

CRIT. CONSULTING

COMBATING ARTISTS' CAREER-LONG STRUGGLES

MANAGING ORGANIZATIONS IN ENTERTAINMENT



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WHO WE ARE

At CRIT. Consulting, our mission is to enhance artistic success through improving wellness by putting healthy practices into the workplace.

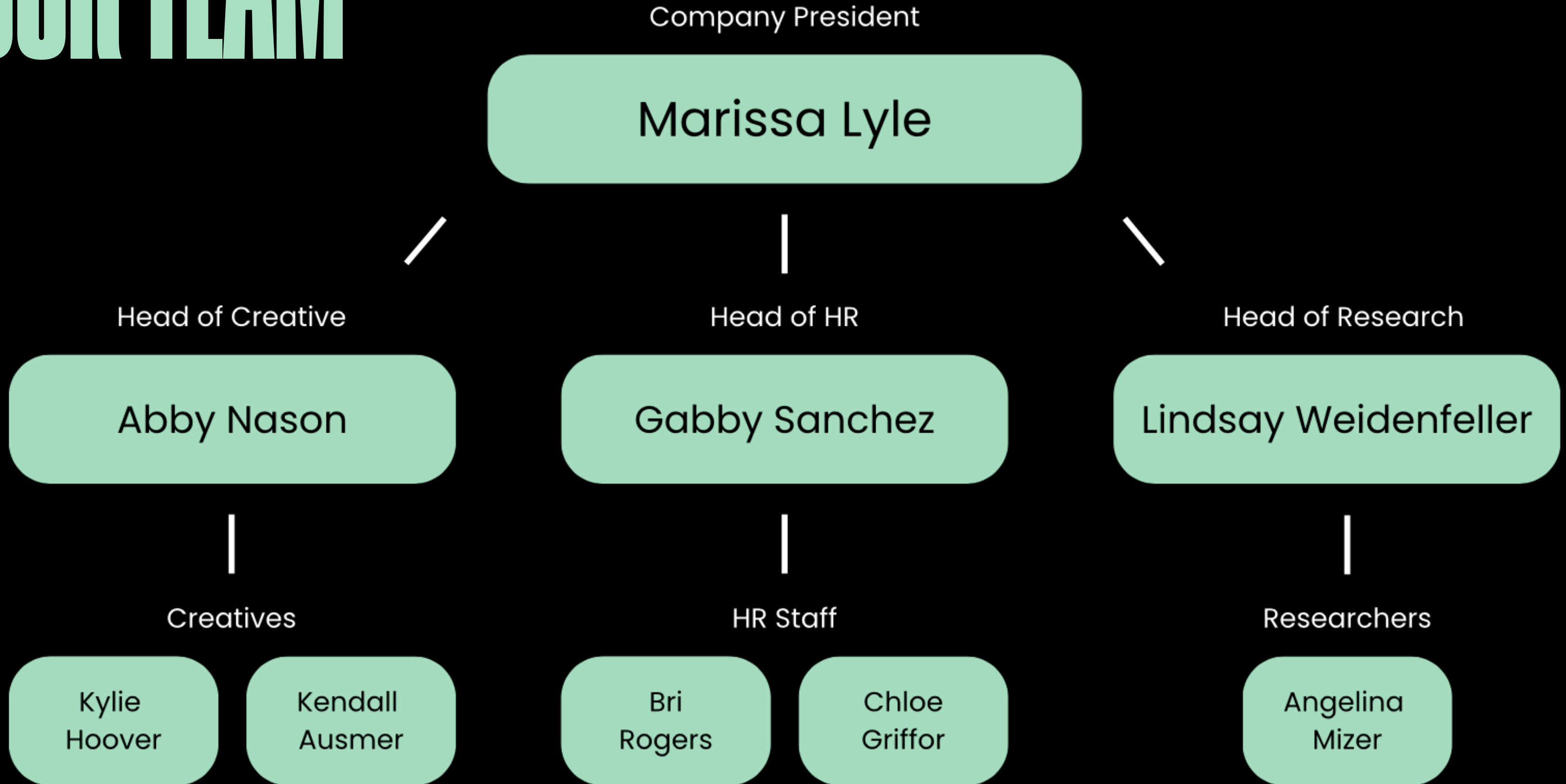
We dedicate our energy towards a creative environment where artists feel empowered to seek a sustainable lifestyle.

Creative. Resilient. Invigorating. Trustworthy.



