

## A CLOSER LOOK

**NAME:** Billy Kirsch

**JOB:** Musical teambuilding facilitator & hit songwriter

**COMPANY:** Kidbilly Music, LLC

**TYPES OF GROUPS/MEETINGS:** We work with associations, corporations and student groups. We've even done family reunions!

**CHALLENGES:** Our challenge is to help a group come together, brainstorm and complete their ideas in a musical setting. Part of our role is to bring out an organization's story; every group does have a unique and interesting story, and the best songs are wonderful stories. It usually takes about 240 seconds to break the ice. As far as carrying a tune, there's safety in numbers; anyone can sing in a group — the louder the better.

**GOAL:** A renewed sense of group vision and mission always comes out in the songwriting process, as well as a lot of laughter and new insight into the creative side of co-workers. The best takeaway is a CD of the songs the groups create, printed with the association's logo, the lyrics and songs from the day's event. These have proven to be powerful and lasting reminders of the camaraderie experienced and the goals reached.

**FAVORITE DESTINATION:**  
Crested Butte, Colorado

**FAVORITE PLANNING TOOLS/RESOURCE:**  
My friends in the business



**AS FEATURED IN:**



Billy Kirsch has been a professional musician and songwriter his entire life. He's written hit songs recorded by several Kenny Rogers and Wynonna.