



LYRICCULTURE
AMPLIFY YOUR IMPACT

TEAM BUILDING WITH A HOOK



DAVE MADDEN



WENDY COLONNA



RYAN DOTY

YOUR TEAM

CREATIVITY

PLAY

COLLABORATE

MEANINGFUL

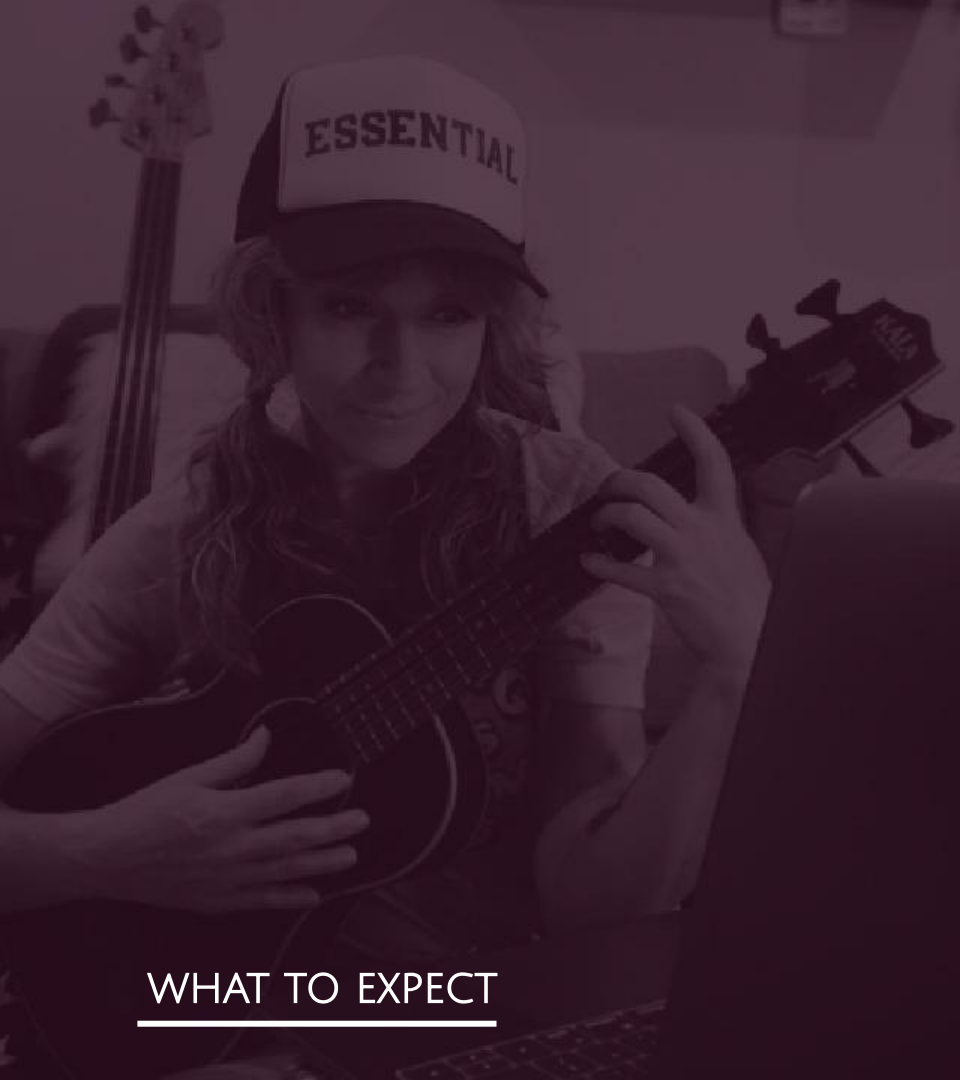
MUSIC

SONG

THE EXPERIENCE



LYRICULTURE



WHAT TO EXPECT



THE WORLD OF MUSIC

IMPACT ON CULTURE

POETRY

SONGWRITING

MAKE SOME MUSIC!