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OUR TEAM



FOCUSES

**Mental
Health**

**Gender Bias
& Inclusion**

**Sexual
Harassment**



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MENTAL HEALTH



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TESTIMONIES



Liam Payne (1993-2024)
Capitol Records UK



Chappell Roan
Island Records

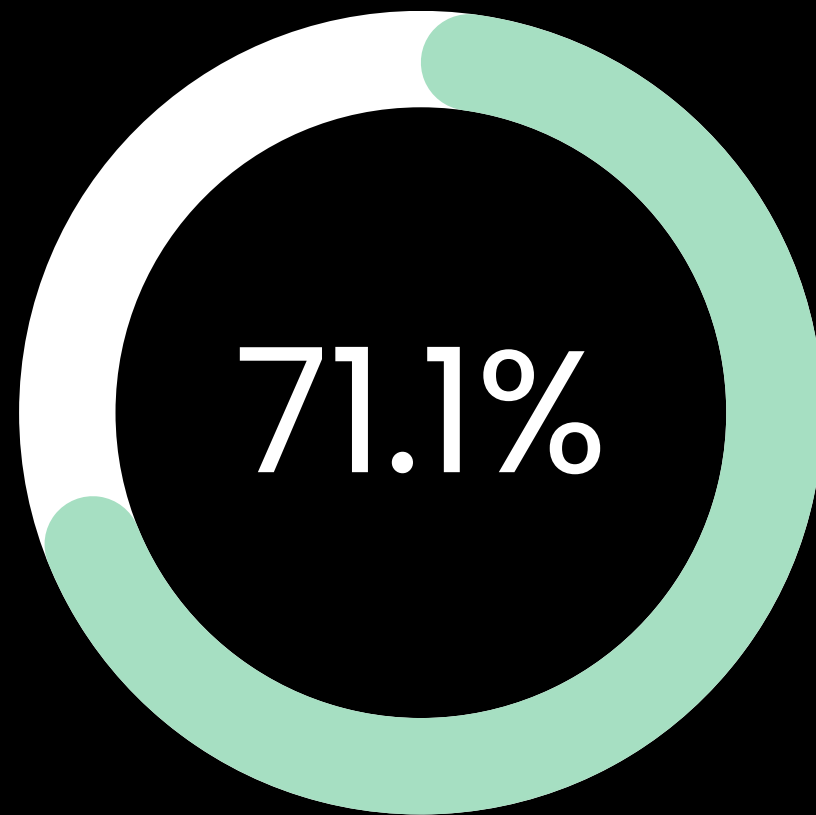


Brothers Osborne
UMG Nashville

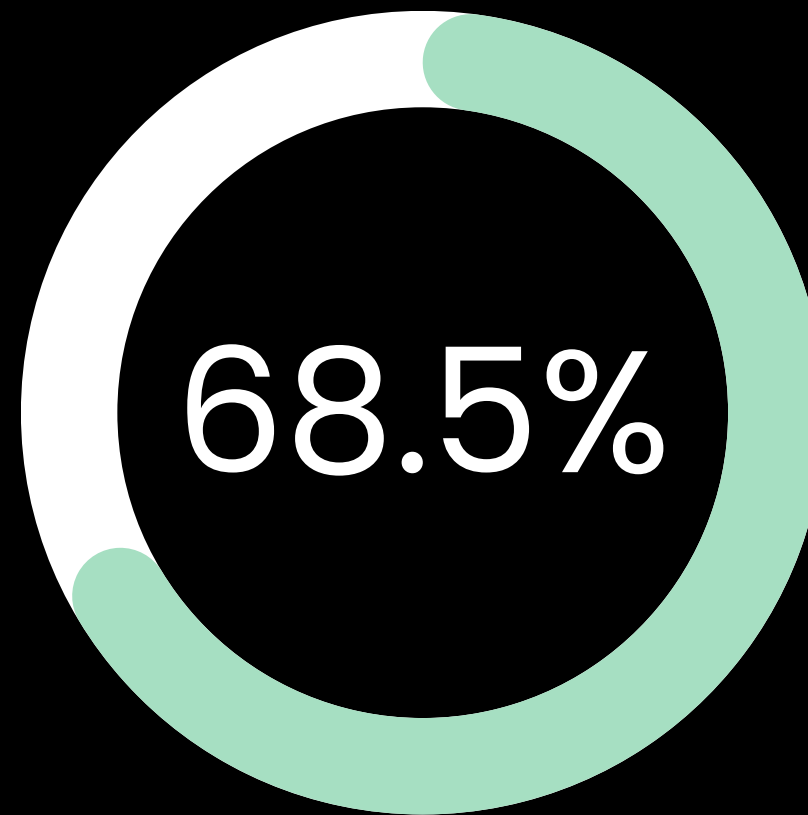


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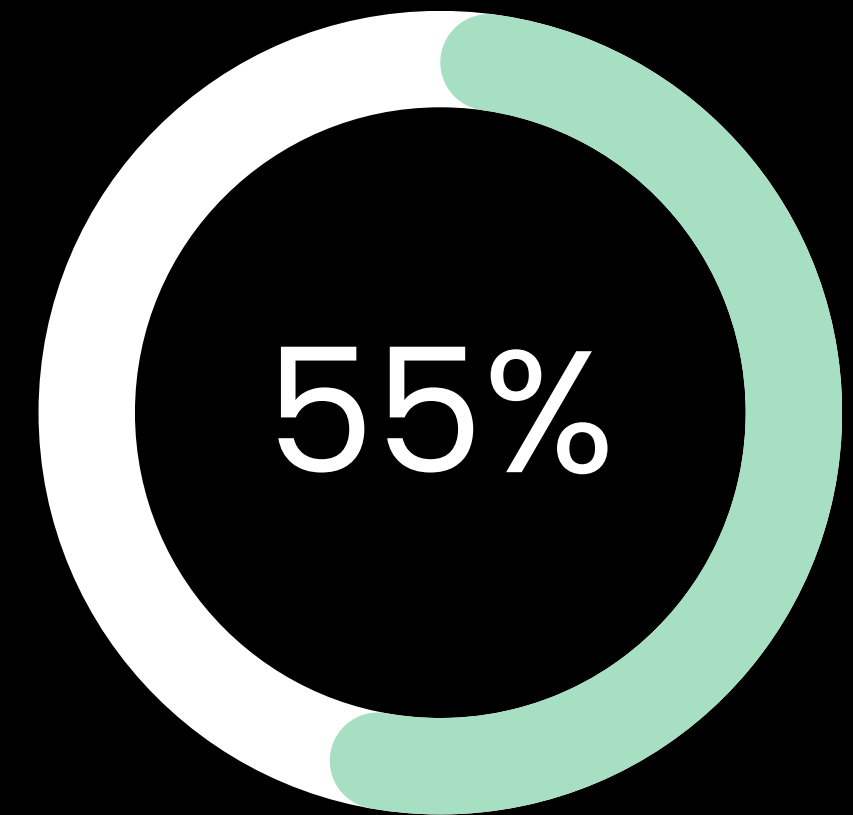
THE FACTS



**Experienced panic attacks
and/or high levels of
anxiety**



**Experienced
Depression**



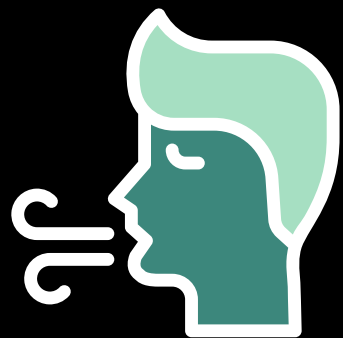
