Flute 360's Episode 201 - Building Collaborative Relationships: Initiate. Cultivate. Scale.

[00:00:00] Hey there. Welcome to the Flute 360 podcast. I'm Dr. Heidi Kay Begay and I'm a flutist educator coach and podcaster. My God given mission is to serve you. I am passionate about guiding you the modern day flutist to discover your unique book. On and off the stage, the goal of this podcast is to help you thrive both as an artist and as a music preneur, go ahead and grab some espresso.

Your favorite note pad, and let's get to it. Today's episode 201 is titled building collaborative relationships, initiate, cultivate, and scale. Hey there. Before you consume today's content, I want [00:01:00] to invite you to Flute three sixties mastermind, which is going to be held Friday, May 6th, 2022 at 10:00 AM.

Central time. The reason why I am scheduling such an event is because you've been asking for this space. I have heard time and time again, these last few months of, Hey, I want to move the needle forward for my career, but I don't know how, or, Hey, I want a sense of community. I want. Of the longing to a group that includes like-minded musicians like myself to help me to encourage me to hold me accountable.

Well, guess what this space is for you and you're inviting. So go to the show notes below, click the registration link and sign up. I want to motivate you. I want to encourage you and I want to help you thrive in your music [00:02:00] career or business. Come pick my brain, come learn from other musicians and where music preneurs and let's do this together.

I'll see you then. Hello everyone. My name is Dr. Heidi, Kay Begay and I'm so appreciative of being in this space with you major kudos to Dr. Berry and her team through the flute magazine, and congratulations on a huge accomplishment with the magazine and all of the lives that you have touched throughout your content.

So with this celebration, we are going. To look at different topics through their four different columns that they have laid out so beautifully for us. Thank you for having me be a part of this in a very small way. And my presentation is titled building collaborative relationships, [00:03:00] initiate, cultivate, and scale.

Now this conversation and this topic is perfect under there column one, which goes under career and career develop. Okay. So I am a flutist and educator, a coach, and a podcaster. I have two podcasts and they are called flute 360 and the pivoting musician, which I co-host with my partner in crime. Dr.

Garrett hope. So I say this because I want you to know. I'm an educator and a performer just like you. And I have this technological thing of podcasting off to the side, and I've learned a lot about being a podcaster throughout the years. And that is that when we put people first. The sky is the limit [00:04:00] when it comes to opportunities.

And I say that from a very authentic and genuine place, if we put people first and if we can really listen and build these amazing collaborative relationships, then opportunities. unfold if you can find a really good win-win for both parties. So as I have interviewed hundreds of guests through the podcast, as I have interacted with flutists from across the globe, from them being amazing supportive podcast listeners for flute to 360, I have learned this nugget time and time again.

And so I thought that if we focused on relationships for. One presentation within column one. That's how I would like to serve you today. Now, normally this presentation is something that I have presented upon [00:05:00] through different festivals, conferences, and summits, and with all of the details, this presentation.

Could easily take about 45 to 50 minutes. Now I know that these presentations are more like 15, 20 minutes, and I'm going to be really respectful of that time. But if you want more information on this topic, feel free to reach out to me through my email or my website. So Heidi Kay Begay at g-mail dot com or Heidi Kay Begay.

Dot com. Okay. And my first name is spelled H E I D I, I would love to be in communication with you, and if you want a PDF file of this PowerPoint, I would love to email that to you ASAP. So circling back to why I'm super passionate about people. And that's because, you know, as [00:06:00] creative artists, we have so many ideas when it comes to compositions, studio recitals, different projects collaborative works with other artists like dancers, painters, et cetera.

And. Just like you. I asked a lot of different questions when it comes to a new collaboration. I'm thinking of who, what, where, when, why, and how. And you can see here through your screen, that who and why is highlighted in pink? The reason being is because I need to first figure out why am I doing this project?

Is it in alignment with who I am as an educator, as a performer and as a collaborator? And then when they can check that box and say, yes, like I want to do this. And I have very good reasons why I'm doing this. It's moving the needle forward for my studio or for my [00:07:00] business, whatever the case may be, then.

Yay. Then I can start thinking about the who, what, where, when and how, but the next element that is super imperative to this line of questioning is the who and. We need to build relationships, put people first. And from there as you're building your orbit, a wonderful people, and you're building these relationships, then you have these warm.

