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forum international de l'innovation sociale, F.I.I.S.
international forum for social innovation, IFSI
foro internacional para la innovación social

III International Conference in Peru

FLAM

**Femininity • Leadership • Authority • Masculinity
for the transformation in life and the Institution**

**June 4 to 8, 2010
Los Cóndores, Lima**

InnovAcción Is a non-profit organization created in 2002. It offers to those who lead and participate in processes of innovation and transformation opportunities to learn from experience about the transformation of roles and institutions, understanding the conscious and unconscious aspects of human behavior.

Since its creation, InnovAcción has organized seven annual conferences, several workshops, has contributed to the realization of equivalent conferences in France, Spain, Netherlands, Cuba, and Australia, as well as to the formation of a group of consultants who work with leaders and organizations in Peru and other countries. In our web page you will be able to find testimonies of the experience of members who participated in our previous conferences, as well as the list of organizations represented by them.

InnovAcción starts off from the following considerations:

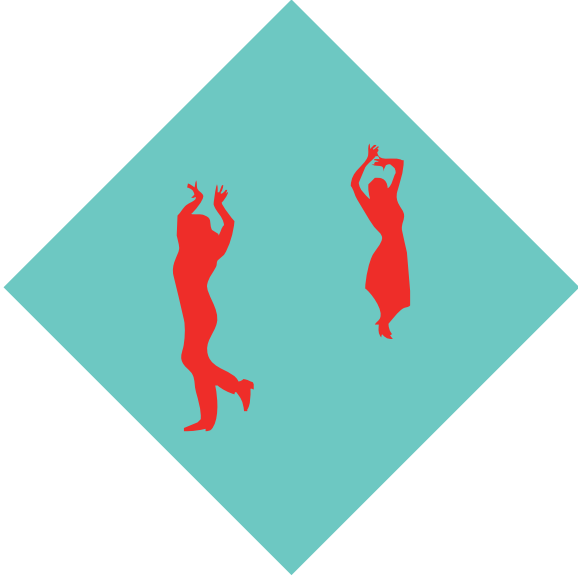
- a. In a changing world, organizations cannot survive and develop without innovation and transformation.
 - b. There is no social innovation without leaders, nor transformation without transformers.
 - c. Discovering and taking action in the field of the institution, leadership, authority, innovation, and transformation is only possible using the methodology of learning from experience.
 - d. For institutional transformation it is imperative to take into account and to understand the non-rational, unconscious, processes of human behavior. Even with an expert management, the analysis of objective processes in institutions is insufficient.
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III International Conference in Peru

**Femininity • Leadership • Authority • Masculinity
for the transformation in life and the Institution**

Inspirer **Inspirer**
Bruno Chevolet **Rosa Goldfarb**
(IFSI–FIIS) France (InnovAcción) Peru





Foreword When opening this brochure, please *do not try* to answer the following question:

What matters most for me:

*Heaven or earth,
the moon or the sun,
daddy or mommy,
white or black,
god or the devil,
right or wrong?*

Ponder on this... And discover what the **F.L.A.M** Conference (Femininity · Leadership · Authority · Masculinity) can generate for you and how it will invite you to the exploration of your potential for leadership and authority.

The Conference
Primary Task: To provide opportunities to learn from the experience of taking up roles of leadership and authority, in connection with femininity and masculinity, oriented to the transformation of life and the institution.

Why this Conference? Today, “the feminine” represented by women seems the expected in organizations, but it is more often digested and absorbed without added value. And the systems which absorb it get back –through homeostasis– to their point of equilibrium. From then on, the feminine is forgotten and women exercising leadership or authority become at best “a man like any other man”. Thus annihilating the innovative potential of integrating “the feminine” in its administration.

Between Eros and Thanatos the ambivalence is great, but balance is never reached.

How to understand the feminine and its organizational value in a different way?

However, if we start from the premise that the feminine is represented in men, as well as in women, it can make it possible to open a new path of diversity, creativity and innovation, and to enrich the dynamics that impact the efficiency and efficacy in institutions.

What could happen if its transformation took place?

Thus, those who will get to learn about it in a different way will contribute –**by making new links between their own femininity and masculinity**– to the transformation of the traditional patterns of representation of leadership and authority.

For the last few decades, sexism, feminism, machismo, racism, or any other kind of “-ism” have led us to dead-ends.