**Think there's a lack
of mental health services
for musicians**

MINDFULNESS PROGRAMS

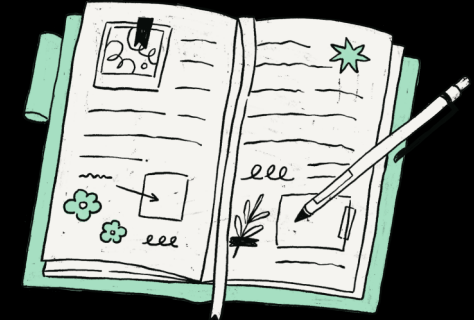
Meditation
(5-20 min)



Breathing
Exercise



Journaling
(10-15 min)



Relaxing
Music



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MENTAL HEALTH KITS



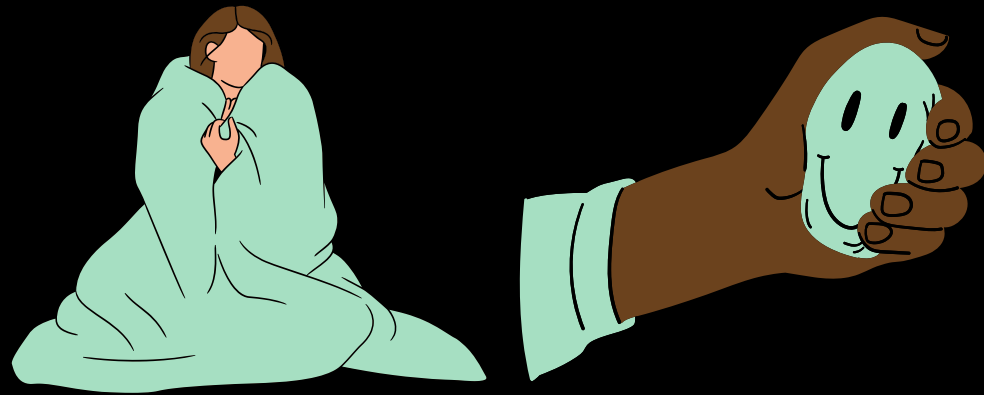
These “Mental Health Kits” travel with artists on the bus, or be available inside each venue’s green room.

Kits revolve around the **five senses**, but can be altered for each artist’s personal request. Over 19,000 studies have concluded that grounding exercises involving the 5 senses can reduce stress and relieve anxiety.

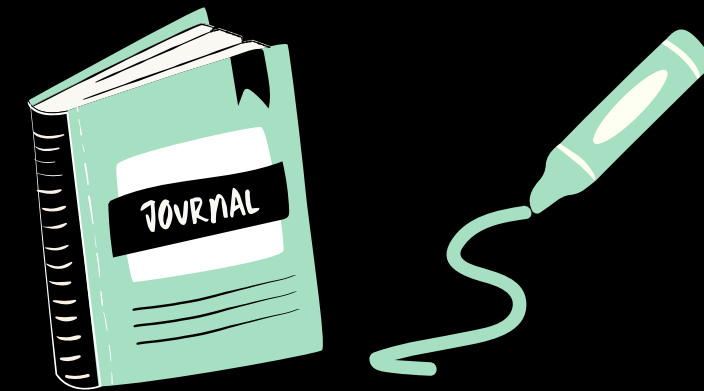
The overall cost would be around **\$100–150**.

