

Kevin Olusola – Audience Takeaways

Your audience will learn how to defy expectations, break boundaries, and pursue "out-of-the-box" creativity.

Lesson 1: "Foundation +1" | A formula for achieving your most audacious goals

In a captivating and rhythm-filled session, Kevin Olusola showcases the power of deconstructing grandiose endeavors into their essential components.

Introducing "celloboxing," his one-of-a-kind fusion of playing the cello and beatboxing, Kevin demonstrates the power of innovation in real-time. Your audience will watch in awe as he introduces a foundation – a simple scale – and by iteratively adding just one new layer at a time, Kevin constructs a riveting, multifaceted performance.

This method, dubbed "foundation + 1", is not only a testament to Kevin's musical genius but also serves as a blueprint for organizations and individuals. When faced with monumental tasks or pioneering ideas, the formula offers a roadmap, breaking the immense into manageable increments. Audiences will grasp the magic and methodology behind turning the ordinary into the extraordinary – one step at a time.

Lesson 2: Emulate to Innovate | The Secret to Unlocking an Unlimited Source of Creative Ideas

Kevin reveals the roots of his distinct cello playing technique, drawing parallels to innovative thinking in the corporate world. Starting with his classical music upbringing, audiences will observe as Kevin demonstrates how a familiar pop song sounds when played with classical interpretations – complete with flowing transitions and intricate nuances. Taking it a step further, he then reinvents that same song by infusing attributes of an opera singer, weaving in elements like vibrato and intricate vocal runs.

The essence of his methodology is to draw inspiration from domains seemingly unrelated to one's own.

This fresh approach, while musically exemplified, transcends to corporate strategies. Whether you're looking to set your brand apart from competitors, or develop an fresh idea in a crowded market, Kevin drives home the idea that often, true differentiation lies in looking beyond the traditional horizons and borrowing elements from unexpected sources. Attendees are left with a clear message: To truly innovate, sometimes all it takes is the courage to draw connections between the unexpected.

Lesson 3: Disrupt Yourself, Disrupt Your World | The Power of Stepping Outside Your Comfort Zone

Kevin discusses his transformative experiences during his living abroad time in China. In a land where the language and culture were initially foreign to him, Kevin unearthed profound lessons that have shaped his unique artistic vision and professional philosophy. He highlights the value of soft diplomacy – the art of rallying others behind your ideas through attraction rather than coercion — and how genuine human connections can transcend barriers.

Through his explorations, Kevin also discovered how his creative endeavors fit into the vast mosaic of global culture, and it was amidst this rich tapestry that the groundbreaking concept of celloboxing was conceived.

For corporate audiences, Kevin's experiences showcase the unparalleled growth that comes from embracing unfamiliar terrain, illustrating that disruptive innovation often springs from stepping out of your comfort zone. The lessons from his time abroad emphasize the importance of understanding diverse perspectives, fostering genuine relationships, and harnessing the potential of disruptive ideas.

Kevin's narrative underscores a pivotal message for modern businesses: to build a truly disruptive company, you must first be willing to disrupt yourself.

Lesson 4: Own Your Instrument | Finding Harmony in Collaboration

As a member of the smash-hit a cappella group Pentatonix, Kevin Olusola has often emphasized the importance of collaboration and the transformative power of teamwork. Everyone has a role to play and each member of a team brings unique strengths and talents that contribute to the overall success of the group.

In this lively and interactive experience, Kevin demonstrates how to identify and harmonize the strengths of individuals for the benefit of the group. Drawing on his experiences in the music industry, where harmonizing diverse talents is paramount, Kevin leaves audiences with real-life anecdotes and practical strategies for individuals and teams striving to achieve a harmonious and synergistic working dynamic.