That is why the **International Forum for Social Innovation** in Paris decided in 2004 to create this Conference that InnovAcción is organizing in Peru for the third time, integrating the feminine and masculine in its reflection-action.

Specificity

F.L.A.M follows a wide and continued path in the work on Institutional Transformation, through different activities organized in Peru by InnovAcción, in collaboration with the **International Forum for Social Innovation of Paris, France (IFSI)**.

The methodological approach it offers is based on learning from experience: i.e. working arrangements that offer the opportunity to be in a situation of learning, discerning, and reflecting on lived experiences.



**Key concepts for
the Conference**

Consequently, what one learns is specific to him or her, and relates to one's own authority to evaluate what is or isn't worth taking on board.

The key concepts for this Conference remain those of any work of Institutional Transformation: the themes of authority, leadership, transformation, and also of management, of roles, of systems, of sub-systems, of boundaries of time, task or territory, are part of the learning. Here, the emphasis will be more particularly placed on the themes of "otherness", of polarity, and of integrity.


Other themes are yet to be discovered, and will be worked with as and when they arise.

**PROGRAMA III INTERNATIONAL CONFERENCE IN PERU
F.L.A.M**

**June 4 to 8, 2010
Los Cóndores, Lima**

June 2010	Friday 4	Saturday 5	Sunday 6	Monday 7	Tuesday 8
9:00 – 10:00	•	Alter Ego	Alter Ego	Alter Ego	PS
10:30 – 11:30	•	Polarity	Polarity	Polarity	TAG
12:00 – 13:00	•	Polarity	F.L.A.M	Flam n'Co	TAG
Lunch	PS 13:45 – 14:45	Lunch	Lunch	Lunch	Lunch
15:00 – 16:00	Alter Ego	F.L.A.M (P)	•	F.L.A.M	•
16:30 – 17:30	Polarity	F.L.A.M	Flam n'Co	F.L.A.M (P)	•
18:00 – 19:00	Alter Ego	F.L.A.M	F.L.A.M	TAG	•
Dinner	Dinner	Dinner	Dinner	Dinner	Dinner
20:30 – 21:30	Flam n'Co	Flam n'Co	TAG	•	•

**PS : Plenary Session
(P) : Plenary
TAG : TransformaCtion® Analysis Groups**



Conference Structure The Conference is considered as a five day temporary working institution which starts on Friday, June 4, 2010, at 13.45 and ends on Tuesday, June 8, 2010, at 13.00.

These five days are structured around a certain number of specific sessions, each of a different nature, and with a primary task that is linked to the primary task of the Conference.

These events are of two kinds: review and reflection events, and at other times “here-and-now” events.

They provide participants and staff with the opportunity to think about the way the work is unfolding and the learning that can derive from it during the Conference itself, and through applying it back in their institutions.

1. Plenary Events

They open and conclude the work offered by the staff during the Conference, either at the opening and the end of the Conference, or at the opening and closing of the F.L.A.M events.

2. Alter Ego Events

Are “here-and-now” events. They are a succession of small study systems where the number of members remains unchanged, but the configuration varies. It is proposed that the work is set up as a face-to-face interaction, which rotates through the event.

3. Polarity Events

Polarity events are “here-and-now” events and take place as a large study system. The primary task of these events is to live the experience of the feminine/masculine polarity in a large group, and to understand the dynamic of the links that are be-

ing created, either consciously or unconsciously, between all the participants within this system.

4. F.L.A.M Events

In connection to the primary task of the Conference, the whole of the **F.L.A.M** events constitute a space for learning from experience where participants are invited to rid themselves of the traditional representations of leadership and authority. They have to create links between themselves and the different sub-systems that have been suggested or created. Finally, they have to build together a mode of government that will represent them as sub-systems and whole system. These events will start with an opening session during which the primary task will be outlined. They will end with a review plenary.

5. Flam n'Co Events

These events are designed to be a space of *distr-action* punctuating the work of learning and gathering all the participants in one place. The primary task of these events is an invitation to free self-expression and to use one's capacity for movement, by reconnecting through music and dance to the roots of one's personal and collective authority. They will be linked to the F.L.A.M events once these have began.

6. TransformaCtion® Analysis Groups (TAG)

These are reflection events that give members the possibility to explore deeper the lived experience of the role(s) taken up during the Conference; and to link them to what they experience and wish to transform on their return to their institutions.