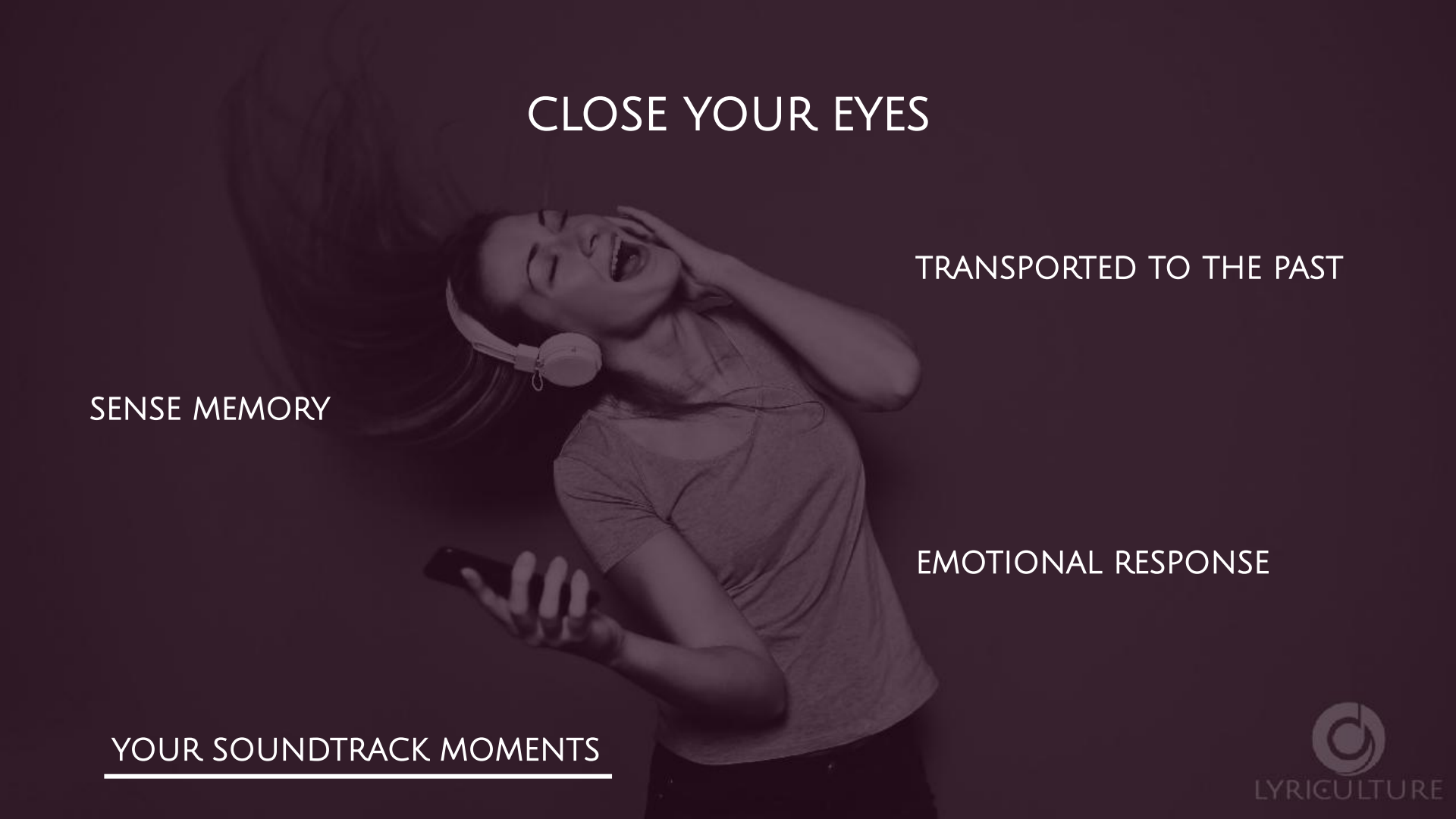
HAVE FUN

TUNE INTO YOUR INNER ARTIST & INNER CHILD

STAY OUT OF THE FEAR ZONE

HELP EACH OTHER OUT

LET'S PLAY



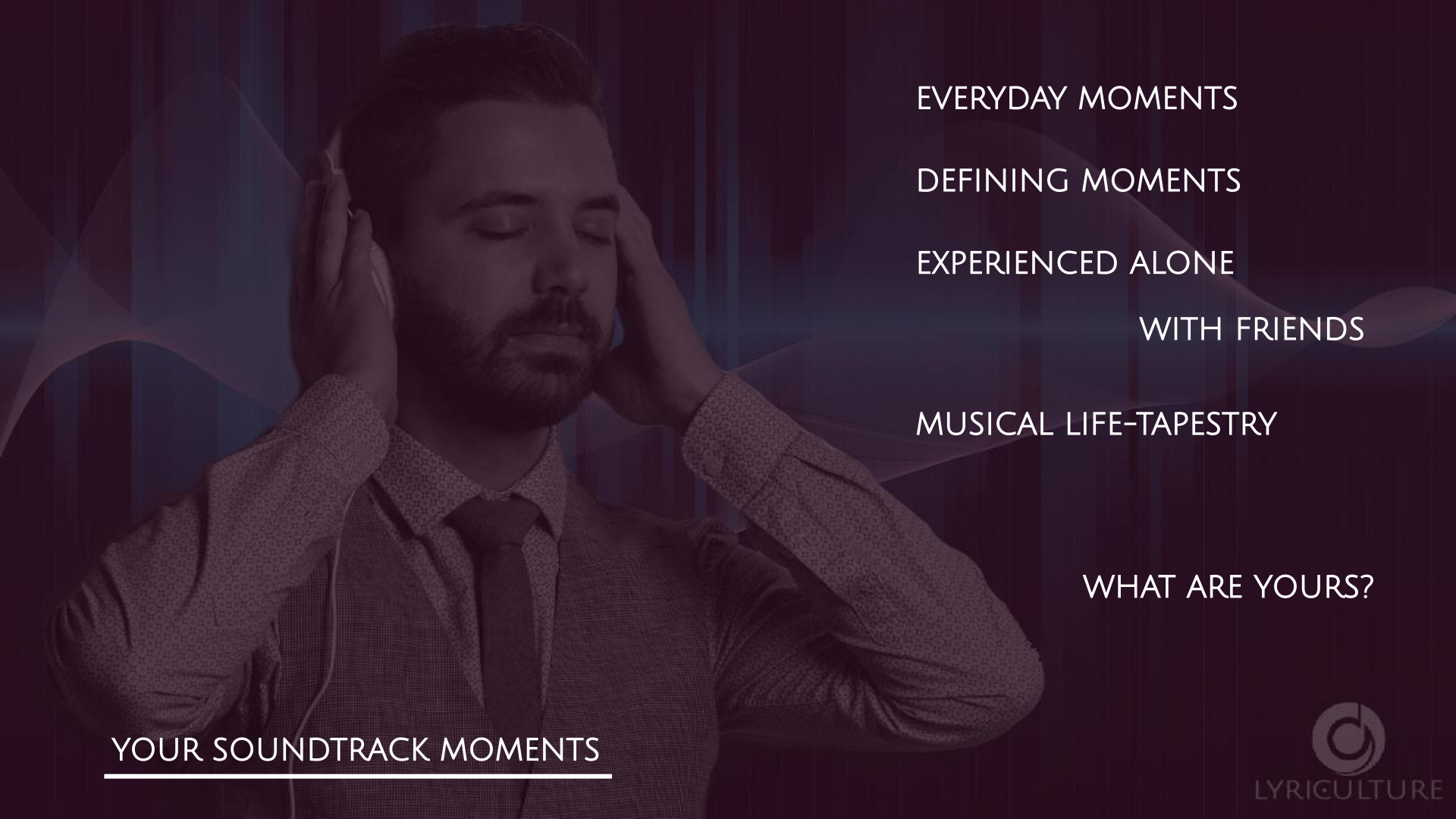
CLOSE YOUR EYES

TRANSPORTED TO THE PAST

SENSE MEMORY

EMOTIONAL RESPONSE

YOUR SOUNDTRACK MOMENTS

A man with a beard, wearing a patterned shirt and a dark tie, is shown from the chest up. He has his eyes closed and his hands are pressed against his ears, suggesting he is deeply listening to music. The background is a dark, moody blue with abstract, flowing shapes. The overall tone is artistic and contemplative.

EVERYDAY MOMENTS

DEFINING MOMENTS

EXPERIENCED ALONE

WITH FRIENDS

MUSICAL LIFE-TAPESTRY

WHAT ARE YOURS?

