

INTERNATIONAL BUSINESS FORUM

“New Meanings in Business: Becoming Genuine”

July 25–27, 2014

Baikalsk, SOBOLINAYA hill, 134 km from Irkusk



HOW DID COSUMERISM CREATE THE WORLD WE LIVE IN TODAY?

WHAT NEW BUSINESS IDEAS EMERGE THAT MERGE ECOLOGY AND PROFITABILITY?

HOW DO INNOVATIVE PRODUCTS WHICH CHANGE MARKET PARADIGMS GET CREATED?

WHAT NEW FORMS OF LEARNING ENABLE COMPLEX THINKING AND PROGRESSIVE SOLUTIONS IN SITUATIONS WHICH SEEM STUCK?

ARE THERE OTHER FORMS OF MANAGEMENT WHICH CURE STRONG HIERARCHY?

HOW TO CREATE NEW RELATIONSHIPS WITH CUSTOMERS WHICH WOULD BE CO-CREATIVE RATHER THEN CONSUMING?

CAN A CONSCIOUS BUSINESS BRING BACK THE LOST PURPOSE OF THINGS AND THE TRUE PICTURE OF THE WORLD?

CAN AN IMPOSSIBLE SITUATION BE TRANSFORMED INTO A CHALLENGE GENERATING NEW DRIVE AND NEW POWER?

*Baikalsk itself is an example of a wonderful transformation,
a town polluting a lake is transformed into eco-town
setting an example for other global cities suffering from industrial activity.*





July 24, Thursday

18:00 - 19:00 Registration, Opening Dinner

19:00 - 21:00 Opening of the conference

July 25, Friday

8:00 - 9:00 Breakfast

9:00 - 11:30 Presentations of scientists

11:30 - 12:00 Coffee break

12:00 - 13:30 Interactive session “New meanings of the future”

13:30 - 14:30 Lunch

14:30 - 16:00 Personal meanings: sharing entrepreneurial experiences

16:00 - 16:30 Coffee break

16:30 - 18:00 Personal meanings: sharing entrepreneurial experiences
Interactive session
Evening meditation

18:00 - 19:00 Dinner

19:00 - 20:00 Traveling down the Hill of Sabolina

20:00 - 22:00 Parallel session for personal development

July 26, Saturday

8:00 - 9:00 Breakfast

9:00 - 11:00 The forms of genuine action: sharing experiences

11:00 - 11:30 Coffee break

11:30 - 13:30 The forms of genuine action: sharing experiences

13:30 - 14:30 Lunch



14:30 - 16:00 Moving towards genuine life: sharing experiences

16:00 - 16:30 Coffee break

16:30 - 18:00 Interactive discovery sessions

18:00 - 19:00 Dinner

19:00 - 20:00 Traveling down the Hill of Sabolina

20:00 - 22:00 Parallel master classes

JULY 27, Sunday

8:00 - 9:00 Breakfast

**9:00 - 11:00 Emerging images of the deep purposes
Body practice
Towards being genuine: innovative projects**

11:00 - 11:30 Coffee break

**11:30 - 17:30 Starting action:
Individual practice
Parallel innovation labs «Pro-action cafe» (with lunch break)
Presentation of outcomes of innovation labs**

17:30 - 18:00 Coffee break

18:00 - 19:00 Closing of the conference

19:00 - 21:00 Dinner

21:00 - 22:00 Traveling down the Hill of Sabolina



CONFERENCE PROGRAM



We live in a world which is turned upside down.
Everything seems to be in reverse.
What we consider a norm, when we look deeper – we see that it is not natural.
When something seems natural, we say it is not possible.
The world seems to have lost the true purpose of things. We are losing our own deep purpose along with it.
Join the community in recreating the genuine world.
Let us start with ourselves...

RASA BALČIŪNIENĖ,

The designer and moderator of the Conference Program.

July 24, Thursday

18:00 - 19:00 *Registration, Opening Dinner*

19:00 - 21:00 **OPENING OF THE CONFERENCE**

Opening conference

Interactive getting-to-know among participants in small groups

Personal Intentionality for the Event

July 25, Friday

8:00 - 9:00 *Breakfast*

TAKING PERSPECTIVE:

The world HAS changed. Let's Look Around and See which Trends are Pointing to the Future.

9:00 - 11:30 **OPENING AND RECEIVING THE TRENDS OF THE FUTURE**

“Global Challenges – what will effect the development of the world and how?”

