

A photograph of the dome of St. Peter's Basilica in Rome, Italy, under a clear blue sky. The dome is the central focus, with its intricate architectural details and the cross on top. To the left, a smaller dome and a row of statues on a balustrade are visible. In the foreground, a building with a clock face and arched windows is partially seen. The text 'LEADERSHIP MASTERCLASS WITH THE POPE' is overlaid on the left side of the image. A white L-shaped graphic element is positioned to the left of the text. A solid yellow L-shaped graphic element is in the bottom right corner.

LEADERSHIP MASTERCLASS
WITH THE POPE

LADIES AND GENTLEMEN



Modern leaders tend to be individualistic, taking care only of their careers. They do not know, they do not look, and we do not help them to see what is wrong, what is fair.

The goal of the international Masterclass project, created in collaboration with the Vatican, is to promote a new model of a relationship that serves the human being, opens the door to another, and reaches a higher level of consciousness.

JOIN THE WORLD REVOLUTION OF POPE FRANCIS.

MAREK RATAJCZAK
Chairman of CTN

BRIEF SUMMARY OF MASTERCLASS LEADERSHIP WITH THE POPE



THE MASTERCLASS PROGRAM IS A SOCIAL PROGRAM WHOSE PURPOSE IS TO TRAIN MILLIONS OF LEADERS IN THE WORLD IN THE “15 POSITIVE PRINCIPLES OF POPE FRANCIS’ LEADERSHIP” AND UNIVERSAL VALUES.

We want to support young and mature leaders in building a new value-based relationship model. The speeches of Pope Francis will be part of the materials and meetings of outstanding **MENTORS** from the worlds of business, science, culture, sport, and non-profit organizations. This is not a religious initiative, but that of all people who share our values.

INSPIRATION

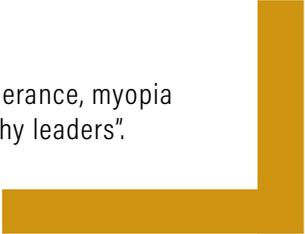
Pope Francis, according to the American Edelman Agency, which conducted research in 24 countries, has been named the most authentic leader in the world (regardless of his views, religion or background, by nearly 74% of respondents; Angela Merkel, by about 25%), hence the Pope’s choice as a “face” which can unite business leaders with other other spheres of influence from around the world.

WHY IS IT IMPORTANT?

According to Deloitte’s research, the Millennial generation recognizes leadership as the most important competence in today’s business. At the same time, most of them believe that the employer does not develop enough competence in them. Employees expect not only good earnings and medical care, but also personal development and a sense of purpose.

WHAT DO THESE VALUES MEAN, THE PRINCIPLES OF MANAGEMENT?

In one of his speeches to the staff of the Roman Curia, Pope Francis pointed to a number of impaired maladies such as “arrogance, intolerance, myopia and pettiness. When these diseases are untreated, the organization itself is weakened. If we want healthy organizations, we need healthy leaders”.



BRIEF SUMMARY OF MASTERCLASS LEADERSHIP WITH THE POPE



WHAT IS THE PROGRAM ALL ABOUT?

1. EXHIBITIONS AND WORKSHOPS IN POLAND AND ULTIMATELY IN 25 COUNTRIES

All day meetings are made up of two elements:

