

Transformational Leadership and Terra Parzival

Executive Quest



July 2 – 5, 2014

What are the program objectives?

The Parzival¹ story and his quest for grail offer an inspiration metaphor to experience the deeper meaning, purpose and process of leadership and self-knowledge. The Terra Parzival Executive Quest is focused on transformational leadership. This journey is a powerful exercise for personal reflection and transformation.

Through the program participants explore and experience the processes, 7 stages and pathways to individual leadership and ultimately organizational transformation. The viewpoint is the future. How do we lead to meet the challenges of the emerging future, and how do we do so through innovation and inspiration.

Who should attend?

This unique journey is geared towards those concerned with the emerging future in front of us. It is for everyone who is seeking to have his creative mindsets challenged and expanded. In particular, the module is tailored for experienced professionals and executives who have core responsibilities for strategy, vision, creativity and innovation in their organizations.

What characterizes the Executive Quest?

RESONANCE PLATFORM is the Terra Parzival innovative leadership methodology, which unfolds as outer and inner journey through 7 stages of development. This Executive Quest starts in Ptuj and travels to monasteries Žička Kartuzija and Studence, "Trevrizen's Cave", Castle Štatenberg, Basilica Ptujška Gora and Castle Borl. Finally, the program wraps up in beautiful Bled at the IEDC-Bled School of Management. Working with a team of internationally acclaimed thinkers, speakers, educators and artists – including Miha Pogačnik, Alexander MacKenzie, Davorin Peršič, Prof. Elmar Lampson, Prof. Danica Purg, Dr. Ian Sutherland – participants go through processes of reflection, questioning and seeking the sources of inspiration. During the final act, sitting in the symphony orchestra among the players, we enter the space of transformation, developing insights into transforming organizations and innovation by artful leadership.

**Interested companies or individuals,
please contact Ms. Elena Begant,**

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www.mihavision.com www.iedc.si

www.terraparzival.eu

INFO AND BOOKING

Price is EUR 1,040 per person (all included except travel, accommodation and insurance costs) and should be payable in advance (by 30th May 2014 at the latest) to:

- Account name: Ustanova Gandin Fundacija; Dolane 1, SI-2282 Cirkulane, Slovenia
- Bank: Nova KBM d.d., Vita Kraigherja 4, SI-2505 Maribor, Slovenia
- IBAN: SI56 0417 3000 1588 278
- SWIFT: KBMASI2X

Please book your accommodation at the special price at Hotel MITRA, Ptuj:

<http://www.hotel-mitra.si/> or +386 278 77 455

with reference: Terra Parzival Executive Quest!

¹ Parzival is a medieval German romance written by the poet Wolfram von Eschenbach. The poem dates from the 13th Century and focuses on the Arthurian hero Parzival and his long quest for the Holy Grail. It is certainly very interesting that in the epic Parzival's grandfather, king Gandin, comes from a Slovenian village by the same name - Gandin (today Hajdina). Parzival's father Gahmuret is wearing the coat of arms of "the upside down turned white anchor with a gold rope below on a green background", which is the historical coat of arms of Borl Castle, located near the mouth of the Drava and Grajena on the edge of Haloze in Slovenia.

THE LEADERSHIP AND QUEST EXPERTS



Miha Pogačnik, Classical concert violinist, entrepreneur, Cultural Ambassador of the Republic of Slovenia.

An exceptional virtuoso, both on the musical stage as well as on the management platform. He is the creative force behind cultural and diplomatic missions; his music is the medium for his thoughts and his vision development.

Because of ambassador Pogačnik's active engagement in cultural, business and political spheres as well as academia and civil society, his vision led him to explore the influence of formative principles of Art on the evolution of society. It is his practical insight that creative environments need to be developed, where on a raised resonance platform Art forces attract, "compose" and bind together different social fields. However, one can not overlook the fact that humanity today equals economic society, hence his strategy to work primarily in the business sphere through his method of interdisciplinary transfer from musical masterpieces to leadership development, inspiring scores of global brands companies like Shell, Novartis, ING, Porsche, Nike and Microsoft, leading business schools, UN agencies and gatherings like Alpbach and World Economic Forum.

