

What does this Conference consist in?

An international staff of specialists will form, together with the participants, a *temporary learning institution* in which every member will take roles and responsibilities, as he has in the institution he belongs to.

During six days, there will be work in various events, in which you can participate in your own way. We don't teach theories. We accompany and share our understanding of the processes that occur during the Conference, so that each participant learns to have a deeper knowledge of his own self and of the processes in the environment.

We have found that in this way, participants release their creative energy and dare to unfold all of their originality to lead their lives and influence their environment. The testimonies we have gathered prove it.

Who should attend this Conference?

This Conference is particularly relevant to those whose job involves forming groups and systems, leading or participating in them. They may come from the business sector, education, public or private health care organizations, social services, public administration or may be interested in developing professionally as consultants.

Staff and Direction

The Conference will have a staff of experienced international consultants, led by Jorge Parodi, Past-President of *InnovAcción*, in the role of Director, and Louise Edberg, Member of the *IFSI Orientation Committee*, in the role of Associate Director.

Seven previous annual Conferences, three annual editions of the Conference *Femininity • Leadership • Authority • Masculinity (FLAM)*, various workshops and our contribution to equivalent conferences in France, Spain, Holland, Cuba and Australia endorse our proposal.

Some of the institutions whose representatives have been part of our Conferences:

Acindar S.A. (Argentina); Adriática Perú (Trujillo); Atlantic Security Bank (Panamá); AVINA; Banco de Crédito BCP; Cervecería Backus; Cía. Minera Poderosa S.A.; Ciudadanos al Día (CAD); Clínica Angloamericana; Compañía Siderúrgica Belgo-Mineira (Brasil); Congregación Siervas de San José; Corporación Yanbal Internacional; Diario La República; Defensoría del Pueblo; Edelnor S.A. (Argentina); EDF (Francia); Ejército del Perú; Estudio Miranda & Amado Abogados; Estudio Echeconar Abogados; Financor Ripley; Fundación Desarrollo Integral Nuevo Pachacútec; Grupo Apoyo Opinión y Mercado; Grupo Arcelor (Brasil); Grupo Isochem (Francia); KLM, Sucursal Perú; Junta de Propietarios de Mesa Redonda; Juntas Vecinales de Seguridad Ciudadana, PNP; On Common Ground Consultants (Perú-Canadá); Pacífico Peruano Suiza; Prima AFP; Poder Judicial del Perú; Pontificia Universidad Católica del Perú; Red Científica Peruana; Río Tinto Minera Perú; Telefónica del Perú S.A.A.; Telstra Corporation (Australia); Transparencia; Trinidad and Tobago Unit Trust Corporation (Trinidad y Tobago); Universidad Antonio Ruiz de Montoya; Universidad de la Habana; Universidad de Lima; Universidad ESAN; Universidad Femenina del Sagrado Corazón; Universidad Peruana de Ciencias Aplicadas (UPC).

(Visit our website to see the complete list)



Information and registration:

Write to the Pre-Conference Coordinators, Christian Chocano and María Pía Tomatis (informes@innovaccion-grupo.com) or call the following numbers: (51-1) 975 577 660, (51-1) 999 497 325, RPM # 442233.

Total cost of the Conference:

(Includes registration, accommodation and meals during the Conference)
US\$ 1,780 double room
US\$ 1,980 single room.

Registration before September 21 is subject to a US\$ 180 discount.

Eighth International Experiential Conference

Leadership for TransformaCtion® in Life and the Institution

**El Carmelo Hotel & Hacienda, Ica
October 21 to 26, 2010**

Testimonials of participants in previous Conferences

- Have you ever wondered why, regardless of all the effort you put in reaching your goals at work or in your family life, often you do not accomplish what you intend?
- Have you ever asked yourself if any of this has to do with the role you take and the way you do it? Would you like to find out what your own contribution to your difficulties is?
- Have you thought how much it would help you to learn how to recognize how the system parallel to the formal structure that coexists in all institutions really works; that system which is implicit, unconscious?
- In a complex society like ours, don't you think that in order to be efficient and of influence in your environment you need to better understand the nature of the social conflicts that underlie in our institutions?

In this Conference you will discover:

- **The role** that you unconsciously take inside your working organization, family and other institutions; and how that role originates in you.
- How to learn to recognize that there is an **unconscious system** that organizes the behavior of an institution.
- What exactly is **TransformaCtion®**, how to transform your role and take part of the transformation of your institution.

This Conference is for those who want to take a pause in their lives and reflect.

It is designed to learn from experience, that is participating, being part of the various social sub-systems it offers.

Given the experiential nature of the Conference, it will include only 48 members interested in having a greater understanding of the processes that an institution lives, as well as taking and developing roles in a broader and more responsible way.

Because of its learning methodology, this type of Conference doesn't require previous studies or specific abilities. Given the nature of the experiences covered in the Conference, it is necessary to be residential.