FLAM

InnovAcción • IFSI

1. Application Form:

First Name *: _____

Last Name *: _____

Age: _____ Gender: _____

Nationality *: _____

Current Job Title: _____

Employing Organization *: _____

Work Address: _____

Tel.: _____ Fax: _____

E-mail: _____

Private Address: _____

Tel.: _____ Cel.: _____

E-mail: _____

* *This information will be shared with other members of the Conference (see also section 3.d)*

2. Additional information:

2.a Major functions and responsibilities:

2.b Briefly describe your past work experience:

2.c Previous conference(s) experience(s)

None 1 2 3

When and where?: _____

Organizing institution(s)?: _____

2.d Special interests: _____

2.e Are there any special areas for which you hope to benefit from the

Conference?: _____

3. Practical information

3.a Languages abilities:

Indicate your proficiency level in each of the two Conference languages:

Spanish Mother Tongue speaks & understands understands

English Mother Tongue speaks & understands understands

Other: _____

3.b Accomodation

Lodging will be in double-accommodation rooms. A few single-accommodation rooms will be available (please consult with the Pre-Conference Coordinator). All members who receive financial support will occupy double-accommodation rooms.

I will share my room with (optional): _____

I wish to have a single-accommodation room

3.c Meals

Indicate if you have food restrictions that you wish to follow during the

Conference: _____

3.d Contact details to be used

Specify which contact details (indicated on page 1) you would like to see used and shared with Conference members

Work contact details Private contact details

4. Payment of Booking Fee

The amount of the deposit accompanying the application is:

- US\$ 200 deposit, deductible from total fee.
- Total registration fee.

I enclose my deposit by:

- Bank transference: _____
- Cheque payable to: Innovación. Grupo para el Diseño y Transformación Institucional: _____
- Credit card (VISA): N° _____
- Date of validity: _____

I hereby apply for membership to F.L.A.M I understand that this application constitutes a contract between me and InnovAcción – IFSI and that my application authorizes these institutions to conduct this conference in the manner described. My Conference fee / deposit accompanies this application. I Understand and agree to the policy that no refunds will be issued after May 25, 2010.

Signature: _____

Date: _____

5. **Total Cost** (includes registration lodging, food and IGV):

US\$ 1675 in double room; US\$ 1927 in single room.

Registrations before May 10, 2010 have a reduction of USD 150. Payments should be completed before June 1, 2010.

Bank deposit should be made in the following account:

Innovación Grupo para el Diseño y Transformación Institucional

Banco de Crédito BCP;
Cta. Cte. en dólares Nº 194-1409139-1-36
CCI 002-194001409139136-98

For deposits abroad

SWIFT BCPLPEPL.
Jirón Lampa 499, Lima 1, Perú


This form should be signed and sent with the bank deposit slip clearly identified with the name of the participant to:

Electronically:
informes@innovacion-grupo.com
mptomatis@telefonica.net.pe

Postal Address:
Av. Armendáriz 147, dpto. 4B
Miraflores, Lima 18, Perú

For further information contact the Pre-Conference Coordinator:

María Pía Tomatis:
mptomatis@telefonica.net.pe
Cel.: (51 1) 9755 77660
Cel.: (51 1) 9994 97325
Fax: (51 1) 372 2638



Role of the staff In this Conference, the role of the staff is first and foremost a role of inspiring and accompanying members in the fulfilment of the Conference's primary task.

The feminine and masculine Inspirers, the Coordinators and the Co-Inspirers, are present throughout in two very distinct roles:

- A shared management role, in order to regulate the boundaries of the Conference and of the events as they unfold.
- A role of consultant to the "here-and-now" or of support to the ongoing reflection, depending on the type of event. In that role, consultants offer their own perception of their lived experiences as they are happening; they encourage the participants to do the same in order to develop their learning about leadership and authority in relation to feminine / masculine.

Language that will be used Due to the international nature of the Conference, two languages will be used: Spanish and English. The members of the staff will work in one or both languages. The possibility of using other languages is open to exploration.

**Susanne
Frieze**
Coordinator

**Inés
Cottle**
Co-Inspirer

**Philippe
Lawson**
Co-Inspirer

**Leonardo
Veneziani**
Co-Inspirer

**Rosa
Goldfarb**
Inspirer

**Bruno
Chevolet**
Inspirer

**Daybel
Pañellas**
Coordinator

**Michaël
Gutmann**
Co-Inspirer

**Lisbeth
Sánchez**
Co-Inspirer



Conference Management and Staff

Inspirer Bruno CHEVOLET (Belgium). Progress Academy Manager, ArcelorMittal, Luxemburg. Member of IFSI (International Forum for Social Innovation), of Praxis International Network, and of Leading Consultation 4. Adviser in leadership. Master in Engineering (University of Ghent), Executive Master in Management (Solvay Business School), AMP (INSEAD).