YOUR SOUNDTRACK MOMENTS

A man wearing a top hat, glasses, a white shirt, a bow tie, and a dark vest is playing a saxophone. The image is dimly lit with a dark, moody background.

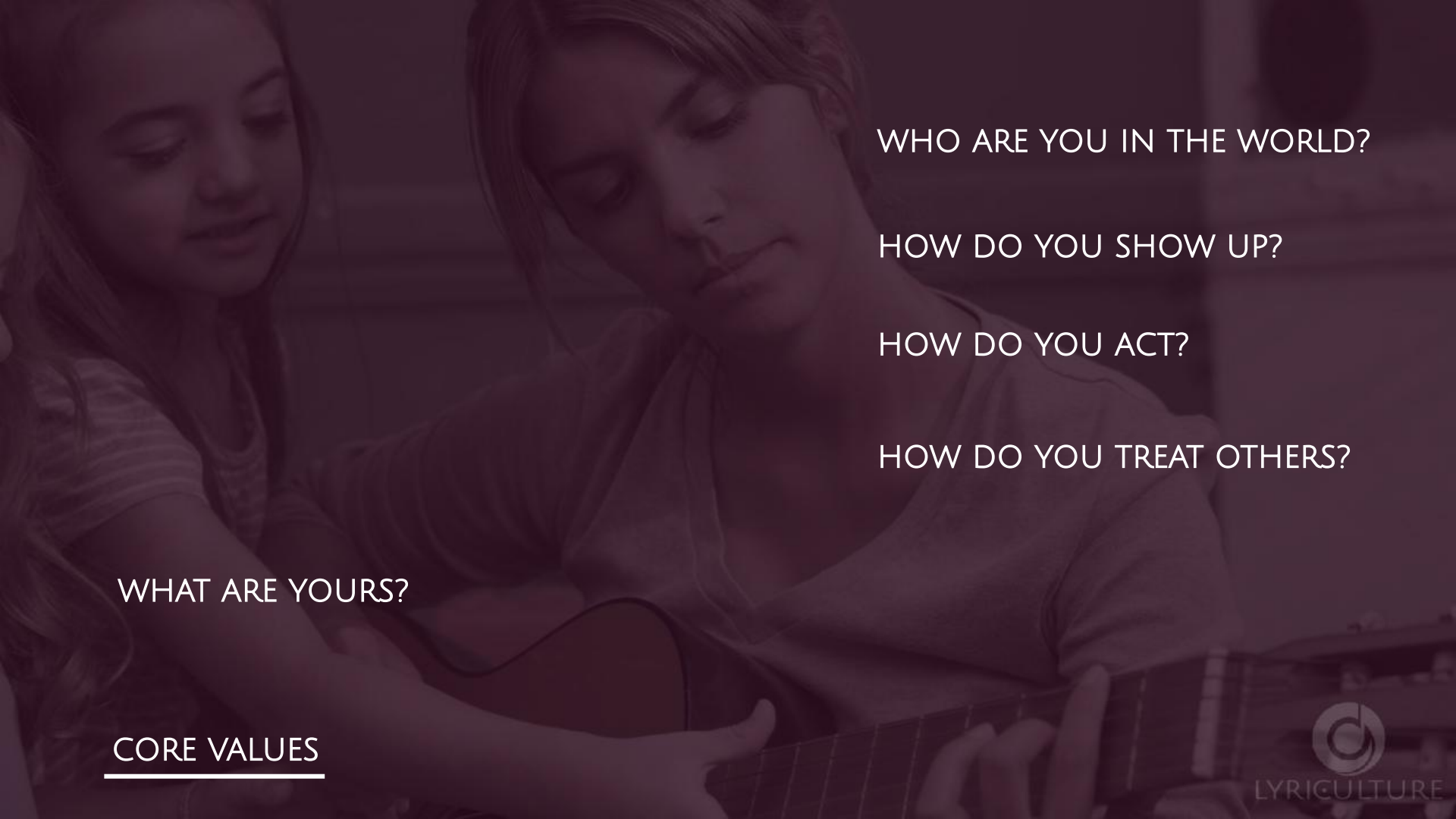
SHARED CONNECTION

THREAD OF OUR HUMANITY

POWERFUL EXPERIENCES

WHAT'S MEANINGFUL TO YOU?