ANDREJ SHISHAKOV, risk and strategy consultant, CEO of HƏO Centre group.



“The humanity has been systemically collecting and analysing information on global risks and challenges for the last 10 years only. Considering the age of our civilization this is close to nothing, yet this little is still better than nothing. What are the critical risk trends for our planet for the next decade? What risk scenarios are most likely in short term? What scenario could be made for the future development of our country?”



“Evolution of Mind: Business as Expression of Practical Contexts for Entering into Noosphaera”



GENADIJ KONSTANTINOV, professor, High School of Management (HMY-BШЭ):

“The Knowledge economy, which was a rather abstract idea, is quickly becoming a reality. We see transformations of markets, relationships and forms of profit. The business models of Industrial era are losing their effectiveness and fail to meet the needs of this new reality. Same is happening to the concept of Corporation which once was the right way to organize production. Why? The causes are much deeper: How does the mind evolve? Why did we lose the ontological meanings? What solutions could be? The first step we need today is a wise corporation.”

11:30 - 12:00 Coffee break

12:00 - 13:30 INTERACTIVE SESSION “NEW MEANINGS OF THE FUTURE”



MODERATOR: RASA BALCIUNIENE, initiator of innovative ideas and facilitator of deep transformations, consultant and entrepreneur, - the founder of two Lithuanian companies: “Femina Bona” and “Institute of Harmonious Personality” (HAI.LT).

Body practice: “Authentic movement”



KATIA VELICHKO, contact and dance improvisation teacher, actress, dancer and performer.

„To listen and to hear the Self, to stay in contact with the deepest needs within our body, to experience them fully.“

13:30 - 14:30 Lunch

INSPIRATION:

The action starts now – let’s look at the personal living stories and the actual experiences of the new reality.

14:30 - 16:00 PERSONAL MEANINGS: SHARING ENTREPRENEURAL EXPERIENCES



“I Created a Business. So What?”

SERGEJ GENKULOV, co-owner of “CaVentDom”, № 1 supplier of kitchen hoods Krona in Russia.

“Why is it easier to build a business then to get consent with myself? How did the lucky ones manage to discover new meanings and joy within everyday work? I want that too. My story is my version of search for joy in life and business and what was the result of that search”.



“Let Your Bell Ring! Give it the Wings”

SERGEJ KOCHURIN, founder of “Campanella” («Кампанелла»).



“At the end of last year I started working on the project I dreamed about for a long time. This project was emerging all my life and one night on Nov 7, 2013. By the end of that day the name emerged for the project: Campanella, the land of Freedom. In contrast to everything I did so far in my life, this activity does not have clear boundaries, no business plan and no strategy. So far I am also not able to see the economic model of it, yet I feel I am moving forward and developing it. My story would be about my personal fight through the crisis. My humanistic ideas could not be realized earlier due to the circumstances that I created myself. I lived with a feeling of total uselessness, I got bored in my own business, I could not overcome my own limitations and I started to lose any meaning in life... One day I made an internal decision ...”.

“How to Create Conditions Within your Organization for Creative Space?”



NINA FILONENKO, «ЭкоОкна», owner, development director, business coach, design thinker.

“Research and experiments are the way to learn about the world that we use as children. When we grow up, these very natural personal qualities, so critical for development, somehow get closed and hidden somewhere deep within us. And so often this very fact remains undiscovered as well.

I managed to rediscover my “personal researcher”. Well, at least, that’s what I think. This approach towards business allows implementing new technologies for working with people, for creating new products, for developing supply partnerships. These technologies, by the way, are very adaptive to our everyday needs and contribute to development of creative processes with the company. I will tell you how we do it and I will share some cases from our company life”.

“Market Crisis is the Best Time for Action for Our Management Team!”



ALEKSANDR KUZMINSKIJ, the founder of “Globino” («Глобино»), Ukraine. «Глобино» is a group of six businesses: the Producer of meat products, the Trade house «Глобино», the Grower of pig stock, The Producer of butter, The producer of bricks and the construction company «Дніпро». The group is an employer of 3500 people.

“I started my business from scratch, and as the business grew it started to become a burden. I realized I need to change because if I don’t it is going to be a very difficult life. I started to use energy practices and they allowed me to develop and to gain pleasure in my work. I stopped “making business” and started to put my heart into business.