Inspirer Rosa GOLDFARB (Perú). Presidenta de InnovAcción. Miembro de IFSI. Consultora certificada en Transformación Institucional por el Postgrado Leading Consultation de IFSI (París, Francia), y la Universidad de Hull (United Kingdom). Psicoterapeuta. de orientación psicoanalítica. Terapeuta de pareja y familia. Licenciada en Psicología. Master en Educación.

Coordinators: Susanne FRIESE (Alemania – Perú). Gerente de Recursos Humanos de KLM Perú; miembro a cargo de la Secretaría de Proyectos de InnovAcción; miembro de IFSI–FIIS; entrenada en Consultoría en TransformaCtion® – Application 2008; miembro del programa Leading Consultation 4 organizado por IFSI–FIIS junto con la Universidad de Bath, Gran Bretaña; Master en Dirección de Empresas, Instituto de Empresa, Madrid, España; graduada en Administración de Empresas de Technische Universität Berlin, Alemania.

Daybel PAÑELLAS ÁLVAREZ (Cuba). Profesora de la facultad de Psicología de la Universidad de La Habana. Presidenta de la Sección IntercreAcción de la Sociedad Cubana de Psicología. Miembro de FIIS.

Co-Inspirers will be chosen among:

Inés COTTLE (Perú). Vicepresidenta de InnovAcción, miembro de IFSI. Entrenada en Consultoría en el Seminario TransformaCtion® – Application 2008; miembro de Leading Consultation 4; Psicoterapeuta Psicoanalítica; miembro de la Asociación de Psicoterapia Psicoanalítica; miembro de la Asociación Internacional de Pareja y Familia y de la Asociación Internacional de Psicoanálisis de Pareja y Familia; Doctora en Humanidades.

Michaël GUTMANN (France). Consultant en management et dynamiques de groupe (Praxis International), membre du bureau et comité d'orientation d'IFSI, doctorant en histoire des relations internationales, étudiant du programme Leading Consultation, Paris, France.

Philippe LAWSON (Togo – Francia). Member of the IFSI Orientation Committee; Director of Philippe Lawson Gallery, Paris; Director of Otherness Transformational Meditation, Paris; Praxis International Consultant; Certified in Institutional Transformation (Leading Consultation 2); Certified CT Coach & Team®, Vincent Lenhardt, Paris, France.

Lisbeth SÁNCHEZ DE SIFUENTES (Perú). Socióloga, Psicoterapeuta psicoanalítica. Directora Nacional de AFS del Perú Programas Interculturales. Secretaria de Relaciones Institucionales de InnovAcción. Miembro de IFSI–FIIS. Miembro del Programa Leading Consultation 4 de IFSI, Francia, y de la Universidad de Bath, Reino Unido. Miembro de la directiva del Colegio de Sociólogos del Perú

Leonardo VENEZIANI (Italy – France). Membre et Trésorier de IFSI – FIIS; Manager, Conseiller de Synthèse et Partner, Avutann, Paris (France), Torino (Italia); Membre du Comité de Réflexion et du Comité

de Réseau de Praxis International, Paris (France).
Consultant certifié en Transformation Institutionnelle
(Leading Consultation, Programme 2 – FIIS).

Administrative Information

Date and time of the Conference The Conference will begin on Friday, June 4, 2010, at 13:45 and will end on Tuesday, June 8, 2010, at 13:00.

It is a residential conference.

