

INNOVATING NEW REALITY



Business
BSF

5 September 2017

www.bledstrategicforum.org

| Business BSF Special Session

| **MUSICAL LEADERSHIP STRATEGY - FOR A EUROPEAN IDENTITY IN A MULTIPOLAR WORLD**

The social innovation brand of Miha Pogačnik is known as the “resonance platform”. By using the disruptive method, he empowers business and political leaders to experience the genius of classical music masterpieces as a specific European strategy for vision, the mobilisation of total human potential and action. Pogačnik is a bridge builder of the transfer and dynamic balance between disciplines, cultures and generations. He inspires people to transcend political positions and the opposition to composition, and his latest project of cultural diplomacy creatively unites the passionate qualities of the Balkans and the pragmatic approach of the European North-West – with Slovenia acting as a bridge – titled: “Europa unfinished masterpiece: The journey towards polyphonic European identity”.