MENTAL HEALTH KITS

Touch



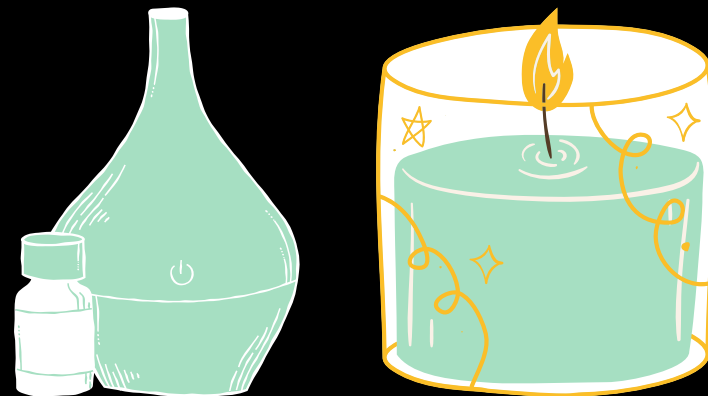
Sight



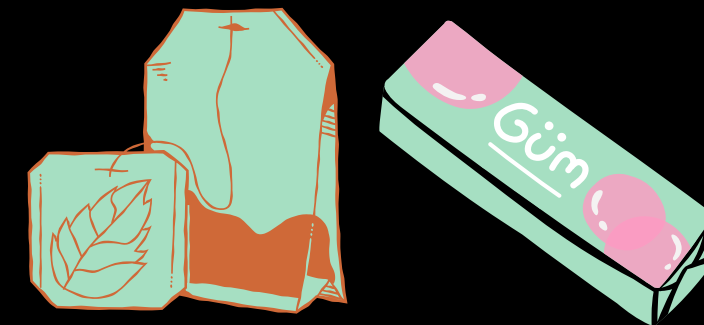
Sound



Smell



Taste



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SPECIALIZED KITS

Tailored to artists
based on their
requests/favorites.

Example kit:
Specialized to
Kacey Musgraves.



ON-THE-ROAD COACHING



Our **On-The-Road Coaching** is offered for all artists. Coaches provide advice, and someone to talk to with no ulterior motives.

Artists can request an **ESA road dog or cat** to come on the tour with them (accompanied by the coach).

Cost varies and will be determined by tour-to-tour scenarios.



ON-THE-ROAD COACHING

The Effectiveness of Dogs on Tour: Fall Out Boy Example

Helps reduce stress and anxiety (62%)
(American Psychiatric Association)