Beautiful meaningful relationships surrounding you. And then when it comes time to thinking about a specific music summit or putting together a very specific studio project, and you think, huh, who would be really good to fulfill this role, then you can go to your orbit because you've already built those relationships.

Throughout the weeks, months, and years. And you [00:08:00] can be like, oh Jane, oh Joe. Oh, Maria. Oh, Jose. And you can find that win-win and then start doing this and start connecting the dots and building something together. Okay. So we cannot do it alone. Whether you are building a digital course for your music community, whether you are commissioning something, we cannot do it alone.

So when you lead with this heart of servitude, you will go super, super fast. Now a lot of people will say, Hey Heidi, I know you are kind of an extrovert and a social butterfly, but for me, I'm more of an introvert. I totally empathize with that. My best friend is an introvert. My husband is an introvert, so I get it like picking up the phone, knocking on somebody's door can feel really intimidating.

Another pain point that I hear people [00:09:00] say to me is, well, I'm under this impression that everybody is way too busy, who would have time. To work with me or to answer my email. I don't want to bother with them. And then the last pain point that I hear a lot of times is, you know, around this idea of, and this umbrella of imposter syndrome and how that can sneak in.

Why would somebody want to work with. So I bring up these pain points because I hear you. I know what possibly could be going on in your head. And I kind of want to put it out on the table and I want to debunk these three nits. Okay. And what I would say in debunking, these myths is. Even if you are an introvert and I totally honor your personality and how you work and how you function in this [00:10:00] beautiful world, we can.

And I encourage you to maybe try on an extrovert outfit and give it a try. And even if you slip into that role and you kind of play pretend to be somebody else, even for an hour, it could really work for you. There's an amazing podcast episode done by Amy Porterfield and she talks about being an introvert living in an extroverts world.

Okay. So you may want to check out that resource if you so wish now. Yes, everyone is so busy. I totally get that. But the thing that I want to debunk with this myth is you never know until you ask. Don't assume that somebody is busy just because, you know, appearances can be a little deceiving through social media, right.

Or maybe somebody is coming down from a certain project and they [00:11:00] have more time coming up within the next quarter. You just never know. So I don't want that to be the reason why you don't pursue somebody. Okay. And imposter syndrome. I have been there so many times. The worst that could happen and I tell this to myself every single day, the worst that can happen is that somebody says no, but I kindly lovingly tell myself, the world keeps spinning.

Tomorrow is a new day. The sun is still going to come up. So that's the word? You know, outcome the worst possibility somebody says no, but I want to encourage you. And I want to infuse you with some confidence and that is you alone. Bring a very unique set of skills, your talent stack to the table. I say this often, and the funny thing is.[00:12:00]

I kind of notice how wonky of a statement this is, but I'm going to go for it. I noticed. And then when I see people, I see them almost as like walking thumbs. And the reason why I say that is because we all have a unique set of fingerprint. Right. You are a unique thumbprint in this world, only you and your expertise and your perspective is one of a kind and how you help somebody get from point a to point B is going to look completely different than.

Somebody else helping said person, you know, go through the same process. So I want you to have confidence. I want you to know that you've got this and that's where the growth happens fast, where the magic happens. When you step outside of your comfort zone. So, like I said again, I'm going to just [00:13:00] highlight some things because normally this presentation is usually about 45 to 50 minutes long.

And again, I'm just going to highlight the big nuggets, but if you want more information, you can always reach out to me. Great. So when we're thinking of collaboraters right, and people who we can collaborate with, again, I think of it like a solar system, right. We had the sun and then we have the planets around the sun that are the most warm.

Distance wise, they are the closest to the sun. Right. And then we have the further out planets. So I want you to be pulling into your orbit, say you are the sun, right? I want you to be pulling into your orbit, mercury Venus, Mars earth. And I want you to be the initiator. I want you to be the one that pulls like the gravity.

I want you to be pulling these planets, these [00:14:00] people into the inner circle. The closest part to the. Okay, so you need to be the seeker. You need to be the initiator. This is the biggest thing. This is the biggest hurdle that people have when it comes to building relationships. I am not judging anyone out there.

I am totally guilty of this, where we. Sit on our hands and, you know, sit here with our hands in her lap and sometimes not all the times, but sometimes we wait for the door to knock. I want you to be the knocker. Okay. Now the more you knock, the more you show up and say, Hey Jane, Hey, Joe, I want to get to know you because I think what you're doing is really cool.