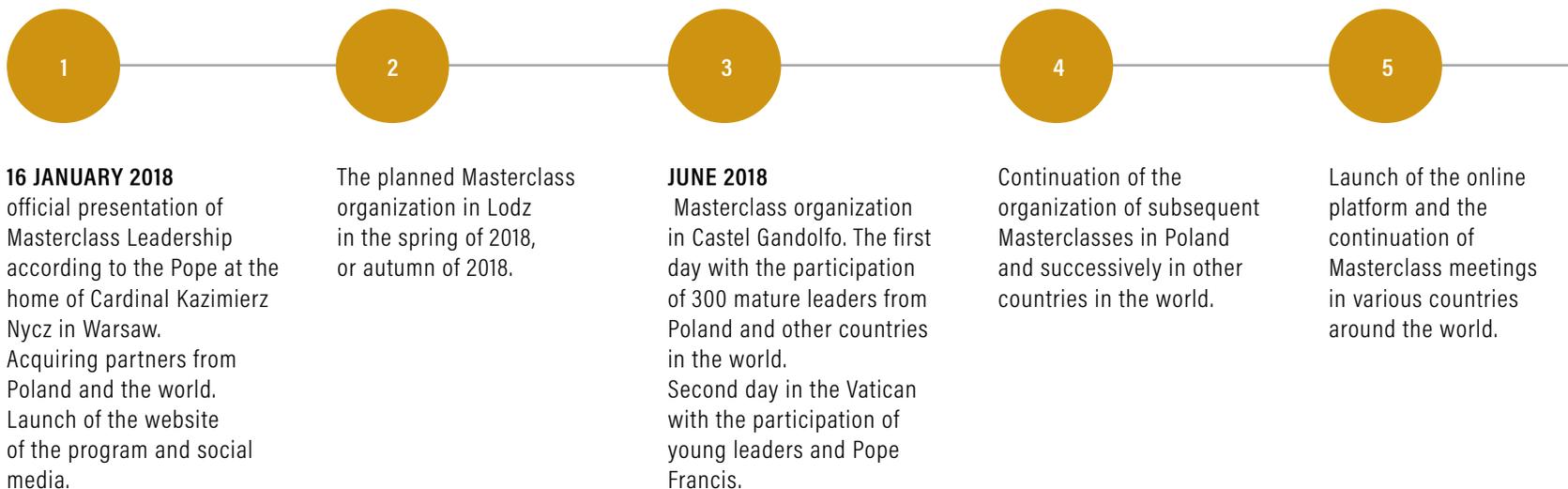
- a) DYNAMIC PERFORMANCES TED-show style WITH MENTORS OF BUSINESS, SCIENCE AND CULTURE who, by the example of their own lives and specific cases of professional activity, answer important questions (previously diagnosed precisely), referring to the 15 principles of Pope Francis.
- b) WORKSHOP “round table” method where each team has its own “MASTER COACH”.

2. INTERNET PLATFORM AND SOCIAL MEDIA

The program will also be available on an interactive online platform. There will be MENTORS’ VIDEO RECORDINGS from around the world. Each module will feature a discussion forum and CHATROOM / VIDEOCHAT for direct interaction between logged-on participants and mentors. Finalists, after a successful completion of the education process, will receive certificates from the Pontifical Council, which will allow them to train as Master Coaches.

STAGES OF DEVELOPMENT, NEXT STEPS OF THE PROJECT

THE MASTER CLASS PROGRAM was launched on the initiative of the Polish Foundation CTN in 2015, entitled "Future thinking and back to values". Almost 300 entrepreneurs participated in four pilot editions, including two in Rome. The idea was met with a very positive reception and in 2016, an agreement was signed between CTN and the Pontifical Council for Culture for the organization of the Masterclass as a global program. In 2017, an official premiere took place with 400 young leaders and mature business leaders. In June 2018, a premiere is planned with the participation of Pope Francis in Rome.



OUR TEAM



POLAND IS THE LEADER OF THE PROJECT. ULTIMATELY, THE PROGRAM WILL BE CREATED BY THE INTERNATIONAL COMMUNITY. NATIONAL MASTERCLASS COUNCIL AND ORGANIZERS ARE DESCRIBED FURTHER IN THE PRESENTATION

WHY TRUST US?

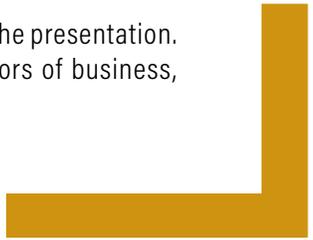
The CTN Foundation and the Pontifical Council for Culture have proved over the past ten years that they are credible and effective organizers of many national and international initiatives. Activities can be viewed at www.ctn.org.pl and www.cultura.va. On the National Board of the program sit, as a guarantee, among others: Cardinal. G. Ravasi, prof. Hanna Suchocka, prof. Krzysztof Zanussi, Bogusław Kott (Bank Millennium), Archbishop Grzegorz Ryś, and Adam Sikorski (Unimot). The profile of the whole Council is featured in the presentation.

WHAT DO WE WANT IT TO DO?

