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Business Insights from the careers of:

Pink Floyd, Deep Purple, Dolly Parton, Alice Cooper, Luther Vandross, LIVE AID, Red Hot Chilli Peppers, Beyonce, Aretha Franklin, James Brown and many more

Amplify your business with the only Rock 'n' Roll® Masterclass

KATE HARDCASTLE MBE

Learning the secrets of success from those both on and off stage, Kate hosts a series of fascinating interviews with insiders including Shep Gordon, to hear how he helped Alice Cooper break the UK. Dolly Parton's team shared with her the genius story behind her infamous 00's career turnaround and she meets Nic Collins and his band Better Strangers to see how you go about launching a band when your

father is already huge in the industry (Nic's father is Phil Collins...).

The exclusive interviews are supported by Kate's unique insights and analysis to help anyone in business take learnings and actions, whatever industry and organisation they operate in.

The world is ever-evolving and amidst a sea of global uncertainty,

organisations across all sectors and industries must be geared up to ensure fluidity and the ability to quickly pivot and adapt to changing consumer trends and volatile trading environments.

Kate explores this through Elvis - Create Something That's Never Been Seen Before, David Bowie - The Power of Reinvention & Beyoncé - The Queen of Collaboration.



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