His integration intentions are reflected in the European regional development project Terra Parzival with his innovative Macro Violin principle leading to development of Polyphonic European Identity and through it to co-creation of the New European Leadership Style. Prior to this, Miha Pogačnik developed the unique IDRIART movement in the 80's and 90's, exploring the power of Art by creating over 200 intercultural festivals in crises areas of the world. He introduced a social innovation where international audiences travelled with artists and actively participated in upheavals and transformations on all continents. This movement originated in the first Chartres Festival d'Ete initiated by Miha Pogačnik in 1981.

Miha Pogačnik was born in Kranj, Slovenia, studied in Ljubljana and Cologne, Germany. His international concert career started in 1973 after completing his studies as Fulbright scholar in the United States. He holds the position of Adjunct Professor at IEDC Bled–School of Management, is CIO (Chief Inspiration Officer) of Idriart, Managing Director



Alexander Mackenzie has been a leading pioneer in working with the arts in business for over 25 years. He is particularly recognised for his work in the use of storytelling as a tool for learning and development in organizations. He combines his early careers in education and social work with his business consultancy learning and has created a dynamic experiential approach within the world of corporate leadership development. His seminal approach to combining the creative and strategic orientation of left and right brain preference within the context of personal development has been widely adopted and promulgated internationally.

As a storyteller and consultant, he specializes in enabling imaginative thinking and person centred innovation. In 1998, he became a Winston Churchill Fellow for his research into the role of storytelling within organisational leadership and communication. He undertook his Fellowship with the Aboriginals of Middle Australia, bridging ancient storytelling practice with modern business processes. He currently works across three continents with ongoing projects in the UK, India and the US.

He is a dedicated and inspiring speaker and workshop leader. His programs span a cross section of senior development forums from housing charities to world class financial institutions. His core value of passionate integrity is reflected in his ambition to support globally aware leaders delivering on a more authentic heart centred approach to leading in organisations.

His unique combination of working dynamically with mind, body and spirit, holistically weaving artistic thinking with pragmatic business goals, sets Alexander apart as a consultant and coach within the field of senior management personal leadership development. He is specialised in Parzival program.



Professor Elmar Lampson was born in 1952 in Koblenz and studied composition, music theory and violin at the music academies of Hannover and Würzburg. Until 2004 he lectured phenomenology of music at the University of Witten/Herdecke, served as Dean of the faculty “Studium fundamentale” and was a member of the executive board. Today he is President of the University for Music and Drama of Hamburg and professor of composition and theory. He was awarded with the „Dr. Günther-Buch Preis für Kulturwissenschaften 2011“ and he is a member of the „Freie Akademie der Künste“ Hamburg and composer in residence of the “International Mahler Orchestra”.

As a composer and director he performed on international festivals and toured through nearly all European countries, Japan and many parts of Russia. His music was performed by famous conductors, orchestras, ensembles and soloists, such as Simone Young, Justus Frantz, Muhai Tang and Yoel Gamzou, NDR Sinfonie Orchester, Philharmoniker Hamburg, International Mahler Orchestra, Ensemble Resonanz, Quatuor Danel, New Helsinki Quartet and Trio di Clarone. Elmar Lampson has been working closely together with Miha Pogačnik for many years.

Among his latest works are the Symphony No. 3 and the works Aquarell (for Vibraphone solo), Chant (for Piano solo) and “Stimmen des Herbstes” (for Chamber Orchestra). In September 2012, his work “Mysterienszenen” (for Strings, Flute and Percussion) was released on CD by col legno, Vienna. (www.mysterienszenen.de; www.elmar-lampson.de)



Professor Danica Purg is President of the IEDC-Bled School of Management, Slovenia and President of CEEMAN, an international association for leadership development in dynamic societies (219 management schools from 54 countries).

In 2010, Prof. Purg received the 2010 International Educator of the Year Award by the Academy of International Business (AIB) for her outstanding achievements in international business education. In 2013, Prof. Purg became the Chair of the UN Global Compact PRME (Principles of Responsible Management Education) Steering Committee.