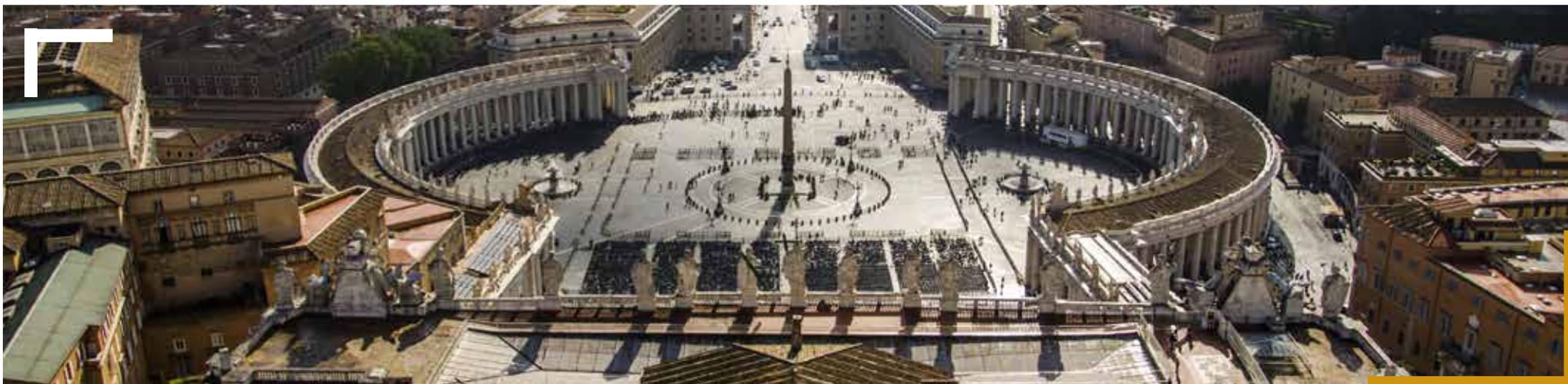
The aim of the “Masterclass Group” is to gather funds and organize a Masterclass in Rome, with leaders from all over the world, from whom representatives will be selected for the various areas of the project.

CAPITAL IS NEEDED. BENEFITS FOR PARTNERS

Individuals, institutions and companies that choose to support the Masterclass program can count on the benefits described at the end of the presentation. The most important to be considered: the possibility of personal development as a Master Coach under the care of outstanding Mentors of business, culture and science from around the world. There is also the possibility of obtaining a Vatican certificate confirming completion of the education process.



LEADERSHIP MASTERCLASS WITH THE POPE



IS A GLOBAL PROGRAM FOR LEADERS REPRESENTING COMPANIES, LOCAL COMMUNITIES, GOVERNMENTS, SCHOOLS, NON- PROFIT ORGANIZATIONS, FAMILIES, AND OTHER ENTITIES FOR IDEAS TO CREATE THE MODERN WORLD

Inspired by modern science, the principles of Pope Francis' leadership and universal values, we are committed to helping and developing leaders in the areas of the challenges of today's world in a systematic way.

We will meet in the Vatican and around the world with prominent authorities, leaders in science, business, sport and culture, to share inspirations on how to change ourselves and the world for the better. Many people at different stages of their lives met people who helped them reach their potential.

We invite you to create the LEADERSHIP WITH THE POPE program, all those who have grown up to become a selfless gift to others. Our goal is to train, in three years and free of charge, a **MILLION YOUTH LEADERS** from all over the world in the "spirit of the 15 positive principles of Pope Francis' leadership, especially from underdeveloped countries, who will impart their knowledge and experience to other people and generations.

WE WILL START WITH 25 NATIONAL COORDINATORS FROM EUROPE AND THE WORLD WHO WILL BE ABLE TO PROVIDE THEIR KNOWLEDGE AND EXPERIENCE TO ANOTHER 50 PEOPLE. BY MEANS OF PERSONAL MEETINGS, WE WILL BE ABLE TO TRAIN NEARLY 17 THOUSAND PEOPLE PER WEEKEND. IN ADDITION, THE PROGRAM CONTINUES ON-LINE.

BUSINESS CHALLENGE

NEW GENERATION

AMONG THE MOST IMPORTANT CHALLENGES TO BE MET IN THE BUSINESS WORLD IS THE ACQUISITION AND RETENTION OF TALENTED WORKERS WITHIN THE ORGANIZATION, ESPECIALLY THOSE WHO HAVE BEEN REPRESENTING THE GENERATION OF MILLENNIALS (PEOPLE BORN IN THE YEARS 1985-2000).

An additional challenge is to create an appropriate Employee Value Proposition (EVP) for them, as the expectations of the Millennium generation are significantly different from those of Generation X and the so-called baby boomers.

Overwhelming demographic changes and macroeconomic trends have made the "war on talent," which McKinsey wrote about in 1998, take on a particular importance.

One of the most important studies on the Millennium generation and its business characteristics is the Millennium Survey, run by the global consulting firm Deloitte.

Analysis of the report brings an interesting observation: Millennials frequently cited "transaction" and low level of loyalty to the employer as largely due to the inability of business organizations to meet today's employees expectations. According to Deloitte Research, Millennials acknowledge leadership as the most important competence in today's work environment. At the same time, most of them believe that the employer does not develop enough competence in them.