What ends up happening is that is returned back to. In a later season. So as I'm over here knocking on doors, they [00:15:00] overhear on path. A sometimes they open, sometimes they don't, but what happens in the next season, oftentimes right around the corner, somebody on path B will be over here. I'm not even looking in that direction.

And as I'm pursuing people, people over here on path being are pursuing me. So if you show up, you are going to start noticing other people are going to start seeking you out too, but it starts with you now, where can you start pulling these people into your orbit? Well, pretty much anywhere. I know that sounds like a very blanketed answer, but it is so true.

The most obvious of course, right. Are music festivals, summits, conferences, schools, colleges, conservatories, but I want you to think of the non-music places as well. I have made relationships [00:16:00] at the grocery store at the carwash at the nail salon. And you can tell. You just have to find a common theme that threads the two of you together.

Start up a conversation and go from there. And really, I have been completely blown away by how these even non-music events like the nail salon have brought me for full, meaningful relationships. So, if you want to hear some day about the nail salon story, I would love to share it with you because Nyja is a treat such a magnetic woman.

And from just a 10 minute conversation with her at the nail salon, we were able to be corporate sponsors. Or corporate sponsors for each other through our different endeavors. I was able to play flute for her at this Italian aria thing, where I was able to mingle with people through [00:17:00] Steinway. She's come in through other avenues of my business.

And that was all from a 10 minute conversation at a nail salon. So I want you to be really creative. Keep your eyes and ears open all the time. Okay. So as you're getting to know people and well, just even initiating, how are you going to do this? What does this look like? I want you to put in your calendar right now, or your schedule or a diary or journal right now that you are going to start.

New conversation with a new person, every week. And you're going to reach out to five new people. Okay. So by the end of the month, by times four is 20 in the month, you have initiated, you haven't necessarily cultivated and scaled all of these relationships because there's not enough time in the day.

Five times four is 20. You have a pool now of 20 possible [00:18:00] people that you. Possibly collaborate with on some level in the current season or in the near future. Okay. So that's your goal initiate 20 new relationships every month. And I know that sounds like a lot. But it really isn't. So if you looked at my calendar right now, it would say initiate five on Monday morning, I've timed it out for my clients and it will take you exactly 10 minutes.

That's it? I think one time I did the test and it was like nine minutes and 33 seconds. It is so quick and easy. And how you are starting. This relationship is. From anywhere, you know, as long as it comes from an authentic and genuine place, you are golden. You can start up a conversation based on geography.

Oh, I saw that you played last week in Texas. Did [00:19:00] you know that I live in Dallas? That's a great starter or, you know, check them out, just peruse through their YouTube channel or their blog or their podcast or their website, sign up to their newsletter and then start up a conversation, hit reply on that newsletter and say, I love your content and what you are doing.

Jane. It's phenomenal. Boom. You've initiated. That's all it takes. I think that would take you a total of maybe two minutes. So I want you to do that five times a week with five new people. Okay. And then no. What names are popping up in other conversations with your friends? So case in point, I was talking to Garrett and he was bringing up Dr.

Brian shin in Seattle. And then I was talking with Eric Brandner through Fonz and he was bringing up Dr. Brian Shin's name in our conversations. I'm [00:20:00] like, oh, ding, ding, ding, you know, red flag. Waving over here in my mind's eye, like pay attention hiding. So when you notice, like when the Garret's in the Eric's of the world, bring up Brian's name, that's your clue to reach out to Brian shin?

And I did just that. And now we're friends and collaborators through a couple of different realms. So that's one place where you can kind of, notice and look and be aware of what's happening around you. Okay. And then, you know, just as you're pulling people into your orbit, pull the people who inspire you, who are the doers who motivate you, who you admire from afar.

Okay. Maybe this is a person that shares a similar interest or passion or niche that you do. Maybe it's somebody who [00:21:00] you share a mutual friend with this case, the limit. Do you see like all the possibilities that are out there for you? So I need you to initiate because well, one. Oh my goodness again, when it comes time to put people together for a collaboration, you will know who's perfect for what?

