

---

**The 4<sup>th</sup> International Business Forum of  
Intellectual Leadership at Baikal**

***New Meanings in Business:***  
Thinking about the Unknown Future

Conference - Lab

---

Lake Baikal, Island of Olkhon, / July 24-26, 2017



# FORUM GOALS

The Forum seeks:

1. To create ties between intellectual leaders from Western Europe, Northern Europe, Eastern Europe, and Asia enabling them to make progressive impacts in their contexts.
2. To seek that as a result of connecting minds from different cultures new meanings, new forms of activities as well as specific projects would emerge to create a counterbalance for the fragmented world and technology dominance against the nature.





## EXPECTED RESULTS OF THE FORUM

- Wider perception of trends and possibilities of the Future.
- Understanding of strategic possibilities for the Business of the Future, and identification of one's role in the chain of challenges resulting from the 4th Industrial Revolution.
- New approaches, instruments and competencies for the Leader of the Future.
- Formation of possibilities for perspective investment of one's resources and competencies.
- New relationships, interaction and partnerships with leaders of wider strategic thinking.



# Idea of the Forum

---

The Forum is:

- a SPACE for development of intellectual leadership  
– we are inviting those, who are at the edge of human thought, who are cherishing authentic values and practice responsible consciousness.
- a SPACE for meeting, knowledge exchange and collective sense making between leaders with diverse cultures and mindsets.
- a SPACE for transformation of stereotypes.
- a SPACE of emergence of new forms of the Future.
- a SPACE that strengthens leaders' will to make impact in the contexts they operate.





# The Context of the Forum

Challenges for Humanism - New Opportunities for Leaders!



- Dilemma of the choice of the leader: Humanism or Megasystem?
- The Economy of Megasystem vs the Economy of the Living.
- Artificial Digital Reality vs Natural Spontaneous Reality.
- Developing Own Mindset vs Artificial Intelligence.
- The New Era and the new competencies .
- Art as a Media of the Future.
- Vertical Innovations vs Modernisation.
- Challenges for Humanity and the Key Role of Intellectual Leadership.

We choose the reality we would like to live in.

# WHY BAIKAL?

- The oldest (25 million years old) and the deepest (1637 m.) lake in the world.
- The lake of Baikal has 20% of all fresh water in the world.
- Unique fauna and flora: 75% of it cannot be found anywhere else in the world.
- Scientists consider the lake of Baikal as a new emerging ocean.
- Water of the lake Baikal is uniquely clean having very low mineralization. Sometimes this water is used instead of the distilled water.
- The water is very clear, you can see the bottom of the lake in the depth of 40 meters.



- **Lake of Baikal is a GENIUS LOCI place (the place of power) of the global significance.**
- **Lake of Baikal is a GENIUS LOCI place that demonstrates the deepest meanings of LIFE.**
- **Lake of Baikal is a GENIUS LOCI place that generates images of the FUTURE.**



# FORUM PROGRAM

## July 21-23 NATURE & CULTURAL EXPEDITIONS

22 - 23

Master Class at Genius Loci place of Baikal  
**"Conscious Body"**

EKATERINA SHEVCHENKO  
trainer in Oriental and classic body practices.

21

Music & Rhetoric Master Class with Mikhail Kazinik - philosopher, musicologist, teacher, violinist, erudite

**"Mindset of Genius and Vision of the Future"**

22

Cultural expedition

**"Irkutsk Experience Through the Eyes of Mikhail Kazinik"**

23

Live meetings

**"Irkutsk Experience Through the Eyes of People of Irkutsk"**

## July 24-26 MAIN EVENT

Conference – lab **"NEW MEANINGS IN BUSINESS"**, island of Olkhon

Language of the conference:  
Russian - English  
(simultaneous translation).

## July 27 EXPERIENCE OF ISLAND OF OLKHON.

## July 28-29 MASTER CLASSES ON INTELLECTUAL LEADERSHIP

28 - 29

**"Innovation as a Whole: Tool for Organization Development"**

Prof. ANDREY TESLINOV,  
General director, «DBA-concept».