I realized that efficiency in business comes not only from professionalism, but also from personal qualities – quick mind and decision making, ability to take responsibility, ability to see the consequences of strategic choices, ability to understand the needs and motives of people. I then started to invite my management team into this new learning. At first I was very pushy about that until I realized that new learning can be achieved only through free and volunteering choice. So now the energy practices are becoming part of the culture of the holding company. The key professionals, the general managers of subsidiaries along with their management teams are seriously adopting the practices. They use them to



solve complicated problems of their companies. This way the crisis is the very right time for our action and development”.

16:00 - 16:30 Coffee break

16:30 - 18:00 PERSONAL MEANINGS: SHARING ENTREPRENEURIAL EXPERIENCES

“Business frames, i.e., how I was killing business by pushing it into unrealistic frames”

KIRIL EVDOKIMOV, CEO of Shipping Company “Moscow Banquet Fleet».



“I will share how I failed to take opportunities and what I learned from that for myself:

- 1. Forward to the past: how the internal world of the owner effects the development of business?*
- 2. Stability and chaos: how often should the business pyramids be shaken?*
- 3. The swan, the cancer and the fish: how could the carriage find its way?”*

“When You Transform Your Business You are Transforming Yourself as Well”



ANDREJ SHISHAKOV, CEO of HЭO Цeнmp group.

“May be the time is right to start building something at home? It seems all started a year and a half ago, however, I think it started earlier. I was a high end international consultant when I decided to move to the local Russian Evaluation business. My colleagues and business partners could not understand that, yet my family really appreciated my move. Since then I worked on the most interesting socio-cultural project: I made a deep transformation of both, myself, and the company, entrusted to me. By the way, my former colleagues are now applying for work in this company...”

INTERACTIVE SESSIONS IN SMALL GROUPS: “REFLECTING ON PERSONAL MEANINGS”

DISCUSSION AND EVENING MEDITATION WITH MASTER U



“Throughout the history of the Earth many great men and women have been sent to the Earth to do whatever was necessary in order to move the conscientiousness of minds. Buda was send when the time was right. Jesus was sent when his time was right. Krishna was sent when his time was right. Muhammad was sent when his time was right.

Now the time is right for you, so you were sent. You are the answer you were looking for and you are the answer others are waiting for. There are people whose lives will be changed because you are here. The whole world is here and millions of people and we are all connected, and we all are waiting for you. Now that you know that, there is no way back”

18:00 - 19:00 Dinner

19:00 - 20:00 Traveling down the Hill of Sabolina



PRACTICES OF PERSONAL DEVELOPMENT:

Opening new perceptions for us – time to sense ourselves in a different way.

20:00 - 22:00 PARRALEL SESSION FOR PERSONAL DEVELOPMENT

Each participant chooses one practice for personal work.

“Business as the Source of Personal Purpose”

MARK PALCHIK, the founder of business consulting centre “Alternative way” («Альтернативный путь»):



The life path of a leader could be described as a living experience through three stages. In the first stage the leader learns the ways and laws of the external world. In the second stage he/she learns the ways and laws of the internal world. This internal world is unique; it depends on values of a person and on his personal mission in this world. The mission is realized externally by creating and developing the business. On the third stage the leader learns the self-realization – how to express the internal knowledge into own life – through own actions and behavior and through the projects. The external world in this way becomes a reflection of the internal space of the leader. The quest for global meanings for

further development becomes most important and very personal. To find the answers to this quest is a very rare experience and is achieved by only a few.

The proposed approach to this quest relies on the energy practices of self-development. These practices were developed as a synthesis of modeling the energy practices of ancient spiritual traditions, ideas of quantum physics and some strategies of modern thought. In this approach every difficulty encountered in the process is viewed as an extension of internal limitations within a leader. The difficulty serves as a sign pointing at what kind of personal changes need to be worked-out internally. The changes initiated by energy practices give birth to new meanings. In such a way every external difficulty helps to better understand the self, to expand own limits and create new opportunities. Business, thus, becomes a way of self-realization and development.

“Consciousness in Business”



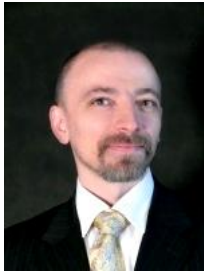
MASTER YU, SunDao International, USA-South Korea, is one of the most dynamic and innovative coaches under tradition of Sun Dao in Europe and USA.