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ON-THE-ROAD COACHING



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GENDER BIAS / INCLUSION



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TESTIMONIES



Maren Morris
Columbia Records



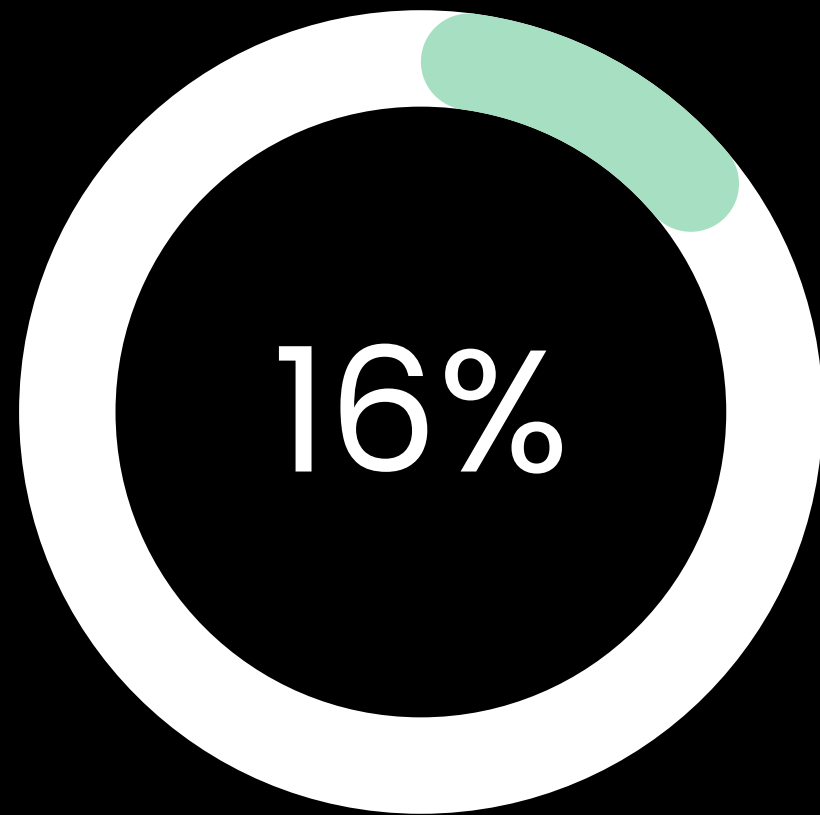
Kacey Musgraves
UMG Nashville



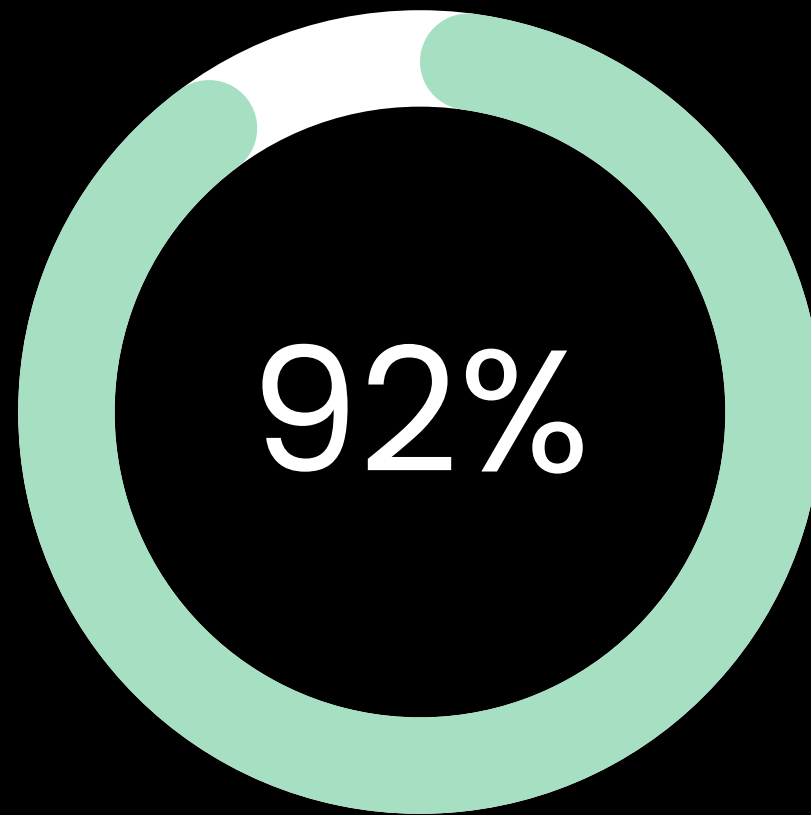
Carrie Underwood
UMG Nashville



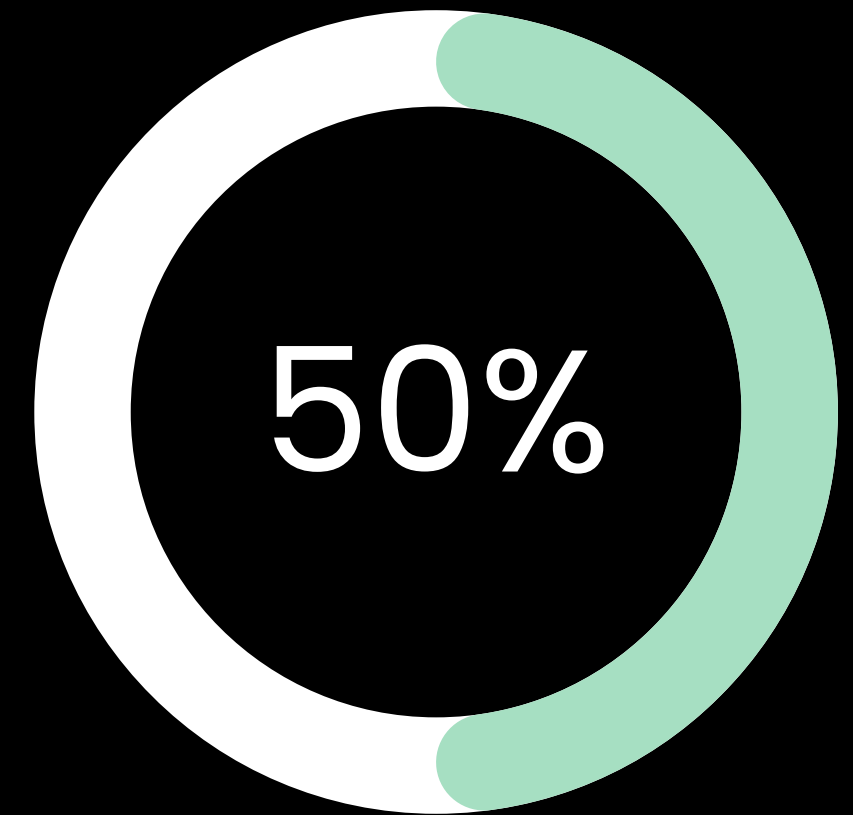
THE FACTS



Female artists in the top 500 country songs (2014-2018).



Artists in Country music who are white (2021).



Artists in the Top 100 had a mentor prior to making that list (2020).