28 - 29

**"Psychology of Images: Art and Creative Mind of the Leader"**

RASA BALČIŪNIENĖ,  
practitioner of ontopsychology.

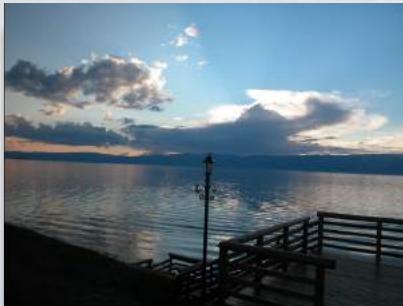
TATIANA KHARITONOVA,  
Senior psychologist, art historian of  
the Hermitage Museum (St. Petersburg).

Language of the Master Class: Russian - English translation.

# PLACE OF THE FORUM

## Hotel complex “Baykalov Ostrog”

Russia, Irkutsk Region, Olkhon District, Village Khuzhir







Program of the conference – lab

---

THE UNKNOWN FUTURE –  
what we are not aware of?

Grounding presentations that create meaning – based  
environment and extend boundaries of rationality.

THE UNKNOWN FUTURE –  
what we aren't aware of?



**“Shadow of the Future”**

**Prof. Gennady Konstantinov**  
**Moscow, Russia**

Doctor of Physical and Mathematical Sciences, expert of the World Bank Institute, director of the Center for Corporate Governance, Higher School of Economics of the State University, Head and Professor of the Department of General and Strategic Management.

*What do we mean when we say “to see the future”? The future is not a space and is not a map where you can create different routes. Future is a kind of potential that exists today. Future is an image of our thinking and an image of those possibilities that are seen by individual, by group or by society as a whole being in the present, here and now.*



**“Innovation as a Whole”**

**Pof. Andrey Teslinov**  
**Moscow, Russia**

Doctor of Technical Sciences, General Director of «DBA-concept», scientific consultant and professor at the International Institute of Management LINK, Professor of the National Economy and Public Service Academy under the President of Russia, visiting professor of international business schools.

*Innovation is a tool of development. This view overcomes ordinary and short-sighted understanding of innovation as something new that provides economical and commercial effect. Of course, this effect is important, but it is secondary. First of all, innovation is a mean to foster evolution. It is important to differentiate that innovations are vertical (break-through) innovations and horizontal (adaptive) innovations.*



THE UNKNOWN FUTURE –  
what we aren't aware of?



**“Back to the Future:  
in search of universal values”**

**CORNELIUS PIETZNER**  
Switzerland

CEO and Managing Partner at “Alterra Impact Finance GmbH”, a social impact investment management firm, President at the “Alterra Foundation” supporting transformation initiatives related to a more human-centered economy, Board member of “Mind and Life Europe”, and former (interim) Managing Director.

*In the positive economy business has to serve deeper values in the society. Seeking commercial effects business at the same time has to be sure that is making a positive effect in a broader context. Positive economy is a human-centered economy. Transformation of the individual is the most important so that transformation at the higher – macro level would happen. Statements of Plato and Aristotle brings us back to the universal human values that are important for a positive economy today.*



**“Digital Reality, Absorption of Personality by  
Stereotypes, and Mega-structure:  
what we are not aware of?”**

**ILONA MOREVA**  
Latvia

Director of the International Centre for of Culture and Education “LIZARI”, CEO and Founder of “Business Profit”, international consultant in finance.

*We created a science, but we lost the source of knowledge, we invented tools, but we lost the human in a person. Digital era is programming the civilization and puts people into it. So, technology which may appear as a consequence, in reality manipulates the reasons. Studies show that our civilization became a civilization of consumption of “characters”: life of people is now being impacted not by the events as a whole, but rather by parts of words and simple sounds.*



THE UNKNOWN FUTURE –  
what we aren't aware of?