“Master U started his spiritual path when he was 9 years old. During the long years of practical experimenting he created a revolutionary integral coaching method “Application of Dao”. The method offers practical solutions for spontaneous healing and transformation of consciousness of people, society and the planet through breathing and mindful meditation. It helps people to identify and release quickly the self sabotage in thoughts and emotions which lock themselves within the body cells. It helps the body to heal and transform the disease and ignorance into health and integrity.

Master U will explain why the true success brings authentic satisfaction but less wishes. Why is it that when we stay true to our Nature it becomes easier to express what we truly love doing. Master U will work on energy wave which will help participants to tune their natural being with internal satisfaction. ”



“A Big Tree has a Big Shadow”



ALEKSANDR SAVKIN, cofounder and CEO of the Coaching Institute («Институт Коучинга»), a coach of top national and international executives since 1998. Member of Top 10 list of coaches according to the journal "Secret of The Firm" since 2001.

From inside to outside: how to use the resource of the shadow both for continuous growth and development and for solution of problems in management.

The concept of “Shadow” was first introduced by Carl Gustav Jung to describe that part of personality which is suppressed, hidden or denied. The Shadow could be positive (golden) or negative (black). Our shadows are all those parts of us which we deny or suppress, the parts which we fear to show or express to others.

Along our personal and professional path life creates us more and more difficult problems so we could keep on growing. These problems wake up the shadows of our personalities.

- How to build a practice of working with our shadows so that these parts could be opened, seen and integrated, so that we become able to solve problems of increased difficulty in the contexts of uncertainty?
- How to be flexible and mobile in action and how to build flexibility and mobility within our organizations?

We will look at those aspects of the Shadow which interfere with effective action, reduce the quality of life in the contexts of uncertainty.

ARCHITECTURAL WORKSHOP (MAKING IN CLAY)



GLEB USAKOVSKIJ, director and chief architect of “Organic architecture” («Органическая архитектура»)

The organic architecture starts with clay. Clay is a wonderful material which helps to open what is within the subconscious of a person – the intentions, desires and needs. Everything starts with a question: “What is most important in my life?” The organic architects believe that body and hands working with clay will disclose much better what we need and desire than the words ...

July 26, Saturday

8:00 - 9:00 Breakfast

INSPIRATION:

The action starts now – let’s look at the personal living stories and the actual experiences of the new reality.



9:00 - 11:00 THE FORMS OF GENUINE ACTION

“A Call to Create Together”



KANG YOTO, the Head of Bojonegoro Regency, Indonesia.

Suyoto, widely known as Kang Yoto, is the elected Leader of the Bojonegoro Regency, a region located in East Java, Indonesia with a population of 1.2 million. This region is also a major producer of agriculture, oil, and gas. He is also a senior figure in the National Mandate Party (PAN), a moderate Islamic political party in Indonesia.

Under his leadership, wealth from oil and gas has boosted this region’s economic growth. His policy is based on the principle that the presence of oil and gas in this region must improve the local economy and should not harm the local environment. His other mission was to increase agricultural development and create food sovereignty. These two initiatives aim to make the Bojonegoro regency a major food and energy source for Indonesia.

To bring this dream into reality, he encourages Bojonegoro’s, private and public sectors to optimize potential opportunities together, and work closely to overcome its challenges. Kang Yoto has successfully designed policies and initiatives that increase Bojonegoro citizens’ welfare and happiness.

“How to stay genuine within the aggressively consuming culture in Asia?”

OMAR AGOES is an Indonesian banker, Director at Deutsche Bank AG, Singapore.

Omar story will help us understand how Asian society today is suffering from aggressive consumerism. Having spent most of his professional life in global corporations, Omar is used to make decisions of values in millions dollars during his day time. Yet in evenings he becomes a barista and sells coffee for 2,5 dollars. This is just one of the ways Omar uses to stay close to reality, to keep simple human relationships and not to lose internal authenticity.

11:00 - 11:30 *Coffee break*

11:30 - 13:30 THE FORMS OF GENUINE ACTION *(Continued)*

“GDP, which measures economic consumption, is an incomplete tool to assess the performance of our economy. The Genuine Progress Indicator is more useful” *(Online conference)*



CYLVIA HAYES, the first Lady of Oregon, USA, the founder and CEO of 3Estrategies, a clean economy consulting firm.

