

# The Adaptive Advantage: Unlocking the Power of Growth Mindset

Rod C. Taylor, Ph.D.

A high-energy, interactive, musical keynote  
on Growth Mindset and its benefit to our  
personal and professional lives



# A Musical Exploration

In this interactive, music-infused program, Rod and his team of celebrated musicians provide an inspiring introduction to the concept of Growth Mindset, exploring mentalities that fundamentally affect one's potential for success—especially in professional environments—while also providing insight into how people can increase that potential and develop a habit of doing so throughout their careers.



# An Interactive Journey

In this keynote, Rod and his team utilize exciting, interactive musical activities to explore the benefits of continuing our love of learning, how personal and intellectual growth can (and should) happen everywhere, and why closely-knit work communities are excellent places to broaden one's knowledge, understanding, and experience.



# Rod C. Taylor: Keynote Leader

**Rod Taylor, Ph.D.**, is an award-winning educator, musician, author, and CEO of Performance Learning Concepts—a leadership training and development company that works with a variety of Fortune 500 organizations. As an educator, he's taught at Stanford, Indiana University, and the Honors College at Tennessee State University.

From academic publications like Oxford University Press to popular press magazines, Rod has published articles on creativity, education, the arts, and experiential learning, and his interdisciplinary approach to the arts and business has him traveling internationally to provide keynotes and lead workshops on Communication, Design Thinking, Innovation and Creativity, Growth Mindset, and Change Leadership.

Additionally, Rod has served as a Fellow at the Design School in Paris, France and as an Artist-in-Residence and educational consultant in the Commercial Music program at Lipscomb University in Nashville.

As a musician, he's played and/or recorded with artists like Krista Detor, Victor Wooten, Cindy Morgan, Jenee Fleenor, Chuck Rainey, and the Warren Brothers. He's a writer for *Bass Player Magazine*, *Bass Magazine*, and the author of *Etunes*, a textbook about music in the digital age, and he's proud to call Nashville, TN his home.



Matt Billingslea, drums  
Taylor Swift, Lady A



Rod Taylor, bass  
The Warren Bros, Krista Detor



Karlton Taylor, keys  
Victor Wooten



Ben van Maarth, guitar  
Troy Cartwright



PLC's musical keynote band members come from a wide range of musical backgrounds—from pop and rock to jazz and country—and include world-class vocalist and players from artists like Blake Shelton, Taylor Swift, Amy Grant, Kellie Pickler, Victor Wooten, and more.

Beau Tackett, guitar  
Blake Shelton



Gregg Lohman, drums  
Kellie Pickler, Easton Corbin



Kim Keyes, Vocals  
Amy Grant



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LITTLE  
ROCK



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Some of  
Our Past Keynote Clients

RTI  
INTERNATIONAL

# Testimonial

“We invited Rod and his team to deliver the Keynote at my Annual CFO conference, which is attended by a majority of my Finance, supply chain, and IT staff (200+ staff). He and his team blended specific learning principles around Growth Mindset and integrated how that relates to music. The combination was very unique, and my team absolutely loved it. The combination of education and fun was critical to making the event a success, and my team still comments about this being one of the best events they have ever attended. If you want to expand your team’s thinking, enjoy great music and have a little fun, Rod and his team will definitely take care of you. I highly recommend them.”

Michael H Kaelin Jr  
EVP and CFO  
RTI International, Inc.  
Research Triangle  
Park, NC



# Testimonial

“We brought in Rod to offer his Growth Mindset keynote to a large group of talented first-semester freshmen. It proved to be a life-changing event for many of our students, who repeatedly commented that the program was the perfect event for them at the outset of their college journeys. Rod’s team allowed them to see that trying new things—even if they might initially fail at those new ventures—is absolutely critical to their learning experiences. Every freshmen everywhere should have the chance to experience this program!”

Paul Gutjahr, Ph.D.  
Associate Dean for the Arts and  
Humanities and Undergraduate  
Education  
Ruth N. Halls Professor of English  
Indiana University  
Bloomington, IN



# Keynote Options

The “Growth Mindset” Keynote includes:

- 90-105 min, interactive keynote

Additional Option:

- 75 mins live concert the same day of the event



Should you desire any more details on any given program or have any other questions, feel free to reach out to us via the provided contact info:

Kristen Taylor, PLC

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<https://www.performancelearningconcepts.com/keynotes>

