

# GARIBAYCENTER

The Garibay Center's professional, creative, and wellness training delivers **best-in-class leadership development.**

By infusing Fernando Garibay's twenty years of music leadership as one of Jimmy Iovine's top producers and the executive producer of Lady Gaga's *Born This Way* album, the Center offers the only corporate development model based on years of success as an intrapreneur at the highest levels of a creative industry.

## ABOUT FERNANDO GARIBAY



Fernando Garibay is an American record producer, songwriter, DJ and entrepreneur. He was the official musical director of Lady Gaga's *Born This Way Ball* and the producer of her *Born This Way* album. Fernando, formerly an executive, producer and artist at Interscope Records; spent over a decade as part of the in house creative team at Interscope, under the mentorship and direction of Jimmy Iovine. He is the founder and CEO of the imprint Paradise/Interscope. Fernando is a lecturer at Harvard University (Harvard Business School) and at the Massachusetts Institute of Technology (MIT) in Cambridge, Massachusetts.



## TESTIMONIALS

“ Being around Fernando and his team was inspiring. Hearing his words, insights, and way of thinking brought me to a place of calm and peace, but at the same time making me feel inspired to think deeper about what my true purpose in life may be. I felt encouraged to think outside of the box, open to taking more risk, and hopeful for the future even though I don't really know what that all entails. Fernando has a beautiful presence, and I was grateful to be part of the experience. Thank YOU for that!

~Jena Bond, Business Coordinator, Advocate Aurora Health

“ I went into the session thinking it would be a cool thing to do, but had no idea how immensely helpful the session with Fernando Garibay would be. It was easily one of my top 20 experiences in life. Fernando has a model of collaboration and agility that any organization would benefit from. Each song created is treated as a startup, and the techniques he and team apply are useful to any of us in the entrepreneurial / startup / Innovation ecosystem. I was blown away with what we were able to create in less than an hour. I didn't believe there was such a level of science and business acumen to generate a hit song – I had believed it was art. I left wanting to have different segments of my organization to participate – Including our C-Suite team. You won't regret making the time to attend a session.

~Ben Deboer, Director of Corporate Innovation, Jewelers Mutual Insurance

By combining business and creative industry best practice, the Garibay Center works with executives much as it would with top musicians to begin identifying the mission and purpose behind executive and brand leadership and paralleling these steps throughout the creative process. The Garibay Center formalizes this sequential process through interactive sessions over one- and two-day team retreats focused on formalized training around:

## FOUR CORE MODULES

### ANATOMY OF A HIT

Intro session to connect mission creativity content and network in an applied way. Participants will learn the components of creating a hit song and have the opportunity to channel their inner creativity by creating their own song. The demo session helps participants identify their personal and professional mission and purpose to increase awareness into their work.

### CREATIVITY AS A FUNCTION OF MISSION

Following on the Anatomy of a Hit, participants will engage in a workshop format to identify their team or company's core values. The workshop begins framing a process to create an internal framework to translate the mission towards product development and innovation.

### LEAN, AGILE & DESIGN THINKING FOR CREATIVITY

This session applies lessons from album development and translates it into to product development. Participants will work with Fernando to understand the Garibay Center's lean manufacturing and design thinking ethos and evolutionize the team's process in new product development and product improvements.

### NETWORK MAPPING

Building on how an album needs to earn the support of an artist's stakeholders, this workshop will help teams identify their internal and external networks to realize a successful product launch.

## ADD-ON MODULES

### INDIVIDUAL & TEAM WELLNESS

The workshop will be guided through the same wellness best practices for industry top artists. The workshop illustrates the importance of maintaining industry wellness in corporate setting in order to maintain creativity, acuity and agility in the workplace.

### GEN-ZEITGEIST

Participants will work with an emerging artist with an established social media presence to understand where the market is going and understand how to work collaboratively with the next generation of consumers.

### CULTURE AND BRAND WORKSHOP

Starting with parallels for how artists such as Lady Gaga and Enrique Iglesias use their personal brand and mission to influence their content creation. The workshop builds off thoughts around translating mission and culture into brand development or persona.

*The Garibay Center thrives on the orthogonal connections of creative and corporate in designing opportunities for corporate development unlike any peer. For executives who wish to build on the momentum from Garibay Center retreats, the Center offers extended executive and team coaching to ensure long-term alignment and wellbeing.*

*development  
business  
artistic, professional*