Prof. Purg is professor of leadership and effective management. Her special field of interest is looking for inspirations for managers from art and other professions. She authored and co-authored several books and numerous articles. She is a frequent guest speaker at European and American universities and international conferences.

Prof. Purg is also a member of several international advisory boards. President of the Republic of Slovenia awarded her with the “Honorary Order of Freedom” for her contribution to management development in Slovenia and CEE.



Ian Sutherland is Deputy Dean for Research and Director of PhD Studies at IEDC–Bled School of Management in Slovenia. An internationally recognized expert in the intersection of the arts and business, Dr. Sutherland was originally trained as a professional musician. He holds B.Mus. (Hons) and M.Mus. Degrees from the School of Music of Memorial University (Canada) and a PhD in Sociology and Philosophy from the University of Exeter (UK). Today he has an active international career as a researcher, educator and consultant, combining expertise in sociology, philosophy, creativity and leadership studies. Dr. Sutherland’s work occurs at the intersection of

the arts and business. In particular his work is focused on leadership practice, creative and strategic processes, leveraging diversity and experiential arts-based methods of management and leadership development. He is a co-founding editor of the journal Music and Arts in Action and the author/co-author of articles appearing in Management Learning, Business Leadership Review, Journal of Arts Management, Law and Society, Journal of Visual Art Practice, Music and Arts in Action, Emotion Review, etc. He is also co-author of the book Key Concepts in Leadership (Sage, 2012) with Prof. Jonathan Gosling and Dr. Stephanie Jones. Prior to joining IEDC-Bled School of Management he held appointments as Associate Research Fellow at the University of Exeter’s Centre for Leadership Studies and Assistant Professor at Memorial University, Canada.



Davorin Peršič

Philosopher, lecturer and director of Youth centre Hrastnik. Spiritual development of philosophy, art and social order, cultural traditions and fundamental self-knowledge orientation are his main fields of research. He is active in education and cultural development initiatives. His main task in consulting, writing, editing, lecturing and organising events is to indicate, expose and awake substantial treasures of European identity.

ABOUT THE ORGANIZERS

Terra Parzival – Gandin Foundation

ON THE PERIPHERY of eastern Slovenia there is a lovely, beautiful landscape hiding a deep secret. What kind of **RESONANCE** is persuading this old tale of noble knighthood to re-emerge out of the ancient ruins, castles, monasteries, chapels, valleys, hills, forests, fields, rivers, wells, caves and human dwellings? Why just now, while mankind is crossing this difficult threshold into the 21st century? Is perhaps this gentle power of resonance lifting us to the most intensive state, where all our actions can unite and gain on strength while aspiring to turn crisis after crisis into something better? It was long after we started with the Terra Parzival development when, as a total surprise, a cosmic resonance responded to my violin in the heart of Cheops pyramid, encouraging the further pursuit of our vision: that IT IS possible and necessary to place the formative forces of Art in the centre of a regional development to compliment the rational with truly human and all-encompassing!

The Cheops pyramid has been there for thousands of years when in the 9th century Gahmuret, father of Parzival, was passing by with his small army on his way to Baghdad. His origin was Lower Styria, region of Drava and Dravinja and in his famous Parzival epic, the great medieval troubadour Wolfram von Eschenbach reveals to us various locations of Gahmuret and Gandin's kingdom.

But Terra Parzival is not just about history! We remember the future! Our challenge is the composition and development of society inspired through the formative forces of Art, striving to relate economy, sustainability and human rights on the high performance platform of resonance, realizing the Macro Violin principle!

The Gandin Foundation is coordinating Terra Parzival – European Regional Development Model 2014-2020 in Slovenia.

IEDC-Bled School of Management

Established in 1986 as the first business school of its type in Central and Eastern Europe, the IEDC–Bled School of Management is one of the most prominent international management development institutions in Europe and an award winning school. In 2012 Executive MBA Program of IEDC–Bled School of Management was awarded by The Association of MBAs (AMBA) as one of the four most innovative MBA programs in the world, among 700 MBA programs, accredited by AMBA, from business schools in over 75 different countries. In 2009, the IEDC was the only institution from Central and Eastern Europe to be named among the 100 top business schools worldwide in the Aspen Institute's Beyond Grey Pinstripes ranking, for having demonstrated significant leadership in integrating social, environmental and ethical issues into its MBA program. Ethics, sustainable development and art and leadership are three major pillars of IEDC philosophy and action.

