

## Role of art in leadership development

**Kyiv (Ukraine) and Bled (Slovenia) 16 April 2013: Tomorrow Jupiter Life Insurance Company, Vienna Insurance Group and IEDC-Bled School of Management are organizing an IEDC MasterClass titled “Role of Art in Leadership Development”, led by Prof. Danica Purg, IEDC President.**

IEDC-Bled School of Management, Slovenia, is a global forerunner in integrating the arts into management and leadership education. The inspiration for this is a deep seeded belief that arts inspire us, as famous professor Edgar Schein has said, 'to hear more, to see more and to feel more'. In the realms of management and leadership, where individuals and groups work amidst enormous complexity and divergent pressures, the arts offer richer, more sophisticated and sensitive ways of leading an organization. *"Our integration of arts-based methods is our way of developing reflective and responsible leaders,"* says Professor **Danica Purg** is the President of the IEDC-Bled School of Management, Slovenia, and the President of the Central and East European Management Development Association (CEEMAN). She is leading IEDC MasterClass about role of art in leadership development tomorrow **at 19.00 in Knyazha Insurance, VIG office** (Kiev, Glubochitska St., 44).

Prof. Purg is professor of leadership and effective management at the IEDC-Bled School of Management. Her special field of interest is looking for inspirations for managers from art and other professions. In 2010 prof. Purg received the 2010 Dean of the Year Award by the Academy of International Business (AIB) for her outstanding achievements in international business education.

### Schedule

- 18:30 – 19:00 Registration
  - 19:00 – 20:30 Role of Art in Leadership Development by Prof. Dr. Danica Purg, followed by Q&A and IEDC presentation
  - 20:30 - 21:00 Reception
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### Additional information:

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