Participation in the Conference gives the right to be a member of InnovAcción.

I saw myself uncovered, and found in my subconscious the reason why I always acted so quickly when the processes have to do with harmony, color, creativity, tenderness and technique. **Ana Quiroz**, School Director "José Antonio Encinas Franco" Pamplona Alta, Member of Women's Association Mujeres Batalla, Ashonka Social Entrepreneur.

A great opportunity to explore unknown aspects of my inner self and to discover characteristics of the society through experiences with the other participants. And I believe that this is a wonderful opportunity to learn and redefine in group the roles that one takes. **Baltazar Caravedo**, Sociologist and Economist.

This experience gives the manager and the director tools to understand and administer the company's relations with its environment. **Beatriz Boza**, CAD Executive Director – Ciudadanos al Día.

I understood that our working environment moves within different systems and sub-systems, and that learning to identify each one of the signs those systems provide are the key to understand how to build an institution. **Carlos Alberto Perales**, Capital Markets and Financial Planning Director, Telefónica del Perú.

The Conference promotes a space where one can ask oneself whether the path one has chosen in life has all the stops, companions and detours it deserves. An experience I can only recommend. **Carlos Heeren**, Apoyo Consultoría and Professor of the Post-Graduate School of the Universidad del Pacífico.

InnovAcción was –and continues to be– a unique experience for me. It gave me the opportunity to identify, explore and transform the roles I take in each of the areas I perform in until present. I can state that InnovAcción moves you to act, to transform, to be the real protagonist of your own life. **Daniel Torres Cox**, Law student at PUCP, member of the Law School Council, June 2008 – May 2009.

A strong staff, highly motivated members. How could I escape from a strong involvement? I recommend this Seminar for those who intend to better understand themselves, to modify their interactions with their environment, to have the courage to grow. **François Meslier**, Director, Eurelectric Delegate, EDF (Electricity of France, Paris).

Few times in my life have I had the chance to interact, during such a short period of time, with a group with such different visions, all of which helped me question my own roles in the various aspects of daily life and to seek, as a group, an aspiration for a common development. **Javier Castro**, Echeconpar Law Firm Associate.

I read many books about Leadership and gave courses on specialized Leadership, but I never understood what it really meant until I went through the experience of the Conference. Now I don't intend to teach leadership anymore, I only help to discover it...! **José Luis Villacorta**, Chief of Department of Management and Leadership of the Banco de Crédito BCP.

After the conference I have been able to make several highly important decisions carving out a comprehensive strategy for our company forward. **Johan Grant**, Ph D. Cert. psychologist. CEO of Organisationspsykologerna.

I became aware that aside from "wanting" something, it is also necessary to actually have courage, courage to feel, to communicate, in order to act and make things happen. **María Isabel Cigüeñas**, General Manager, Innovación Empresarial S.A.C.

You do not know how much the Conference helped me in my task as Director of the Symphony Orchestra. Managing a dynamic of 87 persons, becoming aware that within the groups there are forces and that if I recognize them and communicate with them, I can lead them, and guide them in a creative way. **Mina Maggiolo**, Director, National Symphony Orchestra.

The Conference was an excellent learning from experience. It helped me to be more conscious of the dynamics that take place in a group and to be more attentive to them so as to know how to locate myself and take my place. I was able to discover unconscious things that hindered my participation within a group. **Nancy Durand**, Religious to the Sacred Heart.

I saw myself from those "blind angles", which I had not wanted to recognize before. As a leader, it has been useful for me in letting the team make its own way, discover its own potential and achieve its own sustainable results, without imposing my own ideas. **Nilda Escobedo**, Training and Development Manager, Unión de Cervecerías Peruanas Backus y Johnston S.A.A.

Having traveled such a distance from Australia to Peru to attend the conference, I was hoping that the travel would be worth it. I was not disappointed. Through the powerful learning process of the conference I was able to understand how I was being perceived in my place of work back home and how this needed to be transformed if I wanted to be more effective in my previously. It was extremely useful for my career. **Rebekah O'Rourke**, Melbourne, Australia.

I always complied with my formal business engagements without focusing in the human aspects in a profound and transparent way. The Conference came about in a crucial time of my life; today we have a very relaxed working environment collaborating in the personal growth of all and of the company itself. **Santiago Graña**, President to Graña y Asociados Corredores de Seguros S.A.

InnovAcción's Conference has helped me to recognize suppositions and unconscious mechanisms in my organization. That awareness has allowed me to release that energy that was restrained and that I could not take advantage of. Today I work more efficiently, I take decisions with more confidence, I see potential where I previously could not. **Susanne Friese**, Manager Human Resources, KLM Cía. Real Holandesa de Aviación, Sucursal Perú.

**The institution and the role performed at the time of the testimony have been respected.
Visit our web site: www.innovaccion-grupo.com – You will find more testimonials and information.**