TEAM-BUILDING EVENTS

Offering artist mixers and team-building events assist in improving inclusivity, connections, communication, and generational/gender gaps.

Diversity, Equity, & Inclusion (DEI) events:

- Inclusive Language Training
- Volunteer Day
- Wellness Days
- Support Groups



MENTORSHIPS

Mentees receive:

- Healthier ways to move forward
- Advice on career struggles
- Artist-relatable experience

Mentors receive:

- Advice on new trends
- A fresh perspective for inspiration



MENTORSHIPS

A Potential Mentor & Mentee Pairing Within UMG Nashville:



Maddie & Tae

&



Carter Faith



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EVENTS



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Jan 25th

- **Mentor Meetings Monday**



Feb 16th

- **Taco Tuesday: Artist Mixer**



March 4th

- **Wellness Wednesday**



April 29th

- **Inclusive Language Training**



May 10th

- **Volunteer Sessions**



SEXUAL HARASSMENT



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TESTIMONIES



Kacey Musgraves
UMG Nashville



Chappell Roan
Island Records

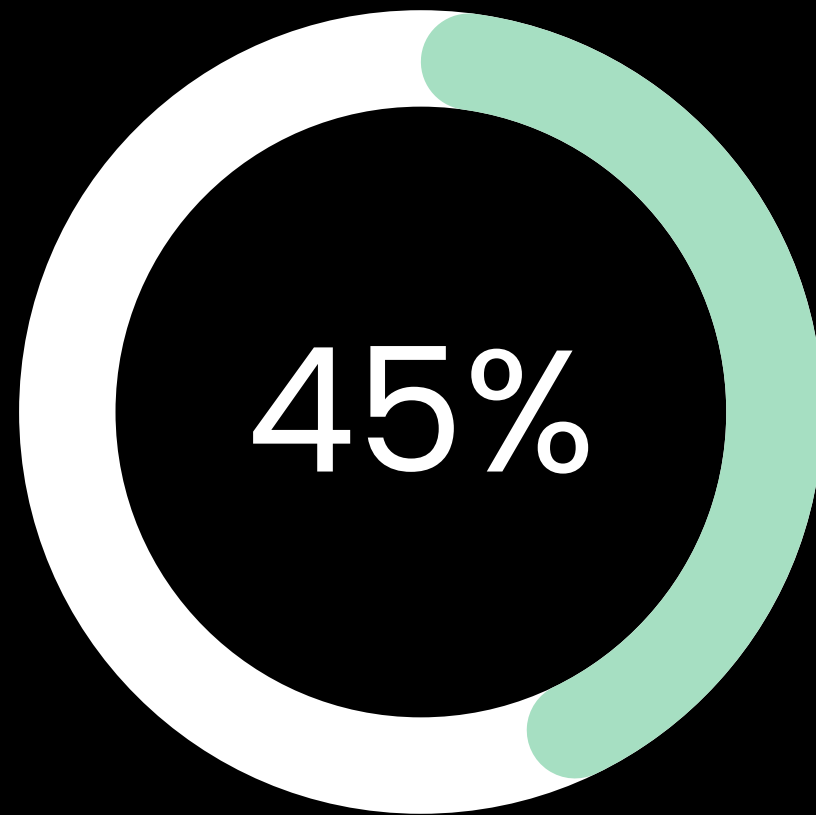


Billie Eilish
Interscope Records

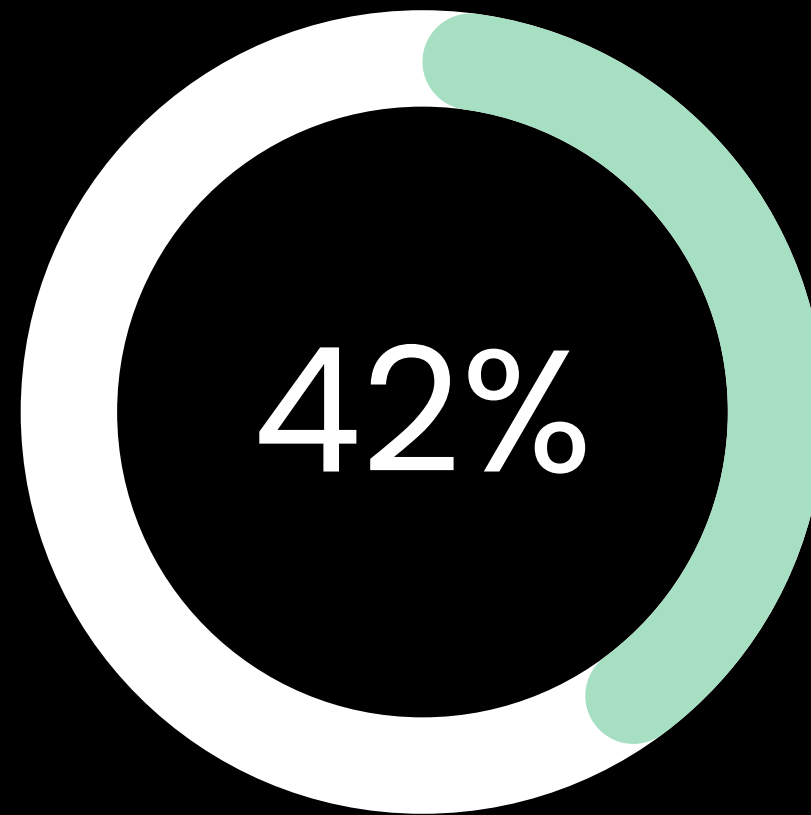


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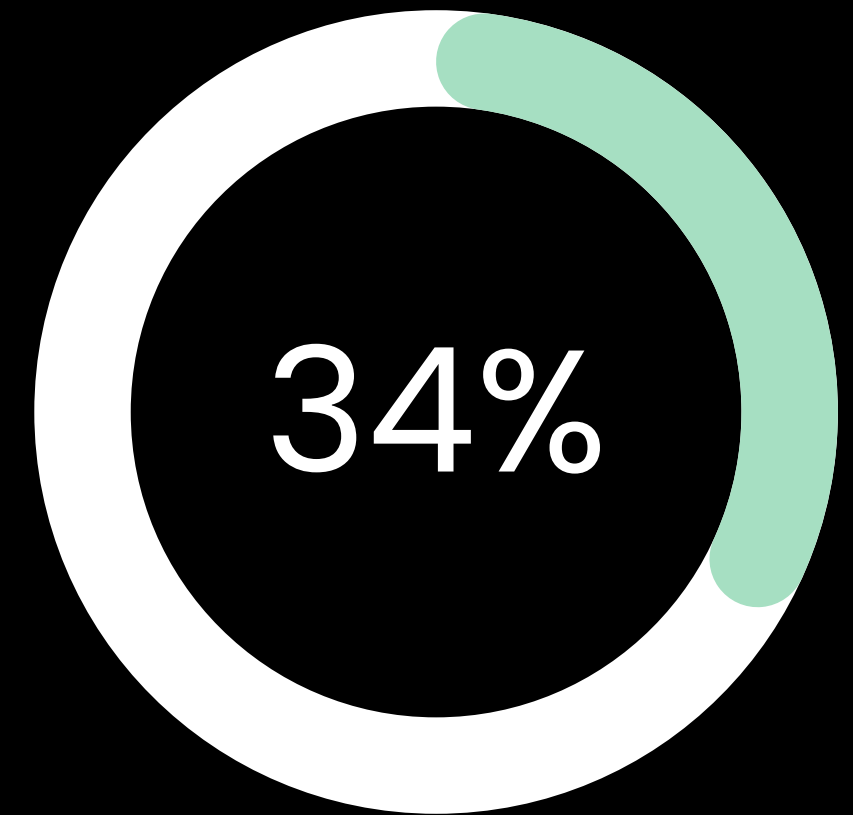
THE FACTS



American workers who experienced discrimination and/or harassment (2023).



Transgender/Non-Binary individuals who faced sexual harassment in the music industry (2023).



Of women faced sexual harassment /abuse in the music industry (2023).

INCREASED AWARENESS

40% of women and 16% of men report dealing with sexual harassment at work, but that's just for reported cases. (Be The Change)

Informative panels with survivors, therapists, etc, to tell their stories.

Providing a help/contact card in accessible points throughout the UMGN office.

