

Notes to staff

Taylor

- This is designed for assembly or tutor time.
- You can listen to the Pearl episode anywhere you get your podcasts to get the full story.
- You can also download the transcript for your own preparation.
- The assembly has been edited to fit more with students and be relevant to them.
- There are notes at the bottom of each slide for reference.
- We would love to hear how it has gone, email admin@pixl.org.uk



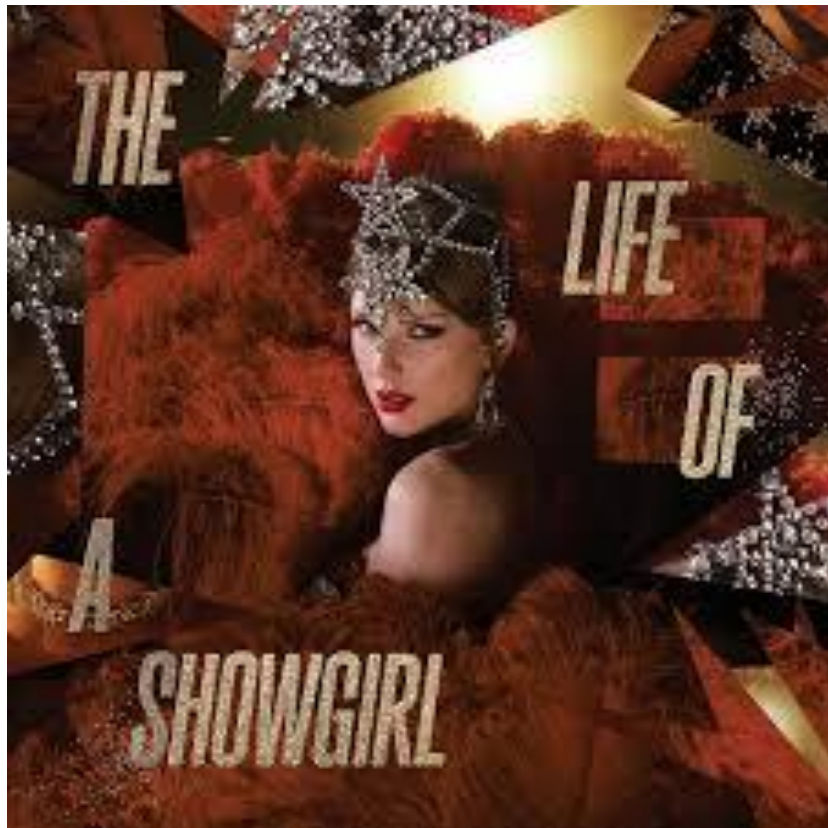
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Taylor

IGNITING LEADERS, CHANGING LIVES

Taylor Swift...

...needs no introduction



- Song writing talent
- Cult-like fan base
- Multiple award winner
- Broken all records

At only 13, Taylor Swift knew what she wanted

- Didn't want to compromise
- Country music
- By a teenage girl, FOR teenage girls
- Her own 'Swift Twist'
- Wanted to write her own music

TAYLOR SWIFT'S FAMILY ALBUM: SHOTS OF OUR COVER GIRL'S PICTURE- PERFECT LIFE

At home and onstage, childhood snaps of country's crossover queen

By **ROLLING STONE**
FEBRUARY 20, 2009



Taylor Swift Childhood: 10 Years Old: Headshot

COURTESY OF TAYLOR SWIFT

Brave decisions

Swift wanted to do things differently

1. Waited for her mentor to set up his own record label and sign her.
2. She didn't sign the first deal she was offered.
3. She didn't think she was taking a risk – saw it as 'unfettered opportunities'.
4. She didn't write the music she was being asked to write.

It hasn't always been easy though...

Taylor Swift's 'downfall': what the online celebrations really say
Bridie Jabour



Gleeful celebrations of singer supposedly being brought low by video released by Kim Kardashian West speak volumes about attitudes to successful women

The Guardian in 2016

Taylor Swift says it's 'highly offensive' when people call her calculating

© 16 October 2015



Taylor Swift says she finds it "highly offensive" when people label her as calculating.

BBC October in 2015

**What can we learn
about Taylor Swift's
attitude and
approach?**

Know what you believe in

Head for the 'blue ocean'.

- Swift stuck to what she believed.
- She headed for the space that no-one else like her was in.
- She kept focused on the big picture.
- She planned her success.

You may not want a career in music but...

You can...

1. Think about what can make you different. What skills or knowledge could you learn that sets you apart?
2. Think about the big picture. What will working hard now help you achieve in the future?
3. Start! Taylor Swift planned for the thing she wanted. What do your plans look like? Have you got an idea of what you want to achieve?

Change can happen!

Sometimes we think/feel that we can't change anything but...

- We can change what we want to achieve.
- We can change our attitude.
- We can change our approach.
- We can change what we know and can do.
- We can change some of the people who we have around us to help us.

For that we need...

- Determination
- Imagination
- Knowledge
- Curiosity
- Courage
- Resilience
- Motivation

**Things can look impossible, until you plan
one step at a time to make them
possible.**

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