Through his new project, MuckWork, Derek Sivers wants to lessen the burdens (and boredom) of creative people.

**Why you should listen**
Derek Sivers is best known as the founder of CD Baby. A professional musician since 1987, he started CD Baby by accident in 1998 when he was selling his own CD on his website, and friends asked if he could sell theirs, too. CD Baby was the largest seller of independent music on the web, with over $100M in sales for over 150,000 musician clients.

In 2008, Sivers sold CD Baby to focus on his new ventures to benefit musicians, including his new company, MuckWork, where teams of efficient assistants help musicians do their “uncreative dirty work.”

**DEBRIEF WITH CLASS**

**Q** What is leadership? Who are some great leaders you know or have heard of?

**Q** Are you born with leadership? How do you become a leader?

**REFLECTION**

1. What type of leadership roles have you held? Describe them:

2. Why do you think employers are looking for leaders? What is in it for them to hire candidates with leadership experience?

3. What type of leadership experiences do you think you need before graduation? What experiences will help you be marketable?

Some text taken from Ted Talks: [www.ted.com](http://www.ted.com)