Cylvia has over 20 years of professional experience in sustainable economic development, clean energy, workforce development, green building, and waste prevention. In 2006, Cylvia was named a Top 40 under 40 by Cascade Business News. She has a master's degree in environmental studies from the Evergreen State College. Her Master's paper was about the Baikal region and Irkutsk. Today Cylvia is working with a number of U.S. States to develop Genuine Progress Indicators and use that tool in making budgetary and policy decisions

Economic growth is not necessarily positive. Goals for growth must ask growth of what and for what? In her presentation, Cylvia will talk about what the Genuine Progress Indicator is and how it could be used



or better understand the true costs and benefits of economic and policy decisions. The GPI in the United States initiative is part of a burgeoning international movement to go Beyond GDP. This is deeply personal work for Cylvia and she will share her personal story of finding purpose and personal freedom by working to transform our economic models.

“Information as a Tool to Manage a Company. Where do Intuition and Analytics Meet?”



MAJA JEVDOKIMOVA, financier of “INTER RAO – Elektrogeneration”.

“The amount of data in the modern world is increasing every day. This happens to us on personal level, this also happens at the level of a company in the volume of reporting. At one point I started to wonder: the increasing volume of data reports and the strict rules how to produce them fail to deliver their purpose: they should, but do not increase the quality and integrity of information. I worked on this issue for a while and discovered some rules for internal accountability and systematization of internal information. This is what I would like to share. I hope my ideas will help to ensure that internal reporting becomes the real source to assess the current status and the instrument to assess the future.”

“What Instruments Constitute the System of Dynamic Governance?”



JEROEN MAES, entrepreneur, co-founder of Realize!, a consulting company in Amsterdam, the Netherlands.

Realize! is a consultancy specializing in organizational transformation and conscious business and has worked with clients such as Shell and IBM. In 2008 Jeroen became the first person in Europe to implement the innovative organizational system “Holacracy” for online travel broker Emesa, which was awarded the “fastest growing” company in the Netherlands in 2010. In four years Emesa grew from 15 to 150 people, from 3 to 75 Million euros in revenue.

Jeroen currently lives in Amsterdam and Mexico. In his story he will explain the differences between the traditional hierarchy and the system of dynamic governance. He will also help us understand why Zappos, the biggest online retailer in the world, announced at the end of 2013 that it is transforming its operational system using holacratic principles.

“The Integral Health is Emerging as a Critical Need of the Society – Why now? What’s in it for us?”



EGLE DAUNIENE is a facilitator and researcher, a former top executive turning into a social scientist, the partner of “Institute of Harmonious Personality” (HAI.LT).

The theory of economic cycles („long waves“) was formulated by a Russian economist Nikolaj Kondratjeff (1892-1938) to explain the fluctuations of economic progress and decline in long periods of approximately 50 years. The first four economic waves were fueled by the need for material things. During the fifth wave the need for information became engine for economic development.

This long period of materialism and consumerism totally reversed the real purposes of life phenomena: we learn for exam, not for preparation for life; we eat to fill the stomach, not to build energy; we talk mostly to get something, and much rarer to just create or relax. We have everything and yet we often feel unhappy and dissatisfied. May be we misunderstand what is healthy?



What health would mean in integral way? Could the need for integral health become the engine for the long sixth economic development cycle? How could that be turned into competitive advantage?

13:30 - 14:30 Lunch

14:30 - 16:00 MOVING TOWARDS GENUINE LIFE: SHARING REAL EXPERIENCES OF ENTREPRENEURS

Body practice: “The Sound of the Voice – opening the potential and connecting to the Self. Voice as expression into the World. ”



KATIA VELICHKO, contact and dance improvisation teacher, actress, dancer and performer.

“I like to experiment with different forms – to merge contact improvisation with authentic movement, voice practices with improvisation, techniques of acting and somatic movements (Body-Mind Centering, Release-technique, Developmental Movement, Bartenieff Fundamentals). These practices transform us and fill us with energy so become able to create and come close to our own Self.”

“The Centre of Natural Architecture is the Development of a Person”



GLEB USAKOVSKIJ, director and chief architect of “Organic architecture” («Органическая архитектура»), co-organizer of international seminars on development of organic architecture in Ukraine, Peru, Germany:

“You will never become bored from the harmony with nature or yourself. The organic architect has to honor silence and, first, has to listen well to the land on which the house is going to be built; second, to the owners of that house and their true needs.