Location LA CASONA DE LOS CÓNDORES
www.lacsonadeloscondores.com
Las Begonias 101 – 109, Chaclacayo
Lima, Perú
Tel.: +51 (1) 358 2427
Fax: +51 (1) 497 2538

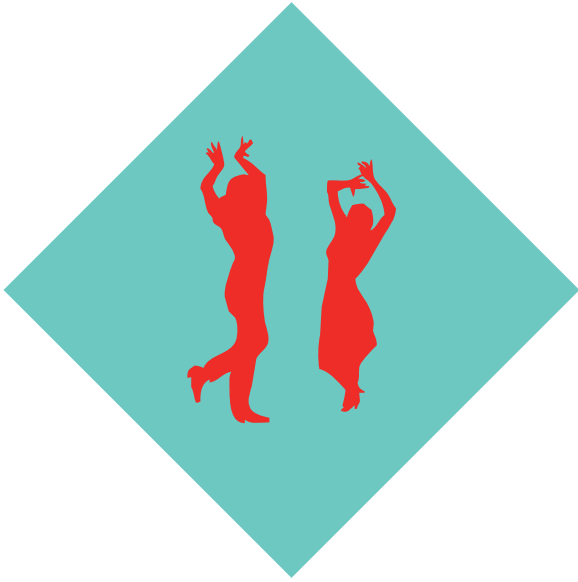
Conference Fees The cost in double room accommodations is: **US\$ 1,675**. The cost in single room accommodations is: **US\$ 1,927**.
These amounts cover enrolment fees, food, lodging and 19% IGV.

Availability of each type of room is limited.

Registration before May 10, 2010, has a reduction of **US\$ 150**.

Payment All fees must be paid before June 01, 2010.

Application form The application form should be accompanied with an initial payment of **US\$ 200**, which will be deducted from the total fee.



Cancellations The full fee of the Conference will be charged when cancellations are made after May 25, 2010.

Bursaries A limited number of bursaries may be available in special-need cases. For information write to:
informes@innovaccion-grupo.com
mptomatis@telefonica.net.pe

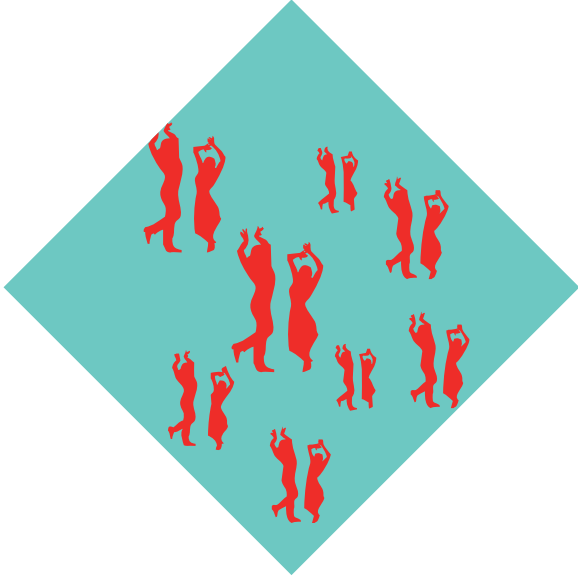
Pre-registration In order to secure participation, pre-registration is recommended. A **US\$ 200**, deductible from the total fee, is required for this purpose.

For registrations and all enquiries, please contact: María Pía Tomatis
Pre-Conference Coordinator
E-mail: informes@innovaccion-grupo.com
mptomatis@telefonica.net.pe
www.innovaccion-grupo.com

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Fax: +33 (0) 1 45 51 39 42
E-mail: ifsi.fis@wanadoo.fr

In our web page you can find information regarding bibliography, the list of institutions represented by the members of our previous conferences, and testimonies regarding the experience lived in these events.

www.innovaccion-grupo.com



**The International
Forum for Social
Innovation (IFSI)**

The International Forum for Social Innovation (IFSI) has given itself the task of facilitating social innovation and contributing to institutional transformation. In that way, IFSI continues the Group Relations tradition set, amongst others, by W. R. Bion, Isabelle Menzies Lyth, A. K. Rice and Pierre Turquet, but it adds to the open systems and the psychoanalytical theories the political dimension and the approach known as **Institutional Transformation (IT)**, fruit of its work with economic, political and social milieus.

Since 1978, the International Forum for Social Innovation (IFSI) organises in France an annual international conference on the theme of "Authority, Leadership and Transformation", which has become **TransformaCtion**® in 2005. And for several years it has been developing and running conferences abroad, in partnership with universities or other organisations on identical and complementary themes. In addition, since 2001, IFSI has developed a training programme for managers and consultants: **Leading Consultation**. The fourth programme began in November 2008 with the participation of Bath University (U. K.). Since 2004, IFSI is offering a new conference on the theme of Femininity · Leadership · Authority · Masculinity: the working conference **F.L.A.M**

F.L.A.M en el Perú 2010

III International Conference in Peru

InnovAcción

IFSI – FIIS