THE MAGIC OF MUSIC



WHO ARE YOU IN THE WORLD?

HOW DO YOU SHOW UP?

HOW DO YOU ACT?

HOW DO YOU TREAT OTHERS?

WHAT ARE YOURS?

CORE VALUES

FAMILY
FREEDOM
SECURITY
LOYALTY
INTELLIGENCE
CONNECTION
CREATIVITY
HUMANITY
SUCCESS
INVENTION
DIVERSITY
GENEROSITY
INTEGRITY
FINESSE
LOVE
RESPECT

FORGIVENESS
GOODNESS
INVOLVEMENT
FAITH
WISDOM
BEAUTY
PERSONAL
DEVELOPMENT
HONESTY
ADVENTURE
KINDNESS
TEAMWORK
COMMUNICATION
LEARNING
EXCELLENCE
INNOVATION
JUSTICE
HAPPINESS

QUALITY
COMMONALITY
CONTRIBUTING
STRENGTH
ENTERTAIN
WEALTH
POWER
COOPERATION
CLARITY
HUMOR
LEADERSHIP
BE TRUE
CONTENTMENT
FRIENDSHIP
COURAGE
BALANCE
WILLINGNESS
COMPASSION

FITNESS
PROFESSIONALISM
FRIENDSHIP/RELAT
IONSHIP
KNOWLEDGE
PATIENCE
CHANGE
PROSPERITY
WELLNESS
GRATITUDE
GRACE
ENDURANCE
EFFECTIVENESS
FUN
FAME
HARMONY
PEACE