The trend of Organic architecture emerged in the 20th century in the USA and Western Europe. The followers of this trend believe that the houses they build have to have a form which emerges through the purpose of use by its users, very similar to how the living organisms build their forms of living. The organic architecture creates dynamic forms which contradict conventional forms and seem “wrong” from that conventional point of view. Each object of organic architecture has to be considered as separate organism which develops along its purpose or function in harmony with its environment, just like a living organism.

The organic architects believe that each building build for a person, on the one hand, has to reflect the inner world of that person, and on the second hand, become an organic piece within the landscape.”



“The Marketing, Rational and Sensitive Meanings within the Ecoapproaches to the World”

SERGEJ PEREVOZNIKOV, a smart-farmer, the owner of the internet shop of farming products «ЭКО-базар.рф», the owner of eco-hotel «Заречное», General manager of Horse Owners Association in Irkutsk, organizer of horse races and events.

“Many eco-followers dance around the word ECO as the followers of the Greek Onan. They do not go deep into the phenomena; they just focus on the eco business marketing. This is life. Who’s life?”



Vegetarianism is not ecological. It is rational for the specie, yet toxic for the individual. In the same way the collective mind increasing the volume of knowledge and deepening one specialization makes each separate subject less wise and weaker.

In my presentation I invite you to consider these questions:

- *What's similar between a gay and a vegan?*
- *What's is more ecological: a house in Alps or the swans from tires? Orange skins on the grass or cleaning of leaves?*
- *What's the genius of Steve Jobs? Could the negative ecology be approved?"*

16:00 - 16:30 *Coffee break*

16:30 - 18:00 **PARALLEL INTERACTIVE DISCOVERY SESSIONS**

Each participant can choose one parallel session.



MODERATOR: MARK KUKUSHKIN, the owner of «the Open Coaching University of Mark Kukushkin (OTYMKA), «Training Boutique» «Best Training», a coach, one of the top 10 coaches in Russia. He has been awarded "The Business-coach for the Year 2011".

18:00 - 19:00 *Dinner*

19:00 - 20:00 *Traveling down the Hill of Sabolina*

20:00 - 22:00 **PARALLEL MASTER CLASSES**

Each participant chooses one of the Masterclasses.

BODY WORKSHOP



KATIA VELICHKO, contact and dance improvisation teacher, actress, dancer and performer.

"I like to experiment with different forms – to merge contact improvisation with authentic movement, voice practices with improvisation, techniques of acting and somatic movements (Body-Mind Centering, Release-technique, Developmental Movement, Bartenieff Fundamentals). These practices transform us and fill us with energy so become able to create and come close to our own Self.»

AUTHENTIC MOVEMENT – to listen and to hear self, keep contact with own deep needs, look at the stories within the body and to live them fully; to find new creative solutions to the tasks.

SOUND – to open the creative and transformative channels, to connect to yourself; the voice is a way to express yourself in the world.

CONTACT IMPROVISATION – the skill to communicate and relate, develop the ability to be flexible and flowing, strong and responsive through the body.



ARCHITECTURAL WORKSHOP (MAKING IN CLAY)



GLEB USAKOVSKIJ, director and chief architect of “Organic architecture” («Органическая архитектура»)

The organic architecture starts with clay. Clay is a wonderful material which helps to open what is within the subconscious of a person – the intentions, desires and needs. Everything starts with a question: “What is most important in my life?” The organic architects believe that body and hands working with clay will disclose much better what we need and desire than the words ...

ORGANISATIONAL UNCONSCIOUSNESS: KEYS TO ACCESS



MARK KUKUSHKIN

A coach with extensive coaching experience, practicing since 1994, a consultant for development of corporate culture, one of the top 10 coaches in Russia. He has been awarded “The Business-coach of the Year 2011”.

I founded and develop the companies “The Open Coaching University of Mark Kukushkin” (ОТУМКА), “Training Boutique”, “Best Training”. I’m also the manager of “Integral development”.

The Master class will be focused on getting deeper into the following:

- Unconsciousness: individual, group, organizational
- Organizational unconsciousness: the art of seeing and interpreting
- The instruments for working with organizational unconsciousness: photo-matrix, etc.

DYNAMIC GOVERNANCE WORKSHOP



JEROEN MAES, entrepreneur, co-founder of Realize!, a consulting company in Amsterdam, the Netherlands.