About Bled

The image of Bled with the castle, the lake and the island in the middle of the lake, are sights by which Bled is known to nearly the entire world. The Lake of Bled has been nominated among 12 most beautiful lakes in the world. You'll see mountains in every direction -- the Julian Alps and the Karavanke range -- and below, the Alpine lake and its main attraction, Bled Island, a tiny forested circle that is home to the 17th-century Church of the Assumption and its prominent baroque clock tower. Down on the lake's shore, board a pletna boat (similar to a gondola) to the island. Be sure to ring the church bell and make a wish before returning to the mainland!

July 2 2014: Terra Parzival – Castle Borl

18:00 Arrival of participants, check-in at the hotel (Mitra)

19:00 Castle Ptuj, Knight's Grand Hall:

- General introduction to the Terra Pazival story in relation to leadership dilemmas. (Davorin Peršič and Alexander Mackenzie)
- Seven stages musical process of leadership transformation as compass for the following 3 days. (Miha Pogačnik, violin)
- Participants introduce themselves in plenary or smaller groups through the "Parzival question": **What is troubling you?**
- Knights dinner and walk to the hotel.

July 3 2014: Inner and outer leadership journey through "catena" of Terra Parzival Macro Violin

8:30 Bus departure from the hotel.

9:30 - 10:30 Ruins of Žička Kartuzija: personal reflection, formulating questions, establishing "inner mood".

11:30 - 13:00 Well of Studenice (Fontane de Zal-Waesche): working in groups, opening "inspiration source".

13:00 - 14:00 Local farmers prepare light lunch.

15:00 - 16:30 Cave of Trevrizent: Transformation. (A story told by Alexander Mackenzie, chorus supports out of the cave.)

17:30 Castle Štatenberg: early dinner, sharing insights.

19:30 Finale: performance in the Ptujška Gora basilica (Maria-Sophia mantel of protection, solidarity and courage).

21:00 - 23:00 Bonfire celebration at castle Borl, under the ancient tower of Gahmuret (story, intergenerational...young people of Parzival

Return to the hotel.

Support: Miha Pogačnik, Davorin Peršič, Alexander Mackenzie, Chorus conducted by Tone Potočnik, local tourist associations with food&song and hospitality

July 4 2014: IEDC - Bled School of Management

- 10:00 - 10:30** Arrival in Bled and Welcome Coffee
- 10:30 - 12:30** **Beautiful Leadership: Invoking the Cause of Beauty**
Prof. Dr. Danica Purg, Dean and President and professor of leadership, IEDC-Bled School of Management, Dr. Ian Sutherland, Deputy Dean for Research and professor of leadership, IEDC-Bled School of Management
- 12:30 - 14:00** Lunch
- 14:00 - 16:00** **Beautiful Leadership: a masterclass with a choir**
Dr. Ian Sutherland, Deputy Dean for Research and professor of leadership, IEDC-Bled School of Management
- 16:00 - 16:30** Coffee break
- 17:00** Departure to the Bled Island by pletna boats
- 18:00 - 19:30** Music and myths in the Bled Island Church
- 20:30** Dinner at Villa Bled
- 22:00** Return to the hotel in Ptuj

July 5 2014: Ptuj, Airport Maribor

- 9:00 - 10:30** Morning open space for gathering of fruits of learning, emergence and resolve (hotel in Ptuj, moderation by group leaders) transfer to Aerodrom Maribor.
- 12:00 - 14:00** Sit-in-experience in symphony orchestra, interdisciplinary process and performance, Brahms Violin Concerto Op.77, soloist Miha Pogačnik, violin, conductor Elmar Lampson; special guest of honor: Borut Pahor, president of Slovenia

Followed by debriefing and departures.