“Images of Art  
as Prophets of the Future”

**TATIANA KHARITONOVA**  
Saint-Petersburg, Russia

Senior psychologist, art historian, and researcher of the Department of Social Research of the Hermitage Museum (St. Petersburg).

*Do we realize what the image is? We become the images that we absorb into ourselves. The danger is that we do not control how images influence us, they do that unconsciously. Do we sometimes ask ourselves: where images come from and how they relate to art? And, what kind of images are brought by the contemporary art to us, and how they affect the cinema, advertising, fashion, education and so on. Do we ask those questions to ourselves?*



“Where does the Industry of Culture  
Leads us to?”

**ALEKSEY SAVIN**  
Moscow, Russia

Doctor of Philosophy, Leading Researcher at the Institute of Philosophy and Professor of the Russian Academy of Science, leading scientist of Husserl's phenomenological philosophy in Russia.

*Art has always shown the way to the beauty, love and the highest good. Art was the space where the problems were solved, where contradictions were synthesized and where greater quality of life was born. Now we live in time of the beginning of a cultural counter-revolution. Mass consumption "consumes" the highest art. Perverted culture industry was born from the gain-oriented rationality. What should happen next?*



THE UNKNOWN FUTURE –  
what we aren't aware of?



**“Renaissance of the Society in the XXI century”**

**Mikhail Kazinik**  
Sweden

Philosopher, musicologist, teacher, violinist, pianist, presenter at radio and TV broadcasts. His seminars and lectures attract thousands of participants.

According to Mikhail Kazinik, starting in Antique period we possess to types of mindsets: “demos” – mindset of free people, “ochlos” – mindset of slaves.

During the industrial era consumeristic culture flourished, and as a result of that we now have to deal with “fragmented thinking”. We see world in “pieces”, in individual fragments failing to see the whole as one system.

In order to spark a Renaissance of the society in our century, it is a must to have a panoramic mindset and see a comprehensive picture of the world. This is can be achieved through art which transfers universal laws to us.



**“Neuroscience of Human Cognition”**

**Prof. Dr. Tom Fritz**  
Germany

Prof. Dr. Tom Fritz is leading a research group at [Max-Planck Institute for Human Cognitive and Brain Science](#). He is a visiting Professor for Empirical Music Research at the Institute for Psychoacoustics and Electronic Music (IPEM), Ghent University. He holds a degree in biology and chemistry, and a master of fine arts.

The main focus of the research at Max-Planck Institute for Human Cognitive and Brain Science is on the neuronal basis of higher functions of the brain such as speech, music, and action. To this end, the scientists' primary interest focuses on how these are perceived, processed, planned, and generated, as well as how perception and generation influence each other.

Prof. Tom Frits works on the topic how music evoked brain plasticity and the novel forms of music technology that neuroscintifically can be applied in social and medical contexts.



*Program of the conference-lab*

---

*CHALLENGES FOR HUMANISM –  
what are new possibilities for leaders?*

*Stories-experiences that provide inspiration  
and further insights*



## CHALLENGES FOR HUMANISM— New possibilities for leaders



### “Community of Conscious Capitalism: Meanings, Activities and Challenges”

**Raj Sisodia**  
USA

A founding member of the Conscious Capitalism movement, Raj Sisodia is FW Olin Distinguished Professor of Global Business and Whole Foods Market Research Scholar in Conscious Capitalism at Babson College. He is also the Co-Founder and Co-Chairman of Conscious Capitalism Inc. Raj is award-winning author. He has published nine books and over 100 academic articles. His work has been featured in the *Wall Street Journal*, *The New York Times*, *Fortune*, *Financial Times*, *The Washington Post*, *The Boston Globe*, *CNBC* and many other media outlets.