EGLE DAUNIENE is a facilitator and researcher, social scientist, the partner of “Institute of Harmonious Personality” (HAI.LT).

The workshop is a demonstration and experience of the key principles and tools of Dynamic Governance. Using real life problems proposed participants we will work on then as business tensions practicing some of the sociocratic/holocratic tools. This will help to see the difference between the traditional and dynamic organizing.



July 27, Sunday

8:00 - 9:00 *Breakfast*

IN SEARCH OF NEW MEANINGS: opening for ideas of the Future

9:00 - 11:00 EMERGING IMAGES OF THE DEEP PURPOSES

Body practice: "Authentic movement"



KATIA VELICHKO, contact and dance improvisation teacher, actress, dancer and performer.

BODY STORMING – the strategy, similar to brainstorming, only here we use body, movement, working alone, in pairs and in a group.

PERFORMANCE – the creative act, self-expression, total engagement, integration of experience and ideas.

TOWARDS BEING GENUINE: INNOVATIVE PROJECTS

"The experience of Transforming the Company, or What to do when you have the money but no meaning"



VITALIJ ZAKABLUKOVSKIJ, entrepreneur, development director at "Insight" in the corporate group "Formula of Development"

"My story is about what meanings I discovered in my business which I wanted to leave. I switched from un-engaged shareholder into a leader responsible for transformation of the company. We accepted ideas and meanings which seemed impossible to realize within the „old“ business framework. I will tell how these ideas and meanings are becoming our reality and how the company changes along the way. I will share a story of the fight with dragons within myself, what worked and what did not work, what techniques and methods we used. I also would like to share my dreams of an ideal company of the future, what inspires me and helps me to persist in the face of difficulties."

"The Living Process of Creating „inTEGRA house“"



RINARDAS GODA, the president of the group "TEGRA".

"The idea to build an international creative centre "inTEGRA house" was an outcome of the strategic session of a trading company "TEGRA" at the end of 2011 and we are already planning its opening at the end of this year. The project "inTEGRA house" was a consensus of five shareholders to put the dividends from our business into the investment the future yield of which is very unclear.

The miracles or the real life starts when we are open to life and are prepared to receive information about what is most important. That is what "inTEGRA house" is going to be about – a place for the start of new life, a place for ideas and discoveries.



To me personally this project is a “sign from above” showing me my purpose in this life. The purpose of “inTEGRA house” is to create a synergy effect between the energies of people from business and the energies of people from art in the special space enabling this kind of creativity. ”

“Pure Growth – transforming Baikalsk into ecocity”



ANATOLIJ KAZAKEVICH, the founder and CEO of tour operator “Baikalov” («Байкалов»).

“The previous conference „New Meanings in Business“ in 2013 helped to create the vision for the future of Baikalsk and triggered an establishment of systemic company. The group of partners came together in autumn. During winter we created a business model for developing and establishing businesses in Baikal. For outsiders “Pure growth” is an investment fund. For entrepreneurs – it is an incubator of ecobusiness. For management – it is an ecobusiness store. For the State – the participation in “Pure growth” is a partnership with a social-ecological project focused on the development of the territory of Baikal. For tourists in 2018 that would become an ecoresort of the global scale.

I will tell a story how I created this concept which was difficult to structure and how the techniques we learned in the conference helped me to make this operational. I will also share about open opportunities of participation in building the first ecocity in Russia. ”

“I Feel That Today Has the Opportunity to Create Something New”



EVGENIJA LUDUPOVA, the chief doctor of the Republican Clinics named after Semashko, the parliament member of the Chural of the Republic of Buriatia: “It is pure happiness to live next to Baikal!”

“The Healthcare sector today is very dynamic. The care of own health is an important concern of each person. The questions, like how to depart from growth of services within the healthcare, how to bring the heartfelt care back into the system, are questions of all healthcare institutions be they private or state-owned. I am concerned with the relationships between doctors and patients and the tension which is growing in those relationships among people, the search of who to blame. It is especially visible in the healthcare sector in the relationships among doctors, patients and the society. In this global interconnected dynamic world we need to learn once again to take responsibility for own actions, own life, own health and our environment...

