

The Beatles Principles

Lessons in teamwork, loyalty, and creativity from the most popular band in history



The Beatles sold over one billion records and had a disruptive, enduring impact on popular music and culture. Nearly 40 years after their breakup, their popularity is unabated: today, teenagers are major buyers of Beatles' music. As a group, they produced better music than they ever did or could have as solo artists. The whole, in other words, was truly greater than the sum-of-the-parts, something which is undoubtedly the goal of every organizational team.

Andrew, a professionally-trained guitarist, has spent years studying how the Fab Four worked together as a team, wrote their music, and built an every-larger fan base around the world. This dynamic, spirited presentation is based on Andrew's article, *The Beatles Principles*, which was published in *Strategy+Business* and covered by major media around the world, including the *New York Times* and *USA Today*. It is always tailored to each specific audience, and covers a number of important concepts for professionals who serve clients and for teams of any sort.

For each "Beatles Principle," Andrew illustrates what the Beatles did and how they worked

together, and then talks about how the principle can be applied in practice. Some of the principles include:

Eight Days a Week: Creating Face Time

The Beatles played together for years before they hit the world stage. Face time leads to familiarity, which leads to likeability, trust, mutual understanding, and a common vocabulary.

Rocky Racoon: Using Humor to Connect

The Beatles were masters at using humor to sooth tensions within the group and charm the press and their fans around the world.

Getting Better: Evolving Your Songs

You don't want to be singing "I Want to Hold Your Hand" to clients for the next ten years!

A Little Help from My Friends: Creating a Role for Everyone

Think about how John and Paul gave Ringo a song to sing on each album, and elevated his drum kit during live performances so that the audience could see him more clearly.

Two of Us: Blending Differences to Create Greatness

The most successful songwriting partnership in history was forged between two individuals--Lennon and McCartney--who were radically different from each other in almost every possible respect.

Come Together: Sharing the Credit

Early on, John and Paul decided to give equal credit (and royalties) to each other for all their songs, regardless of who contributed which part. For most of the Beatles' existence, an "all for one, one for all" spirit infused the group.