

# Terra Parzival Leadership Curriculum 2015

Learning from art for an emerging future

**June 22-28, 2015**



“A leader able to personally acquire and to support the emergence of creativity on a corporate level holds the key to surpass limitations in order to accomplish inner freedom and organizational immunity.”

June 22-24 and June 24-26, 2015

**The Executive quest** is the heart and soul of our program and will enable you to pursue your very individual inner and outer journey and to learn about artistic attitude and practice together with others.

June 22-26

**The Creative Practitioner** includes and builds on the **Executive Quest** and will engage you into practical deepening of your experience for actual usage in your individual business environment.

## Why learning from Art?

Learning from art is instrumental for modern organizations as they prepare for the long-term future, and for individual leaders engaged in problem solving and solution finding.

Organizations in a global, digitized, networked experience economy want complexity reduction, innovation leadership, and superior customer experience. To survive, they need

to revisit how things are done: leaders must become creativity coaches, processes must become more flexible and structures must become more porous to achieve the right idea or solution to a problem — or they will fail.

Individuals, on top of their existing expertise, need to obtain skills such as creative problem solving, experimentation and improvisation, design mindfulness, human interaction and collaboration, group critique methods and much more.

A leader who is able to personally acquire and to support the emergence of the elements of the artistic practice on a corporate level holds the key to surpass limitations in order to accomplish inner freedom and organizational immunity. Aspects such as trust and open communication, motivation, an innovation culture, creative problem solving, a collaborative spirit amongst the members of an organization are results from applying the artistic process in business, engineering and science - not a prerequisite.

#### What to expect during our event seminars?

You will experience that learning from creative disciplines and how artists work is not only a way to create higher motivation and job satisfaction but it is also a clear necessity and way to survive and thrive, as an individual, organization and as a global society. Establishing a balance between rational and creative thinking, between planning and creating and between structure and emergence will help to bring beauty to business – not only because it is nice, but because it is needed. The seminars during the Terra Parzival Leadership week offer a unique combination of modules that carry the magic of the artistic process embedded into the overall theme of the Parzival legend conveyed to you through the magic of music, ancient storytelling, visual art, poetry and play. During your “inner and outer journey” you will be surrounded by the mystical grail landscape and visit a variety of historic sites where the actual learning modules will take place.

#### Who should come?

The Terra Parzival Leadership Week is targeted at experienced as well as emerging leaders that are looking for a truly immersive learning experience that goes further than the established domains of management education and beyond the shallowness of short-term trends and buzzwords.

#### What types of seminars are offered?

Two different seminar types will be offered and you may choose only one or all three:

- The Executive Quest is the heart and soul of our program and will enable you to pursue your very individual inner and outer journey together with others.
- The Creative Practitioner builds on the executive track and will engage you into practical deepening of your experience for actual usage in your personal business environment

## The Executive Quest

June 22-24 and June 24-26 2015

### Seminar Outline

On the first day we will welcome the seminar participants at Castle Borl with a multi-faceted dinner experience. The objective of this first evening is to explore the shared identity of the group and the holistic perspective of the overall program.

We will spend the second day in Monestary Studence, Žicka kartuzija, ruins of a Carthusian Monastery and castle Štatenberg. This second day will be dedicated to the notion of letting go, searching and creative detour. You will have the opportunity to experience and practice deep listening, effective dialogue and true observation of both: big picture and single detail facilitated through music, stories and visual art.

On the third day we will start at the Trevrizent Cave where we will focus on reflection and as a means and prerequisite towards creation. From Trevrizent Cave we will head for the sculpture trail to gather inspiration for the sculpturing session during midday. We will now focus on aspects such as emergent creation and evolutionary innovation, at first as an individual exercise. In the late afternoon we will depart towards Štatenberg and continue with an exercise to verify and falsify our assumption by learning about group critique methods in art including exercises.

In the evening you will be able to immerse yourself into a truly holistic learning experience: A Brahms Violin Concerto, process and performance delivered by the Terra Parzival Symphony Orchestra with Miha Pogacnik on the violin - and flip chart. You will be seated among the players of the orchestra to experience the entire process "from within" during a magnificent conclusion of your learning experience.

Please note: The seminar outline for the second group from June 24-26, 2015 varies slightly in schedule but includes identical modules.

Seminar Duration: 2.5 days.

Seminar Language: English

Option 1: Monday June 22 - Wednesday June 24

Option 2: Wednesday June 24 - Friday June 26

Price:

Early bird: 2.700€

Regular price: 2.900 €.

For group discounts please get in touch with us directly.

The Creative Practitioner

June 23rd - Friday June 27th

This seminar contains the same modules as the “Executive Quest” during the first three days but in addition offers an experiential and collaborative learning experience that helps to understand the artistic process in general and supports the transfer of artistic approaches into the business context:

We will once more follow the path from search through reflection into creation but will focus on some major elements of the artistic process which have a significant relevance for leaders:

1. Expressing empathy and developing a deeper understanding
2. Reflection, Abstraction and Decision
3. Collaborative Creation

True searching: expressing empathy: To understand customer demands, in particular those that have not yet been expressed, is critical in today’s business environments. Having meaningful, deep conversation is a key to identifying the hidden needs of a client or stakeholder group. Our objective for this module is to accomplish a general readiness to perceiving, receiving and accepting which will help to ensure a good foundation for later decision making.

Reflection, Abstraction and Decision: When embarking on a thorough search through dialogue, listening and observation a major challenge will be the preliminary result. It will be huge, chaotic, impermeable. How can insights be structured towards making a decision? How can we get to the essence without missing an important detail? In this module we will look at ways of consolidation (abstraction) and selection of promising outcomes (commitment) without losing our attention for detail. The objective of this module is to

developing and holding a personal belief that can be articulated with integrity and that is the basis for us and others to be passionate about something. The techniques we apply will allow you to make commitments without the risk of focusing too narrow.

Collaborative Creation: Once a commitment has been made as a result of searching and reflecting the actual creation begins. It includes aspects such as ideation, iteration and improvisation. We will use techniques derived from art and design to collaboratively create a solution to a problem. While on this journey we will touch aspects such as doubt, crisis, mistakes, feedback and critique and appreciate and welcome them as important steps towards superior ideas for and solutions to a business problem. The objective of this module is to introduce you to the idea of playing as means of designing, creating and producing. It will also help to get a sense on how to become more resilient by aprp resilience by appreciating chaos and ambiguity and by staying robust through conflict and crisis.

During these five days of intense learning experience, participants study the elements of an artistic attitude and practical application of the artistic process. Depending on learning objective you will work individually, in small groups or meet in a plenum for presentations and performances. In addition to your individual learning experience you will also get to know the supporting arguments as to why it makes sense to use art-based approaches in business and you will receive insights that allow you to bring such practices back to your teams and organizations.

Seminar Duration: 5 days.

Seminar Language: English

Monday June 22 - Friday June 26

Price:

Early bird: 3.700€

Regular price: 3.900 €.

For group discounts please get in touch with us directly.

For booking please contact us at [danijela@terraparzival.eu](mailto:danijela@terraparzival.eu), Tel. +386 51 344441 or <http://www.terraparzival.eu/>

Terra Parzival Leadership Week is realized as a partnership between Terra Parzival in Collaboration with Age of Artists and Equwin.

