



Interview with Miha Pogačnik

Q What is the Paradox between Art and Business?

We are running our organisations in times of tremendous change and uncertainty. Despite globalisation and enormous increase in technical tools for communication, we are witnessing the rise of the feeling of isolation and fragmentation between people. Paradoxically, this is the 'normal' situation in the life of a genuine artist. (So, I have discovered the need for sharing out experiences and methods/ techniques across the disciplines and thereby turn the one-sided and antiquated 'sponsorship' practise into a vibrant win-win partnership between artists and business leaders). It will become very evident that crisis is necessary to grow, that there is no breakthrough without breakdown, no real harmony without dissonance. Leading through the jungle of complexity and constant change requires a great deal of non-linear thinking, alert senses and vision.

Q Would you say that 'the musician' still has further messages for the world?

Indeed – somehow it is becoming increasingly everyone's 'business' to awaken the 'artist within' - to 'perform' well in the ever more treacherous economic ocean. We left the shores of static and predictable organisational structures behind. How do we gain stability within fluidity? This requires new competencies and, surprisingly, gaining listening orientation within the flow of the unfolding musical masterpiece does it!

Q I thought that most business leaders are already listening to their employees, why do you say that they need new competencies in gaining listening orientation?

I would like to invite you to discover what great music can offer if we listen deeply. After all, listening is superior for leadership genius, as opposed to talking. You will experience how I 'decompose' a musical masterpiece and transfer the evolving process into organisational and team development. Imagine the value added if executives raise the level of listening and discover the creative link between strategic beauty and complexity of a masterpiece and a hidden potential solution in their business cycle! Soon art and business divisions are bridged, a common language emerges and conversation which follows leads to fruitful and inspiring results.

Q Is it only business leaders who can awaken the 'artist within'?

I have enough evidence by now to firmly believe that every human being, given the right context, can be much more creative than usual working situations permit. Business leaders discover their own original way and mobilise necessary energy for overcoming resistance when fresh ideas 'hit the ground' of the organisational 'status quo'. (If we learn to listen carefully to the evolution of musical masterpieces, we get inspired by the subtle strategy, drive for the identity and concluding glorious integration).



Q How would you awaken the 'artist within'?

Between playing the violin and guiding your attention through emerging processes, I literally illustrate on a flipchart the evolution of the musical theme (identity, brand etc) through various stages of transformation to the glorious integration at the end. We are then able to reflect together on the inspirational musical patterns, what they mean to your personal and professional situation, and how they can affect change.

Q If the spirit of 'art' is mixed more with business practices, what would be the effect?

Great music wants to be heard, not reacted to - just like people who are leading in a company. Learning to listen to the unfolding musical process gives birth to the most critical capacity for a leader today. It enables him/ her to listen to the real needs and hidden opportunities, creating meaning and vision! Idealism? Such inspiring leadership is just around the corner! Art and Business have a lot to learn from each other and we all know that unique capabilities and sensitivity ARE the capital of tomorrow!