

Nomination: 18097

Jane Cavanagh

Page: General Information
Name of Organization / Company The Flute Academy
Logo Download File (https://asiasteveawards.secure-platform.com/file/26297/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyNjI5NywiYWxzZSI6ImNm9yX0hfp8wvKNZH5mi5_jDo_hEnePJUJ0bKQ?TFA%20Logo_Gold%20Circle%20Alternative_Large.jpg)
Web Site Address https://www.flute.school (https://www.flute.school)
Page: Entry Information
Entry Title Jane Cavanagh
Category X01 - X09 - Individual Professionals > X01. Most Innovative Creative Person of the Year
Submission Format An Essay of up to 625 Words

Essay

The Flute Academy brings together adult amateur flute players from all over the world to rekindle their love of the flute, and give them the ability to express themselves musically by learning the proper flute technique that they missed learning when they were younger.

I'm Jane Cavanagh, a professional flute player and teacher with over 20 years of experience. I love deconstructing complex flute playing techniques to make them easy to understand and implement for my adult students, one groundbreaking step for them at a time.

The Flute Academy transforms not only their flute playing, but their lives...

I'll give you an example of an email I got from a former student. He said: 'I just wanted to let you know how much your flute teaching has impacted me.' He said 'you might have heard about it on the news,' - his sister died in a freak accident. He said: 'learning the skills that you taught in The Flute Academy gave me the ability to express my grief and overcome it'.

I get messages like that all the time - not quite as tragic, but people often say: 'you've changed my life'.

Driven by a desire to learn and improve, I travelled to Paris to study under renowned flute player, Vincent Lucas, significantly enhancing my skills, eventually becoming the subject of an award-winning artificial intelligence project called The Virtual Flute

Using world-class flute education as a base, I've strategically used innovative technology to teach a global audience of amateur flute players.

It might seem strange for a classically trained flautist to love technology so much, but the super power that integration apps such as Zapier gives me in my quest to help adult flutists means that The Flute Academy has already transformed the flute playing of over 300 students since its launch in October 2021.

I use Kajabi as a platform for our courses such as The 45 Day Flute Transformation, and am able to automate a majority of the student's experience in the academy.

The video messaging app Bonjoro allows me to personalise their experience, at scale. For example scheduling a personalised "happy birthday" message for every single student.

[REDACTED FOR PUBLICATION]

Integrating and automating many of the components of my business means that The Flute Academy can be agile and streamlined enough to be able to transform the flute playing of 1000 students and beyond.

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When students join me in The Flute Academy, they also join me on a mission - to help me donate \$100,000 to music education charities, such as Symphony For Life, giving underprivileged children a path to academic success.

As well as having already donated \$9000, we offer scholarships to The Flute Academy, with our first scholarship going to a fabulous young man in Ghana.

By cleverly incorporating innovative technology into our business processes, The Flute Academy is on a strategic and exciting path to reach and change the lives of 1000+ flutists around the world.

For this category please provide

An essay of up to 625 words describing the nominee's innovative achievements since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Credits

Thank you to:

Rachel Woolley - assistant flute teacher in The Flute Academy

Dess Escueta - administrative assistant in The Flute Academy

The Audacious Agency - for guidance and support leading to winning a GOLD Stevie Award for Women in Business in 2023

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

File 1

[REDACTED FOR PUBLICATION]

File 2

No File Uploaded

File 3

No File Uploaded

File 4

No File Uploaded

File 5

No File Uploaded

File 6

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File 7

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File 8

No File Uploaded

File 9

No File Uploaded

File 10

No File Uploaded

Do You Have Website URLs you would like to link to

Yes

URL 1

<https://www.flute.school/academy> (<https://www.flute.school/academy>)

URL 2

<https://flute.fingerings.info/about.html> (<https://flute.fingerings.info/about.html>)

URL 3

<https://youtu.be/rcvA5bGKrJE?si=SselmxmdhY6TipIC> (<https://youtu.be/rcvA5bGKrJE?si=SselmxmdhY6TipIC>)

URL 4

<https://www.instagram.com/janefluteschool/> (<https://www.instagram.com/janefluteschool/>)

URL 5

https://youtu.be/mc5Zw7a_WBQ (https://youtu.be/mc5Zw7a_WBQ)

URL 6**URL 7****URL 8****URL 9****URL 10**

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