

"There is no better way to reveal the Zanders' genius than actually viewing them in action. They bring leadership and its possibilities to life"

Warren Bennis, Distinguished Professor of Business, University of Southern California, and author of *Managing the Dream*, and *On Becoming a Leader*

"This is a very effective training film. A must see for students of leadership- and who today, in the knowledge economy, does not need to be a leader? Viewers see the world differently, and come away asking why can't the workplace be more like the environments experienced in the film? The answer is it can- with the right leadership. If work itself becomes a conduit for these ideas, then passion can be released and the possibilities are endless."

John Seely Brown, Chief Scientist the Xerox Corporation, Director of the Palo Alto Research Center (PARC) 1990-2000, and author of *The Social Life of Information*

"The single most important element of leadership is to create an organizational environment that can unlock the full potential of each and everyone inside that organization. It involves letting go of leadership DNA encoded and memorized for thousands of years- deep patterns of behaviors that we need to abandon. Fortunately there are people around to help us and show us a new way. This wonderful film is about two of the greatest. Ben and Roz's work is a tremendous source of inspiration for the new way our souls are crying out to lead."

Mats Lederhausen, Senior Vice President Global Strategy, McDonald's Corporation

"Education is about liberating potential, inviting risk, affirming surprise and wonder, and honoring the creative and imaginative spirit. Few people bring the depth of knowledge, intuition and understanding to leadership and its inexorable connection to learning as Ben and Roz."

Stephanie Pace Marshall, Ph.D. President, The Association for Supervising and Curriculum Development, the world's largest international professional educational association with 250,000 members

What makes a Business executive? An educator? A LEADER?

We tend to imagine a serious, focused person in an elegant suit, when in fact some of the greatest and most influential achievements in the business world have been created by people who are thinking more like artists- people whose imagination and fantasies have led them to risk- going in directions nobody else had given thought to.

The fast-moving, quick-changing, highly connected world we live in invites us to get out of the business-as-usual box and play with each other. It calls on us to invent games that will be more enlivening and beneficial than those based solely on winning or losing.

So the whole concept of leadership changes too. Leadership becomes an art: the art of holding conversations that create possibility for all of us and move us in a direction we truly want to go. When we are in its presence, this new leadership, like great art, does much more than organize us- it transforms us into a different way of being.

What we need is to develop an art of leadership for a new era. It is an art of transformation. Using music as both the medium and the metaphor, partners Roz and Ben Zander teach leadership practices that break down barriers and gather human resources for meaningful accomplishment.

The new leader's job is to SPEAK POSSIBILITY

To speak possibility you do not need to be the top guy in the elegant suit. You can speak possibility from any position, in any group of people, anywhere in the world. This leader keeps a possibility alive until every person involved in the project is enrolled in it. As Ben often says, when you are conducting an orchestra it does not work to have just some of the players involved. A great performance arises out of everyone's passion. And a great performance stirs the soul, rearranges one's molecules, connects one's being to the being of others.

This new kind of leadership is dynamic, transforming, evolutionary. It is an art that brings out creativity and expression. This kind of leadership increases the resources of an institution immeasurably in terms of energy, flexibility, and speed of response to a fast-paced world.

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The art of leadership is about A NEW WAY OF BEING

Experience stories and discover practices that will transform you into the new kind of leader:

1. SPEAK POSSIBILITY
2. Recognize the downward spiral and ENROLL PEOPLE IN THE JOURNEY TO RADIATING POSSIBILITY
3. LEAD BY MAKING OTHERS MORE POWERFUL (The conductor does not make a sound!)
4. ENROLL EVERY VOICE IN THE VISION
5. LOOK FOR SHINING EYES
6. QUIET THE VOICE IN THE HEAD THAT SAYS "I CAN'T DO IT"
7. EVERYONE GETS AN "A" (Give people a possibility to live into, not an expectation to live up to)
8. REMEMBER RULE #6!