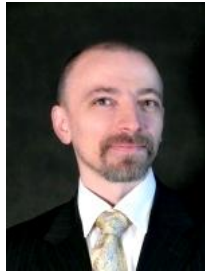
I see opportunities and I have a dream to create a fund which would support the network of doctors and business people in search for new ways to develop hospitals. This support needs to be not only financial, the positive energy is essential for the process. I share the words of Dalai Lama that business people and politicians carry a higher responsibility of their decisions for the world at large and the wellbeing of all people.”

11:00 - 11:30 Coffe break

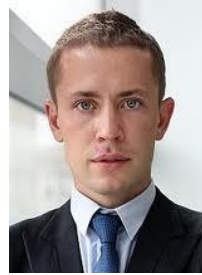


11:30 - 17:30 **STARTING ACTION**

Moderated by Aleksandr Savkin and Philip Guzeniuk, The Couching Institute.



ALEKSANDR SAVKIN,
cofounder and CEO of the
Couching Institute
(«Институт Коучинга»), a
coach of top national and
international executives since
1998. Member of Top 10 list of
coaches according to the
journal "Secret of The Firm"
since 2001.



PHILIP GUZENIUK, partner
and coach at the Couching
Institute («Институт
Коучинга»), consultant at
MetaIntegral (USA).

INDIVIDUAL PRACTICE “WORKING WITH MEANINGS IN BUSINESS”

Moderated by Aleksandr Savkin and Philip Guzeniuk, The Couching Institute.

Meaning is a source of greatest energy. It is a fundamental to lean on. It is the fuel for personal and team achievements in difficult situations. “Those who know the Why, can cope if any How” (Nitche).

- How to develop a strong identity of the company which would attract the whole ecosystem of clients, partners and suppliers?
- How to translate what you believe to the management team?
- What instruments in practice could help to infuse the meanings of the creator into the daily life of the company?
- Perform a quick diagnosis of the companies of the participants using the model of Conscious Business
- The map for implementation of important meanings in the company – what are the milestones, what to focus on and where are the risks?

11:30 - 12:00 **Coffee break**

12:00 - 16:00 **PARALLEL INNOVATION LABS “PRO-ACTION CAFE” (with lunch break)**

Each participant can choose one parallel Lab.

Moderated by Aleksandr Savkin and Philip Guzeniuk, The Couching Institute.

- **Lab on “Working-out a model of Charity Fund for Doctors and Business people”**
Initiated by Evgenija Ludupova.
- **Lab on “Baikalsk – Reviving the Ecocity”**
Initiated by Anatolij Kazakevich.
- **Lab on “inTegra House” – Synergy of Art and Business”**
Initiated by Rinardas Goda.
- **Lab on “The Ideal Organisation of the Future – What’s it like?”**
Initiated by Vitalij Zakablukovskij.
- **Lab on “The Model of Global network of Future Leaders”**
Initiated by Rasa Balciuniene.



- **Lab on developing individual projects**

“Pro-action Cafe” is a process technology, created by Barrett Brown, PH. D., “Metaintegral academy”, USA.

The Purpose of the Process is:

- To create strong well-thought through projects – from deep meanings into actions
- To inspire project leaders to implement the projects
- To develop consensus among people to work together on the project
- To exchange best practices and best experiences
- To help the group create new understanding of the key practical issues

The Structure of the Process:

- **1 round.** The true purpose of the project. The group discusses the issue, looking at its deepest purpose, deepest goals, and the whole true purpose of the project.
- **2 round.** What’s missing? What resources, ideas, meanings, and details are missing in the project? The Crash-test of the project, analysis of where the developmental areas are, and where its weaknesses are?
- **3 round.** What do we have? What resources, ideas, and solutions can we use to ensure the success of the project?
- **4 round.** Conclusions and actions. What conclusions can I draw from the process and what are my next actions? Summary: the participants share their insights.

PRESENTATION OF OUTCOMES OF INNOVATION LABS

17:30 - 18:00 *Coffee break*

18:00 - 19:00 **CLOSING OF THE CONFERENCE**

19:00 - 21:00 *Dinner*

21:00 - 22:00 *Traveling down the Hill of Sabolina*

INITIATORS:

Rasa Balciuniene, Lithuania, rasa@hai.lt. +37069825087
Vitalij Zakablukovskij, Russia, vitzak@inbox.ru, +79149274414

CO INITIATOR:

Elena Lastochkina, Russia, lastochkinaelena1@gmail.com, +7 9165922389

PARTNERS:



НАТАЛЬЯ ЧЕРНЕНКО

