditional Training



Stagnant approach:

Conventional training methodologies often lack the dynamism and creativity required to engage the minds driving today's innovative firms.



Disconnection with a new workforce:

Millennials and post-millennials, making up over 40% of the workforce, seek more immersive and experiential learning experiences, something traditional methods can't provide.



The same old song:

The importance of diversity, equity, and inclusion demands a fresh approach to training, yet many organizations struggle to move beyond one-size-fits-all solutions.



The need for a new rhythm: How can your organization adapt its learning strategies to resonate with a diverse, creative, and innovation-driven team, fostering understanding and retention of critical business leadership and entrepreneurship principles?

Discover #SoundLeadership Experiential Learning: Harmonize with your team and transform leadership development



The #SoundLeadership Solution



A New Approach: We've crafted a groundbreaking blend of workshops and training sessions that resonate with the beat of hip-hop's transformative energy.



Hip-Hop as a Teaching Tool: Our sessions weave together musical performances, songwriting, freestyle rapping, and dynamic presentations to teach essential business leadership, entrepreneurship principles, and innovation strategies.



Experiential Learning Unleashed: Through hands-on activities set to the rhythm of hip-hop, participants immerse themselves in learning experiences that accelerate understanding, retention, and application of critical skills.



Embracing Creativity and Diversity: Our approach not only fosters creative thinking but also promotes diversity, equity, and inclusion, leveraging music's universal language to build empathy and shared understanding.



Evidence-Based Success: Backed by research and real-world success, our hip-hop and experiential methodologies redefine how participants engage with content, empowering them to think differently and turn ideas into action.

Move your team into a new era of learning and development. Experience key business principles like never before with #SoundLeadership Experiential Learning.



SoundStrategies

Workshop Offerings:

Innovation Freestyle



Objective:

Teach participants how to tap into their creativity, rapidly create solutions, and manage uncertainty, ambiguity, and risk aversion. This workshop fuels a mindset that fosters innovative thinking and adaptability.



Workshop Experience:

Through freestyle rapping and rapid iteration exercises, participants engage in actionable problem-solving scenarios set to a hip-hop beat. The interactive nature of Innovation Freestyle allows attendees to experiment, iterate, and hone their creativity in an exciting and dynamic way.



SoundStrategies

Workshop Offerings:

The Diss Record



Objective:

Help teams articulate their organization's unique position in the marketplace, differentiating themselves from competitors. This exercise sharpens awareness of what sets the team apart from the rest.



Workshop Experience:

Participants create a diss record about their organization's key competitors, emphasizing their unique strengths and competitor weaknesses. By transforming competitive analysis into a lively, musical experience, The Diss Record fosters a collaborative environment that's both educational and engaging.



SoundStrategies

Workshop Offerings:

Diversity Flow



Objective:

Teach participants to share and appreciate unique experiences within the organization, fostering an environment that truly values diversity, equity, inclusion, and shared empathy. This workshop enables a culture where all voices are heard, respected, and celebrated.



Workshop Experience:

Through the collaborative writing and performing of songs that reflect participants' unique cultural, professional, and individual backgrounds, Diversity Flow creates a unified yet diverse rhythm. The engaging and artistic nature of this workshop allows attendees to connect on a profound level, building bridges of understanding and empathy, all set to the captivating pulse of hip-hop.

Workshop Offerings:

Rock the Mic, Control the Crowd



Objective:

Equip participants with the essential skills to become compelling communicators, harnessing the power of performance and presence to captivate audiences. This workshop focuses on effective storytelling, confidence building, and audience engagement, vital for both internal and public speaking.



Workshop Experience:

By introducing participants to hip-hop performance principles, "Rock the Mic Control the Crowd" transforms traditional presentation techniques into an engaging and dynamic experience. Attendees will learn how to wield their voice and body language, drawing from the energy and expressiveness of hip-hop, to create impactful presentations that resonate and inspire.

Workshop Offerings:

Customer Workshop Design



Objective:

To create a one-of-a-kind workshop experience tailored to your organization's specific needs, goals, and challenges. Whether it's strengthening team collaboration, enhancing innovation, or aligning with strategic initiatives, this customized retreat is designed to position your team for success.



Workshop Experience:

We work closely with your organization to design a retreat that uniquely resonates with your team. Drawing from a rich palette of hip-hop-inspired exercises, dynamic presentations, and experiential activities, we craft a learning journey that not only educates but also entertains and empowers. Engage your team in a rhythm of growth and creativity that aligns perfectly with your mission and vision.

Why Choose #SoundLeadership Experiential Learning?

A Groundbreaking, Yet Evidence Based Approach



Hip-hop/ rap is the most consumed genre in US (*Statistica, 2018*)



Hip-hop based training methodologies have been shown to increase deeper understanding of content and can help learners retain critical skills (*Adapong, 2017 & American Education Research Foundation*)



Hip-hop based training methodologies offer tools to engage in identity work and provides opportunities to address race and power (*Freas, 2021*)



Experiential training methods promote teamwork, accelerate learning, increase engagement levels, and influence feelings and emotions while enhancing knowledge and skills (*Kent State, Elearning Industry, Harvard Business Review*)

Experiential Training Components

- Songwriting
- Freestyle Rapping
- Performance Improvisation
- Breakout Groups
- Rapid Iteration

Your Chief Sound Strategist

Jason William Johnson is transforming the professional development landscape by infusing traditional business education with the energy and rhythm of hip-hop. As a sought-after speaker, rapper, and award-winning business ecosystem leader, he caters to the creative and innovation sectors, crafting immersive experiences that resonate with forward-thinking firms. Through SoundStrategies keynote concerts, live training workshops, and strategic rap songwriting, Jason communicates complex strategies and core values in a way that engages, inspires, and sticks. His innovative approach has proven to promote knowledge retention, enhance leadership competencies, and foster entrepreneurial thinking, all while aligning perfectly with the dynamic needs of cutting-edge businesses. With a background that marries organizational development with music production, Jason is redefining professional growth, making him an essential partner for any organization aiming to lead in creativity and innovation.



Background Info:

Doctoral candidate in Organizational Leadership

15 years experience training businesses and supporting business ecosystems

34 Years of experience as a rapper and music producer

Former Director of Chicago Urban League Center for Entrepreneurship & Innovation

Verizon Small Business Digital Ready Instructor

TEDx Speaker

Chicago Inno 50 on Fire Award Winner

Former Forbes Contributor

Former Adjunct Professor in Organizational Behavior and Industrial Organizational Psychology at IIT

Faculty for Experiential Classroom Entrepreneurship Professor Clinic





Let's Get Your Team In Rhythm...

- Ready to experience learning reimagined?
- Don't miss the beat. Schedule a consultation to explore how our workshops can ignite innovation and growth within your team.

[Schedule a Call](#)

Additional Contact Information

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