### “Why Google Invests into Mindfulness, and where is Advantage of the Future?”

**Alfred Tolle**  
Germany

Alfred Tolle (also known as “Google Compassion Guy”) is the Founder of “Wisdom Together” which connects leaders from Europe for transformation. His conferences are held in Stockholm, Dublin, Oslo, Sarajevo. He joined Google’s EMEA HQ in Dublin, Ireland, in 2011, consulting International companies on their online marketing and digital strategies. Prior to that he was CEO of Lycos, responsible for strategy, product and change management.

CHALLENGES FOR HUMANISM—  
New possibilities for leaders



**“Transformation of the Region through  
Open Government”**

Indonesia -Bojonegoro region experience that is drawing attention in Europe.

*Live presentation on Skype*

**KANG YOTO**  
Indonesia

Mayor of Bojonegoro region (Indonesia). He is elected leader of the region that has more than 1,2 mln. people and is a key figure of the Party of National Mandat, a moderate Islamic political party of Indonesia. He is also an Islamic scholar and author of many books.



**“Studies about how Images Influence  
Consciousness of Youth. New Ideas for  
Educational Projects”**

**RASA BALČIŪNIENĖ**  
Lithuania

Educator, facilitator of mindset changes, consultant for personal development, creator of new possibilities, visionier, and praticion of ontopsychology, founder of companies “Institute of Harmonized Personality” and “Femina Bona”.



## “Gross National Happiness: Bringing Back Humanistic Values in Business and Economics”

GNH Movement and Business Case Study from Sweden (company “Polyamp”) illustrating transformation of the company towards the humanistic values.



**MARIE ANN ÖSTLUND**

Sweden

Marie Ann Östlund is the co-owner of Polyamp, an international company specialised in electromagnetic signatures. Polyamp was started in 1966 by Marie Ann’s father who previously had worked in CERN.

Today the company works world wide with sustainable DC/DC converters as well as naval mine protection systems. Marie Ann came in to the company, thriving for business models and products that transforms the company towards the humanistic values.



**ANNA ROSENGREN**

Sweden

Anna Rosengren is a senior ethics and leadership consultant, specialised in paradigm shifts and sustainable values. She has for the most part of her life worked in her own company with business organisations, focusing on holistic values.

During the last 7 years she has developed methods based on GNH (Gross National Happiness) for business organisations. Anna has a lot of examples, case studies and experiences to share, one of them being the current collaboration with Polyamp, supporting and inspiring its transformation into a new paradigm.

CHALLENGES FOR HUMANISM—  
*New possibilities for leaders*



**“Opening Pandora Box of  
Technologies: How to Convert  
Problems into Possibilities”**

**EDGARAS LEICHTERIS**  
Lithuania

CEO of Lithuanian robotics association, expert in Knowledge Economy Forum, Lithuanian Innovation Center, Lithuanian Science, technology and innovation agency. His research interest includes technology assessment (impact of technologies on societies), collective intelligence and efficiency of national innovation systems. He is an expert on participatory methods and was engaged in many foresight activities which have taken place in Lithuania (Lithuania 2030, Learning Lithuania 2030) or Europe (Global citizen 2050, Cimulact).



**“Development of Break-Through  
Innovations in Dental Technics”**

**ROLANDAS ANDRIJAUSKAS**  
Lithuania

Master Dental Technician – Dental Architect, Innovator, Researcher and Lector with 20 years of experience. He brought a completely new approach to dental technics of a global significance. He is an owner of the dental technician lab, co-founder of the first in the world application for effective management of prosthetic treatment, work processes, and profit optimization. He is an author of the philosophy of the Organic Dental Architecture, creator and co-founder of the tool for dental technicians. Founder of Business Incubator and Training Center for Dental Technicians and Dentists. In 2016 he was elected as a Dental Technician of the Year by the Chamber of Dental of Lithuania.



CHALLENGES FOR HUMANISM—  
New possibilities for leaders



**“Body as Intuition”**

**EKATERINA SHEVCHENKO**

Moscow, Russia

Body therapist, professional masseur, Cigun and Oriental body techniques trainer from 2004.