And then, I mean, building meaningful relationships that individually itself is such a blessing, right? So after you have initiated this person, get to know them. Okay. And the only way you can do that is if you exchange contact information. So I want you to bookmark their website. I want you to sign up to, to their newsletter list.

That way you have their email exchange information like social media handles, et cetera. One thing that I love to do, especially if it's an in-person. [00:22:00] Encounter like Nigeria from the nail salon is to exchange a business card, but not just any business card, a digital business card. So right here, I have this digital business card.

From that. So if you go to.card.net, you can choose between the flat, the Bumble and an actual car that looks like a debit card. It is phenomenal. I am the most technologically illiterate person you will ever meet. If I can build a profile through.you can get. So this flat here was 20 American dollars.

After I received my dot card, then I went on the backend, created my profile and I integrated all of the different ways in which the person could reach out to me phone address [00:23:00] like Amelia. Address my Spotify, YouTube channel, apple podcast, PayPal, my website, et cetera. So you can customize it any way that you like.

So I wanted to give you that resource because you need their contact information to build that relationship, right? Just like the friends in your life or the partner that you have, you had to prove. Pursue them, you had to message or call them out on a daily basis. You know, you don't have to like stock your new friends that you're making, but pop in once a week, say, Hey, I noticed you put out a new blog article.

That is wonderful. Thank you for sharing your ideas. And then. Gets you to start cultivating these relationships. Now I'm a huge advocate for picking up the phone. We get just [00:24:00] slammed with so many different emails, right? And text messages from people. How special would it be to hear somebody's voice or to see somebody's face through a zoom call just for 15, 20 minutes to, I want to get to know you.

That's going to transmit so much beautiful energy and that's going to help cultivate that relationship that much quicker. You can still cultivate a relationship through text messages and emails and not saying that you can't, but there's something. When it comes to this human interaction, people and humans love to connect with voices and faces and see your body language and that relationship.

I wholeheartedly believe this will scale much quicker. Okay. So as you're getting to know them, listen to their stories, listen to their pain points, [00:25:00] listen to their. Dreams and desires, be curious, ask some heartfelt questions. Okay. Because that's how you're going to get to know somebody, right. Is cultivating that relationship.

So another way you can cultivate relationships is really taking an interest in the person and their work. So I mentioned this earlier. I encourage you as you are cultivating. Two of these new relationships, right? I want you to really. Be curious and in mire their work and get involved. So if your new friend is a podcaster subscribe or follow their show, if they write a blog, follow their blog, if they have a YouTube channel where they are posting new [00:26:00] performances up through their channel, subscribe.

To their YouTube channel, leave a comment, amazing performance, beautiful flute tone. I love your expression. Amazing vibrato. Okay. That's a great way for them to know that you care. And as you are scaling these relationships and you are thinking of who would be perfect for said product. Right. This takes time and that's okay.

A lot of times people think that it has to scale right away. Some of the best collaborations that I have done through Flute 360 has been something that has scaled into a beautiful collaborative relationship years after. Initial initiation. That was kind of wonky to say, but it's so true. So don't be in a rush, let things naturally organically [00:27:00] evolved the way they need to, by going back to.

Ticket number one about you being the initiator, you being the seeker at some point, if you really want to pursue Jane and you're like, oh my goodness, we would be perfect for this project. The night lovingly encourage you for you to ask for you to scale it and say, Hey, Jane, you know, as I've been getting to know you, I have this great idea.

Tell me your thoughts? What do you think? Would you be down for something like this? They would be probably, I can't put words in Jane's mouth, but what I have seen time and time again, is for people to be floored that you would consider them and that you thought of them, it would probably put the biggest smile on their face.

Okay. [00:28:00] So. You may have to just put out the ask, you know, and be confident in that. Now this relationship could scale into a multitude of different things or it doesn't scale at all. And that's okay. Both are beautiful. So if it does scale, it could scale into just continuing the friendship. Awesome. Amazing.

That's a win or it could scale into a business relationship. Maybe. Now this person is going to be a client of yours. Maybe this person is going to be a partner, an investor, a sponsor, a colleague, a performer. Again, the sky's the limit. You won't know what it's going to scale into until you get your hands a little dirty.

Right. Or if you get your feet a little way, you've got to [00:29:00] be an action to know, to obtain that clarity. Now, sometimes it is super clear how that relationship is going to unfold. Both you and Jane will be like, yep. Got it. We are on the same page. Let's do it. It's going to be super obvious, but if it's not that's okay too.

