

<- **Extrinsic** Left Brain

White Hat

Right Brain **Intrinsic** ->

<p>Achievement and Accomplishment: <i>You want to develop and improve in alignment with standards</i></p> <ul style="list-style-type: none"> Reinforcing the information pipeline from the masters A pathway: Beginner → Adv. Beginner → Competent → Virtuoso → Master in performance and practice Accelerating learning through practice 	<p>Epic Meaning and Calling: <i>You want to be a part of something bigger than yourself</i></p> <ul style="list-style-type: none"> Conserving the traditions of your instrument Promoting musicianship and mastery Mentoring others Journey of the hero (not the jerk) Embracing the musical tradition that you already live Aligning with the collective intent in performance 	<p>Creativity and Empowerment: <i>You want to make choices, build and create from current resources</i></p> <ul style="list-style-type: none"> Creating opportunities for learning meaningful innovation Participating in communities of practice Performing, arranging, composing, improvising Giving and receiving feedback Adding to the tradition
<p>Ownership and Possession: <i>You can own and accumulate more of it</i></p> <ul style="list-style-type: none"> Aligned with musical traditions & heritages Acquiring practice techniques Style and fashion Collects and listens to seminal recordings Music Identity and efficacy Membership 		<p>Social Influence and Relatedness: <i>You are influenced by your relationships with others</i></p> <ul style="list-style-type: none"> Having fun together Building positive relationships with others Fostering community Extending relationships beyond the performance Sharing the stage Competition Mentorship
<p>Scarcity and Impatience: <i>You want something because you can't have it</i></p> <ul style="list-style-type: none"> Limited opportunities to work and play Limited access to opportunities that encourage discovery and growth Limited access to masters in the tradition Searching for the "Killing" jam session The trumpet or mouthpiece that plays itself 	<p>Avoidance and Loss: <i>You want to avoid negative outcomes or losses</i></p> <ul style="list-style-type: none"> Avoiding and overcoming negative self-assessment and performance anxiety Fear of failure, not being good enough, being irrelevant Fear of being outplayed, embarrassed, exposed, and judged (Ego Interference) Fear of missing out (FOMO) Fear of not being 'hip' (informed) 	<p>Curiosity and Unpredictability: <i>You don't know what will happen next</i></p> <ul style="list-style-type: none"> Opportunity to be challenged and to take risks Journey of the "side person" Promoting natural curiosity Opening liminal spaces --uncomfortable, but inspiring and nurturing of innovation Opportunity to be in the "hot seat" Varying rituals, tasks, learning games

Black Hat

About Octalysis Framework: <https://yukaichou.com/gamification-study/8-core-drives-gamification-1-epic-meaning-calling/>

Octalysis Prime: The Gamified Mentorship Journey, Freemium Service: https://island.octalysisprime.com/#!/op-sign-up?referral_code=1029866915

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CORE DRIVE	About Trumpet Mafia®
Epic Meaning and Calling	<ul style="list-style-type: none"> • The Call: Conserving the trumpet musical tradition and heritage • Mentoring other musicians; professional associations • Promoting and seeking trumpet mastery • Conserving the social learning practice of performing music` • Encouraging serious fun and play • Organize special symposia to promote narrative of “learning in a social context”
Achievement and Accomplishment	<ul style="list-style-type: none"> • Memberships includes the next generation, colleagues and contemporaries, and the masters • We engage children and teenagers to support skill and social development • We have access to players at various levels in their development • Participation in training and educational events, particularly multi-age groups • Develop Trumpet Mafia rubric to guide learning and growth
Creativity and Empowerment	<ul style="list-style-type: none"> • The Challenge: 20 different parts vs 20 players in unison, making arrangements for many instruments that work • A performance can be the first time all members are together at the same time • Reducing negative self-assessment and lack of confidence by engaging more core drives in one’s practice as a musician • Develop Trumpet Mafia performance problem-sets as challenges for beginning and experienced musicians
Ownership and Possession	<ul style="list-style-type: none"> • “Trumpet Mafia” is a registered trademark. • Trumpet Mafia branding and merchandise is available to members • Rooted in New Orleans but includes international membership • Make TM merchandise more widely available for purchase • Recordings of current and past Trumpet Mafia membership (audio and video archives) • Trumpet Museum for history, workshops and lessons, purchase equipment, performances, recordings (trumpet resource space)
Social Influence and Relatedness	<ul style="list-style-type: none"> • We all have the same job description but we see it as competition with nothing in common. We have everything in common. • Moving from competition to include collaboration • Gifting trumpets, mouthpieces, and merchandise to individuals • Sharing practice opportunities • Mentoring younger musicians • Using electronic media to stay in touch with each other and our fans • Provide support resources, electronic applications for TM satellite groups (Slack, Zoom, etc) • Encourage new player leadership development
Scarcity and Impatience	<ul style="list-style-type: none"> • Limited recordings, performances, and access to exclusive TM merchandise • Venues include jazz festivals and celebratory events, rather than regular recurring gigs • Increasing opportunities to interact with experience professional and masters on the instrument • TM sponsored workshops with music legends
Curiosity and Unpredictability	<ul style="list-style-type: none"> • Novelty and surprise in performance, focus on live performance • PopUp performances, Flash Mobs • Festival Partnerships – Group learning within a jazz festival • Adding surprise soloists and players for performances • Encouraging group and individual trumpet “battles” in performance • TM recognition awards to musicians that embody and communicate Trumpet Mafia values and practices.
Avoidance and Loss	<ul style="list-style-type: none"> • Learning to redirect negative self-assessment and performance anxiety • Avoiding liminal spaces of uncertainty (groups, venues, opportunities, roles, styles) • Missing out on the experience of the Trumpet Mafia and everything above