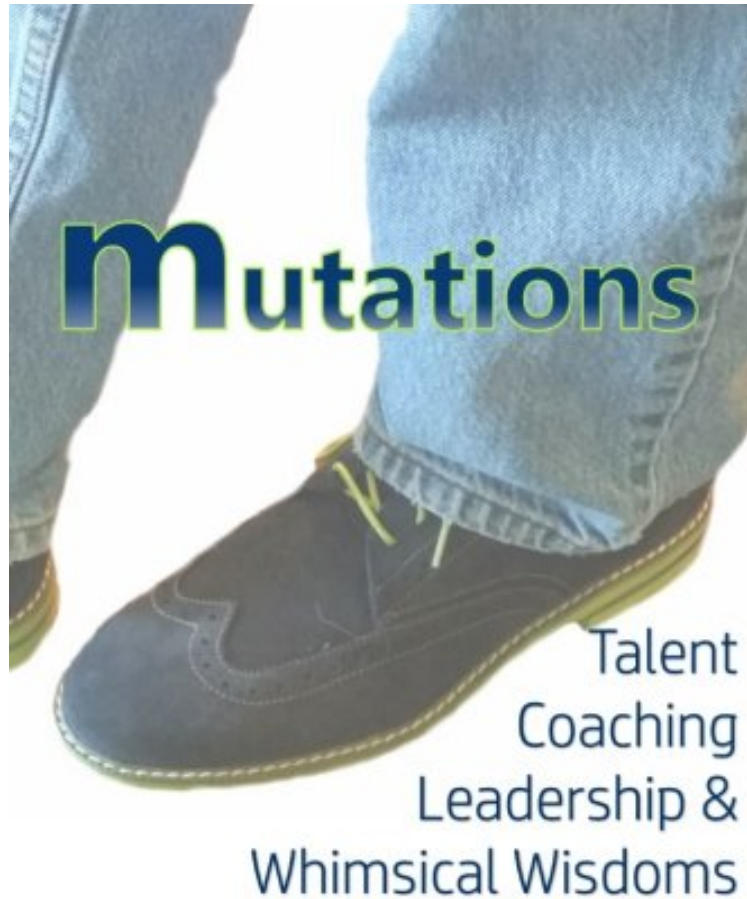


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Mutations: Talent Coaching, Leadership, and Whimsical Wisdoms

Tim Maranville

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#3542444 in Books Maranville Tim 2016-03-06Original language:English 9.00 x .64 x 6.00l, .84 #File Name: 1530420903282 pagesMutations Talent Coaching Leadership and Whimsical Wisdoms | File size: 78.Mb

Tim Maranville : Mutations: Talent Coaching, Leadership, and Whimsical Wisdoms before purchasing it in order to gage whether or not it would be worth my time, and all praised Mutations: Talent Coaching, Leadership, and Whimsical Wisdoms:

0 of 0 people found the following review helpful. Turn Your Mic Off, Sit Down And Crack This Book!By CustomerThis book is a MUST for anyone and everyone in the radio industry. In fact, it's a very practical book for any

and all communicators: radio, TV, speakers, preachers, podcasters, bloggers, teachers, etc. The "Talent Coaching," could have been a book on its own; the "Leadership" section is a bonus; and the Whimsical....well, I wasn't expecting that! Bravo, Tim - great job! I spent decades on the radio, and there's a whole lotta ego runnin' around - but - anyone in the biz who stops and honestly listens and applies what's in this book, your game will greatly improve! So, turn your mic off, sit down and crack this book!

The talent (or on-mic performer) drives content. When a performer gets it, they do with words what a famous painter does with brushes and a million color combinations. If the performer has the gift, Mutations is written to help bring that gift out. If there is enough gifting, then the performer's content will take off and lots of people will listen and tell others to listen. Of course, the performer needs leaders, mentors, and wisdom to effectively succeed in industry...and, for that matter, life. This book is a sampling of all of the above and is meant to be a thought starter and not a thought finisher. The good news? Most people who want to perform have some gift. Finding it and realizing it is where the work comes in. Performing on-mic is not an easy task. There's lots to think about before, during, and after and much of that thinking is not about what you're saying at that very moment. It is most definitely an art that is ever changing. My attempt here is to help the performer understand what they need to get done and then help them do it. As a talent coach, I have worked with a number of successful radio and pod-cast personalities. I have found each one of them to be unique individuals and I've found it to be extremely difficult to cast them all in one bucket. If it were that easy everyone would be famous and I'd be better at cutting and pasting because that's all I'd have to do to help people achieve their goals. I guess that makes me an outsider. If that's the case, then I feel better breathing fresh air. Mostly I'm a product and content creator by trade. I create and/or help others create content in the form of products that lots of people listen to and enjoy over and over again. In creating those content-constructed products I have found that if I didn't get the talent coaching right then the dream of the content-constructed product was flushed down the drain. Mutations is full of many of those ideas that spurred performers on to achieve their goals.