Ekaterina studied in Bangkok (Thailand) and in Russia at the various schools of the best body therapy masters.

Ekaterina is a versatile person who practices martial arts, Arabian dances, loves to experience different cultures of the world.



**“B-Corp: Business as a Force for Good”**

*B Corporation is a new type of corporation that is purpose driven and creates benefits for all stakeholders. Currently there more than 900 B Corporations in more that 30 countries and more than 60 industries in the world. B Lab provides tools that are free to be used*

**MARCELLO PALAZZI**

Netherlands

Marcello is a philanthropreneur, Co-Founder of B Lab Europe, Co-Founder and President of Progressio Foundation. With over 300 innovative ventures in 30 countries, projects and events across the 4 P's: public, private, philanthropy, and people, Marcello authored "Towards the Civic Economy" 25 years ago, which presciently mapped out many of the ecosystem innovations that have occurred, from CSR to micro-finance, partnerships, sustainability, etc.

Marcello is also a board member of several public good enterprises across Europe and North America. Marcello has studied economics, foreign policy, business administration and leadership at LSE, LBS, Erasmus, MIT and Harvard.

## CHALLENGES FOR HUMANISM— New possibilities for leaders



**ANNA KUZMINA**  
**Moscow**

Development Director at Oleg Grigoriev Neoeconomica Scientific Research Center. Her scientific interests include world economics, economics of Russia, development of financial sector, history of economical crises, corporate management, state and city management.

*“What kind of future we would like to see for our economy?”*



**YELENA IZHITSKAYA**  
**Moscow**

Director General at Oleg Grigoriev Neoeconomica Scientific Research Center. Her scientific interests include history of economics, history of state, administrative systems, theory and and history of elite conflicts, theory and practice of management.

*We would like to look into the future and answer the following questions:*

- *Are there alternative ways for the development of economics?*
- *What future of our economics we would like to see?*
- *How we can come to the future of economics that we would like to have?*
- *Who will create the future of our economics?*



CHALLENGES FOR HUMANISM –  
New possibilities for leaders



**“New Approach for Developing Human Capital”**

**DJOMART ALIYEV**  
**Moscow**

Chairman of the Board at MIRBIS University. Russian CEO, top-manager of a number of big companies, implementer of systems and technologies of business management.



**“How to Develop Cultural and Humanitarian Education in Irkutsk?”**

**VITALY ZAKABLUKOVSKY**  
**Irkutsk**

Founder of Incite Medical Engineering Company, Director of Development of Formula Razvitiya group of companies.



**“Poliprofessionalism as a New Way of Life”**

**KSENIA BALITSKAYA**  
**(Moscow)**

Moderator, tutor, game technician, author of the research “Personal way of life. Poliprofessionals”, co-founder of “Mediacom” – an advertising company of full cycle, certified guide of an international system Human Design.

*“Poliprofessionalism is a new way of life, a combination of several professions, activities and ways of earning money. The most talented employees are partners in the future, aren’t they?”*



Program of the conference-lab

---

DEVELOPMENT OF IDEAS  
for life of the person, organization and  
society

Expert Groups

Master Classes

Constellations of the Future



# Expert Groups

---

*Expert Groups will work on different actual topics as follows:*

1

Baikal: investing in the sustainable development

4

Dilema of the leader:  
humanism versus mega-system

2

Mindset of the human  
adequate to the technological  
innovations of the world

5

Convergence of arts, science  
and business


3

Conscious capitalism:  
competition in the interconnected  
world

6

Many faces of reality:  
variety of semantic worlds and  
universal values





# Baikal is calling!

---

GENIUS LOCI (the spirit of the place of power)  
is CALLING leaders to co create the FUTURE.

## REGISTRATION

---

Please register by completing on-line registration form

<https://goo.gl/Fdur2j>

If you have any questions, please write us at [info@baikalforum.com](mailto:info@baikalforum.com) or call at:  
Mob./What's up: +370 682 16731



## PARTNERS OF THE FORUM

