

WELCOME

Welcome to my new website and thank you for taking the time to explore it!

When I think about what insights I can offer from my diverse life and career experiences which would also serve to enrich other people's work lives—whatever field they're in—I keep coming back to what I call the 4 L's.

It's a fundamental approach I've consistently applied at the onset of my ventures and major projects: Look, Listen, Learn, and *Elaborate*. While they're technically not all L's, the sound of the E word is close enough!



Throughout my career, I've taken pride in taking calculated and entrepreneurial risk, spanning career choices, movie projects, kid shows, live performances, and more. While some ventures have been more successful than others, I firmly believe that embracing failures is intrinsic to progress. The key lies in conducting thorough research and homework to inform educated decisions, with the 4 L's serving as an invaluable guide.

Here's a brief overview of my process—and how you can apply it to any venture you're considering:

Look

Immerse yourself in every available piece of material about the topic. For my latest venture into Broadway producing—my role as Co-Producer for the Broadway musical "WATER FOR ELEPHANTS," and as an investor in the production of "SUFFS,"—that meant immersing myself in the current state of Broadway and live entertainment. This involved scrutinizing articles, artwork, bios, casting details, and more.

Listen

The second L involves engaging with key players, partners, industry experts, and financial stakeholders to gain insights into the projects and the current state of the business. While I enjoy talking, in this process, listening more and talking less proves invaluable. In my recent Broadway ventures, given the musical nature of the shows, I took particular pleasure in exploring the music and any available videos.

Learn

For this step, you'll want to delve deeply into researching the current state and profitability of the given industry you're working within, with a focus on future trends, and economic data.

Elaborate

In order to gain clarity on the situation, you have to ask questions. Lots of them. At this stage, there's no such thing as too many questions. In my recent ventures, I extensively queried the show producers, undoubtedly testing their patience. Yet, this process was indispensable in gaining a comprehensive understanding.

At the end of the day, I felt confident in my choice to become a producer and/or investor based on the work and analysis I had done. Now, I can rest with my decision, regardless of the outcome. Apply the four "L's" and you'll feel the same way. This process might even lead you to a fifth L: Leveraging your newfound knowledge and confidence into a profitable business venture.

Wishing you luck (another L!) in all your endeavors,
Stu