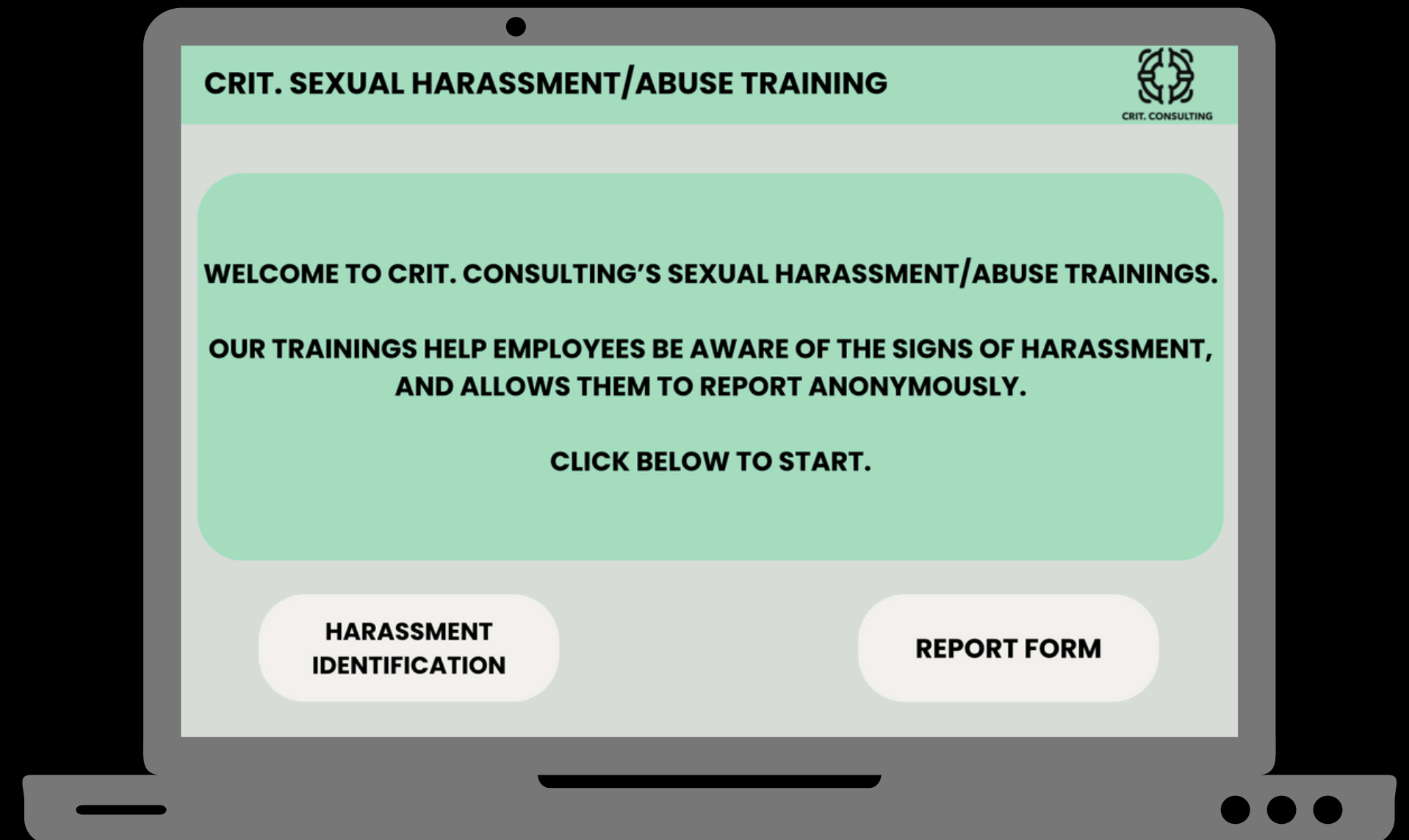


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REFINED TRAININGS

A revamping of **required** sexual harassment training programs may include:

- Incorporating employee feedback
- Anonymous Q&A
- Bystander Intervention
- Customized Content
- Help/Contact List





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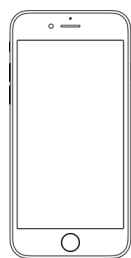
EVENTS



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June 15th

- **#MeToo Awareness Panel**



July 23rd

- **Life Coach help sessions**



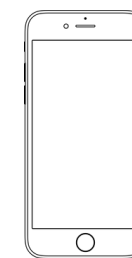
August 9th

- **Group sexual harassment training**



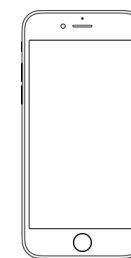
Sept 6th

- **Workplace abuse awareness panel**



Oct 17th

- **Individual sexual harassment training**





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RESOURCES

<https://www.musicmindsmatter.org.uk/the-study>

<https://organizations.headspace.com/blog/the-power-of-mental-health-coaching>

<https://paradepets.com/pet-news/fall-out-boy-tour-with-therapy-dogs>

[https://www.husson.edu/online/blog/2022/07/benefits-of-animal-assisted-](https://www.husson.edu/online/blog/2022/07/benefits-of-animal-assisted-therapy#:~:text=For%20most%20people%2C%20the%20presence,helping%20support%20good%20mental%20health.)

[therapy#:~:text=For%20most%20people%2C%20the%20presence,helping%20support%20good%20mental%20health.](https://www.husson.edu/online/blog/2022/07/benefits-of-animal-assisted-therapy#:~:text=For%20most%20people%2C%20the%20presence,helping%20support%20good%20mental%20health.)

[https://www.manageminds.co.uk/blog/self-help/mental-health-self-care-](https://www.manageminds.co.uk/blog/self-help/mental-health-self-care-kit/#:~:text=It%20can%20provide%20relief%20from,you%20in%20the%20present%20moment.)

[kit/#:~:text=It%20can%20provide%20relief%20from,you%20in%20the%20present%20moment.](https://www.manageminds.co.uk/blog/self-help/mental-health-self-care-kit/#:~:text=It%20can%20provide%20relief%20from,you%20in%20the%20present%20moment.)

<https://www.tandfonline.com/doi/epdf/10.1080/17437199.2020.1846580?needAccess=true>

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<https://www.reworked.co/leadership/5-reasons-why-your-company-should-be-more-inclusive/>

<https://www.nu.edu/blog/inclusion-in-the-workplace/>

<https://www.surfoffice.com/blog/dei-activities-workplace>

<https://diversitybuilder.com/generational-diversity-training/>

[Music Mentors – How They Can Help Your Career ... – IndieFlowIndieFlowhttps://www.indieflow.me › blog › how-to-find-music-...](https://www.indieflow.me › blog › how-to-find-music-...)