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BizBits: Hit songwriter brings his muse to corporate team building world

Things were good in the world of country music when New Yorker Billy Kirsch moved here to be a songwriter. “When Garth Brooks hit, the country demographic exploded,” said Kirsch, whose hit songs included “Holes in the Floor of Heaven,” a No. 1 hit in 1998 recorded by Steve Wariner. “It got to the point in the ’90s that if (your songs) didn’t go platinum, you were poo-pooing it.”

Commercial success was harder to come by after the turn of the millennium with radio deregulation and illegal music downloads.

Kirsch stumbled into a seemingly unrelated field: corporate team building. For clients including Microsoft, GE, Healthways, Emdeon and Vanderbilt University, Kirsch’s company, Kidbilly Music - www.kidbillymusic.com - is offering an alternative to trust falls and obstacle courses. He helps corporate clients and their employees write songs that tell their stories.

Kirsch said it allows people to reflect on shared experiences, discover combined potential, work toward a common goal and test how creative they are.

“Just by putting one foot in front of another, you are realizing your creativity,” he said.

— *Brandon Gee*