If you know, something's there, if you recognize like, oh, there's a, there's a synergy here, but I'm not quite sure how it could unfold. Say that out loud. I did that with Brian shin, going back to my first example. Because Gary and Eric mentioned Brian, I called up Brian and said, Hey, you don't know me, but guess what?

There's a lot of people in my orbit who love you. And I want to pull you into my orbit because why not? And he had a lot of great ideas about academia. And musicianship and [00:30:00] compositions. And I wasn't trained, I was floored by his knowledge and his talents. And I said at the end of the conversation, Brian, there's something here.

I'm not quite sure what it is, but can we put a pin in it? Could we sleep on it? And he's like, heck yeah, let's think about it. And then probably three or four months later, he was invited to be a presenter at the ultimate music business summit. And that's something that I co-organized with Garrett and Arthur.

So that's a great example of, I didn't know how it was going to unfold, but I knew I wanted to work with Brian in some capacity, months later, it was the right time. And then we found that. Okay. And the other thing that I will say is if it does evolve, say this relationship does evolve into where there's monetary [00:31:00] transactions being had.

That's great. That's wonderful. But my disclaimer is always put the person first. So the thing that I teach my clients is transformations over transaction. Okay. When again, when you come from this place, you are going to be AOK. Now, if the relationship doesn't scale that's okay, too. I promise, like I said earlier with Brian, right?

It could scale later. And that's great. Okay. Keep cultivating the relationship. If it doesn't scale within that particular season or say, you know, that season never comes that's AOK too. I encourage you to perhaps put Jane that person into somebody else's orbit. An introductory [00:32:00] email and say, Hey, you know, Sue, you would be a really cool fit to know what Kelly is doing through, getting gigs or whatever the topic is, whatever her field of expertise is.

Maybe you guys should chat about. I have done that so many times. And when I see people, other people doing that for me, I'm really taken aback in a really powerful way. I'm just, I'm in awe. My mind is blown when somebody does that for me. Cause I'm like, wow. They really went out of their way. They took an extra two to five minutes to start up that email thread because they see something between like me and mark.

Okay. And I think that is a good example of a really good leader. And I encourage you to be that leader. I want you to be the leader at the front of a [00:33:00] zipper tab, pulling people together so that people are represented by the prongs of the zipper. I want you to just real. I want you to be. The one that pulls people together because it's going to make then all of the, three of your orbits that much tighter.

Right. And then they now right. Can create something beautiful together. So I hope that this information has helped you to some degree. I really believe in this information. If you have any more questions, feel free to pick my brain. I promise I do not bite. And I want you to really realize that the sky is the limit to think big, to dream big.

And when you start doing that, I really believe that we have to put people first. [00:34:00] And when we, when we build that orbit and put amazing people all around us, then opportunities are going to unfold for your studio, your career and or your business, because we cannot do it alone. Thank you so much for checking out this mini presentation.

I would love to start up a conversation with you. So speaking of relationships, I would love for you to initiate a relationship with me. You can check me out through any social media platform I can be found through Instagram, Facebook, Twitter, LinkedIn, Tumblr, and or Pinterest. And my handle is this.

Everywhere, Heidi Kay Begay thank you so much and have a great day. Hey, thanks for listening all the way until the end of the episode, I hope that the content has served you well, if you [00:35:00] are an avid flute, 360 listener, you probably recognize some of today's gems thrown into past episodes. And you are correct in episode 173, 174 and 175 all pertain to this very topic as well.

But episode 2 0 1 today, kind of some mushed the information into one nice package for easy lift. Also E 2 0 1 is all about packaging together. This content, not only for you, the listener, but for the Babel flute magazine, the Babel Flute magazine is an international online magazine that has amazing content in its archives for you.

If you want to celebrate their one year anniversary, go and support them at the babble flute, doc. [00:36:00] I really support and appreciate Dr. Berry's and her team's efforts when it comes to putting together valuable knowledge for the flute community. Go ahead and support them @thebabelflute.com. And remember, there's that mastermind on May 6th, 2022 at 10:00 AM.

Central time. This is a space for you for accountability, for. And for networking, come pick my brain, start moving the needle forward in your business and or career today. I'm rooting for you. Thanks.

Let's talk about flute!