

# THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Heyo Pros!

Happy Monday! Ready . . . set . . . success! :-)

Today's tip has at its core, one of my favorite methods of getting things done: checklists!

I've always been a checklist guy. Checklists not only help you see your goal in simple and small step by step action items (which is the foundation of my strategy that I wrote about [here](#)), but they also are structured in a way to help you move on to the next thing. They have built-in momentum. It's hard to stand still with a checklist.

While I've always used them, I became obsessed with checklists after I read *The Checklist Manifesto* - which I strongly recommend for those looking to get things done faster ([get it here.](#)) It revolutionized our office, helping us do more with greater efficiency.

Today I want to tip you off to how I use a checklist to choose team members for my projects, including Directors, Authors, Collaborators, Co-Producers, etc, since so many of you are at this stage of your project . . . or will be soon!

Here's the question checklist I use, in order of importance!

## KEN'S CHECKLIST FOR CHOOSING TEAM MEMBERS

### 1. Do they have a unique and exciting talent or perspective?

It's not enough that people are good at what they do. They have to be unique and special, since that's what stands out.

### 2. Do they share my vision for the show?

Notice that this isn't the first question I ask, because while it's important to share a vision, you don't need it to be exactly your vision. You want people with their own viewpoints, they'll challenge you. So, as I like to say, *be on the same page, but not on the same paragraph.*

### 3. Will they make time to work on the show?

This is so important in 2019! Everyone is busy. Everyone. You want someone so passionate about your project that they will make the time, whether that's at 5 AM, or whether that's turning other stuff down for you.

Creating a show is hard work that doesn't have any immediate rewards, and sometimes none of the typical rewards associated with other "jobs," other than the priceless reward of creating something that wasn't there before. You want people who don't care about the rewards. They just want to make this thing with you and make it now, because they *have to*. While #3 on my checklist, I'd take someone with less talent and more hunger than a talented slow slacker any day.

### 4. Do they have a network that they can leverage for the show?

This is one of the least thought about factors when choosing team members, but could be the most important and most rewarding. A common life success strategy is to surround yourself with people who are more successful than you. That success usually rubs off. Like plants, people will lean towards the sun. :-)

More successful people will have their own contacts of Producers, Investors, Agents, Directors, Co-Producers and more. And when they are on your team, you'll get access to their networks! And like it or not, a big part of this biz is who you know. My first co-producer for my first show was a friend of my Director!

#### 5. Will it be an enjoyable process?

Last and yes, least, is whether or not this will be an enjoyable process for you. Don't get me wrong, this is an important question (it is ON the list after all), and I do want your experience to be fun, because that's what will get you to meetings more, etc. But, the truth is, it takes a lot of effort, stress and pressure to create something precious. And often that can mean a hard and difficult process. (*Gypsy*, one of the greatest musicals ever written had one of the most horrible collaborations - read about that [here](#)). Don't run from people who challenge you just because it might be a 10 round bout! As long as you all end up as winners.

So the next time you are bringing someone on to your show, try this checklist. Or better, make your own! Because what works for me may not work for you.

But the key to success in this process . . . or any process . . . is, well, to have a process.

Go get 'em!

Best,

Ken

P.S. If you need recommendations for team members, we've got 'em. Email Summer to talk to us about how we can help you build your entire team!

P.P.S. Want to meet potential team members? 500 of 'em will be at our conference in just a month! Get your ticket NOW. [Click here](#).

**The Song of the Week is . . .**

#### **"Another Lovely Day"**

From: *City of Light: A New Musical*

Lyrics by Inner Circle Member, Julie Weiner

[Click Here](#) to listen.

[Click Here](#) for the website.

[This Week on the PRO Facebook Group](#).

Here are just a few of the things that are being chatted about on the Facebook Group!

- Feedback on the New York Musical Festival
- Lots of PRO productions opening this week
- Making your job your passion

[Come join the discussion!](#)

And here's some more fun and educational stuff we posted for you last week!

- [Podcast Episode 197: No "Ordinary" Composer/Lyricist, Mr. Adam Gwon](#)
- [They locked my phone up. Twice! And I loved it.](#)