CORE VALUES

SONGS THAT REPRESENT CORE VALUES

GRATITUDE

TENACITY



INSPIRATION

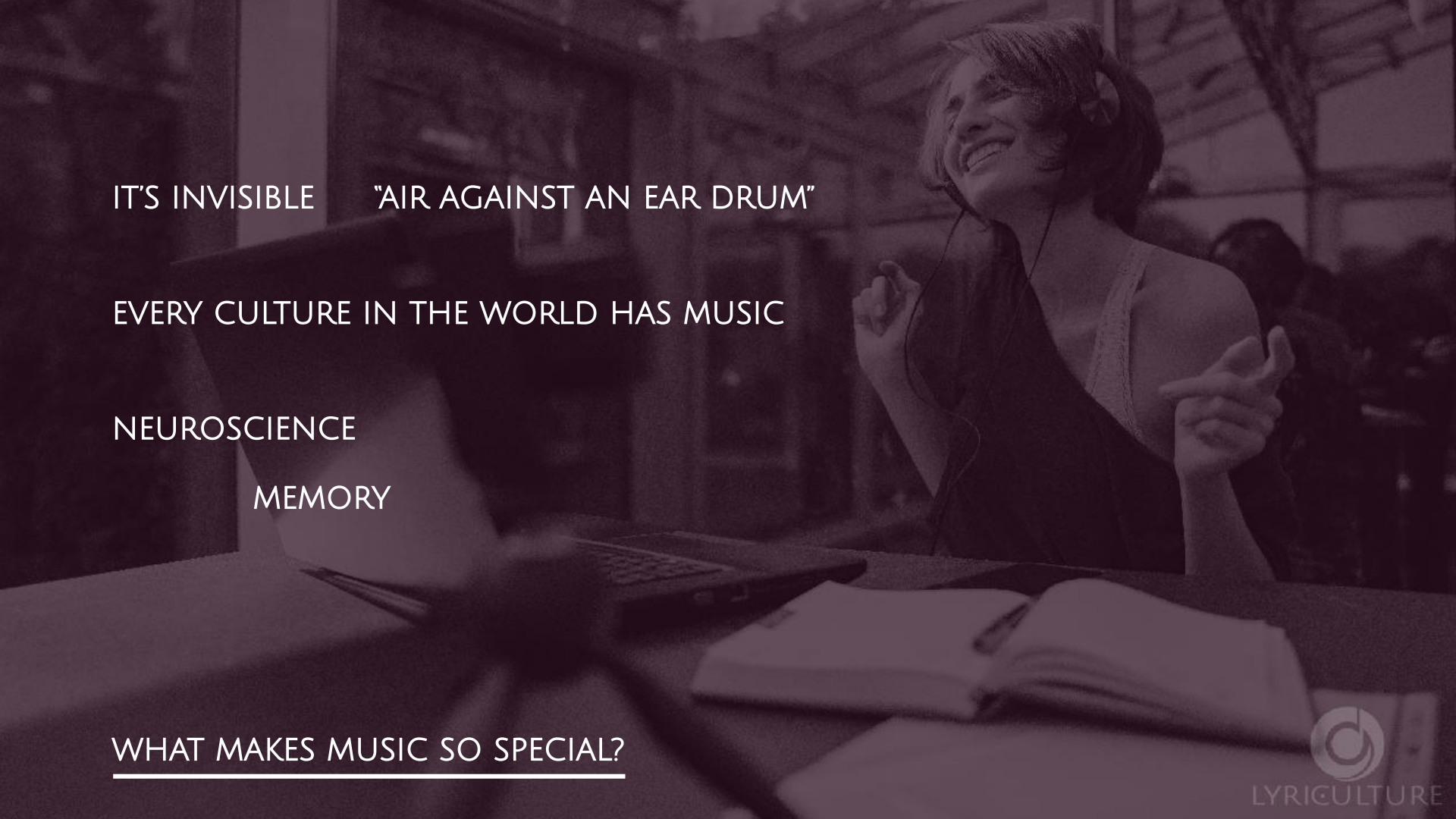


INNOVATION

CORE VALUES

WHAT SONGS REFLECT THE CORE VALUES YOU SELECTED?

CORE VALUES

A woman with short brown hair is wearing large headphones and smiling broadly, looking upwards. She is sitting at a desk in what appears to be a library or study area, with bookshelves visible in the background. On the desk in front of her is a laptop, a calculator, and an open book. The entire image has a dark, monochromatic overlay.

IT'S INVISIBLE "AIR AGAINST AN EAR DRUM"

EVERY CULTURE IN THE WORLD HAS MUSIC

NEUROSCIENCE

MEMORY

WHAT MAKES MUSIC SO SPECIAL?



LYRICULTURE

A group of people are dancing at a party. The image is overlaid with a semi-transparent red filter. The text is centered and white.

CAN YOU FEEL IT?

HEALS THE BODY

FIGHTS DEPRESSION

BOOSTS IMMUNE SYSTEM

KEEPS THE BODY AWAKE, WELL, & ALIVE!

FEELING THE MUSIC



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WHERE DOES IT HIT YOU?

THE HEAD?

THE BELLY?

THE SHOULDERS?

THE HEART?

THE LEGS?

ALL OVER?



WHAT'S YOUR VIBE?



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EXPLORE AND CLAIM YOUR VIBE

WHAT'S THE GENRE?

WHAT'S THE TEMPO?

WHAT'S THE FEELING?

WHAT'S YOUR VIBE?



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STORYTELLING



CALL TO ACTION

ANTHEMS



EMOTIONAL EXPRESSION

MUSIC

SONGS WITH PURPOSE



LYRICULTURE



TIME TO GET CREATIVE

WHAT'S YOUR WHY?

PURPOSE OF THIS JOURNEY?

WHAT'S YOUR MESSAGE?

"WHO ARE WE AND WHAT IS THE FUTURE WE'RE TRYING TO BUILD?"

- SETH GODIN, TRIBES

EXPLORING YOUR WHY

CAPTURE A MEANINGFUL EXPERIENCE

17 SYLLABLES

FIRST LINE = 5 SYLLABLES

SECOND LINE = 7 SYLLABLES

THIRD LINE = 5 SYLLABLES

EMBODYING YOUR CORE VALUES, VIBE, & PURPOSE

HAIKU



LYRICULTURE



YOUR STORY?

YOUR CHALLENGES?

YOUR SHARED EMOTIONS?

WHAT ACTIONS DEFINE YOUR SUCCESS?

CREATING YOUR UNIQUE SONG



DANCE PARTY



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SONG REVEAL



LYRICCULTURE
AMPLIFY YOUR IMPACT

TEAM BUILDING WITH A HOOK