Importantly, the percentage of employees who plan on leaving their jobs within two years is as high as 71%. The "15 Principles" project, which develops the leadership competencies of participants based on universally accepted values for business, provides a practical answer to this dilemma.

PROJECT CONTEXT



LEADERSHIP MASTERCLASS PROJECT WAS INSPIRED BY THE WORDS OF POPE FRANCIS

during a meeting with the Cardinals on December 22, 2014, which concerned the fifteen weaknesses that the Church should face.

INSPIRED BY GARY HAMEL,

one of the world's leading authorities on leadership, who adapted the "15 principles of leadership according to Pope Francis" in an article published in the Harvard Business Review, which was met with great interest and recognition from the business community and beyond.

THE UNIVERSALITY OF THE LESSONS PROVIDED BY THE POPE DESERVES SPECIAL RECOGNITION:

although the words were spoken among the clergy, they can be a great signpost for anyone, regardless of religion, nationality, age or profession.

LEADERSHIP MASTERCLASS PROJECT COMBINES THE MENTIONED FIFTEEN PRINCIPLES WITH THE CONCEPT OF MODERN, PRACTICABLE, SOCIALLY RESPONSIBLE LEADERSHIP:

committed to continuous personal development, the art of building authority, and engaging and empowering other people.

THE PROJECT IS ALSO FACING A CHALLENGE RELATED TO THE BUSINESS WORLD:

numerous studies (such as the Deloitte Millennial Survey 2016) indicate greater mobility and lower professional loyalty in the younger generation. At the same time, it is clear from the research that Millennials expect their companies to develop their leadership skills and create a new generation of authentic leaders.



ORGANIZERS OF THE PROJECT



The organizers of the project are the CENTER OF THE NATIONAL DEVELOPMENT FOUNDATION and the PONTIFICAL COUNCIL FOR CULTURE.

THE PONTIFICAL COUNCIL FOR CULTURE CULTURE is one of the departments of the Roman Curia operating at the Apostolic See. The Council deals with the Church's relations with the worlds of culture and science, promoting especially the dialogue between different aspects of the modern world. Since 2007, Cardinal Gianfranco Ravasi has been the President of the Council.

THE FOUNDATION OF THE NATIONAL DEVELOPMENT CENTER (CTN), whose activities over the past 15 years have involved prof. Krzysztof Zanussi, prof. Leszek Kołakowski, and Jan Nowak-Jeziorański. CTN aims to empower people, especially the young, to achieve their full potential. In the years 2009-2014, the Foundation was the organizer of the CAROUSEL OF COOLTURE, which in six years has visited nearly 800 thousand people. The most famous media event of the Foundation, reported by 56 TV stations around the world, was the performance of breakdancers in front of John Paul II.



MISSION AND AIMS OF THE PROJECT



The mission of the Leadership Masterclass project is to initiate a global social change that promotes attitudes in line with the principles of the words of Pope Francis, especially in the 18-30 year age group.

The long-term goal is to provide, within three years, at least **A MILLION PEOPLE** all over the world with practical tips and tools on how best to develop leadership skills based on universal values, along with increasing personal effectiveness in action, and creating an open platform available to anyone, enabling global debate on broad-based leadership.

The short-term objective is to conduct a pilot program in Poland, whereby a minimum of five thousand people will be trained within 12 months from the above-mentioned target group.



15 PRINCIPLES OF LEADERSHIP ACCORDING TO POPE FRANCIS



IN A PERSONAL WAY, LEADERS IN SCIENCE, CULTURE AND BUSINESS CAN REPRESENT THE 15 POSITIVE PRINCIPLES, regardless of their own circumstances or location, and help focus on the right goals in life. In the premiere, which took place in Poland in 2017, the following guests took part: **BP GRZEGORZ RYŚ, ANNA DYMNA, SZYMON HOŁOWNIA, JAŚ MELA, PAWEŁ MOTYL from BHR, **PAWEŁ KONZAL** and **S. MAŁGORZATA CHMIELEWSKA**.**

1. DO NOT THINK THAT YOU ARE IMMORTAL OR ESSENTIAL
2. DO NOT OVERWORK
3. NEVER LOSE SENSITIVITY
4. DO NOT ELIMINATE SPONTANEITY
5. DO CARE ABOUT THE COMMUNITY
6. DO NOT FORGET ABOUT THOSE, WHO HELPED YOU
7. EVALUATE OTHERS BETTER THAN YOURSELF
8. DO NOT LOSE CONTACT WITH REALITY
9. DO NOT GOSSIP, DO NOT COMPLAIN, DO NOT INJURE
10. DO NOT WORSHIP YOUR SUPERVISORS
11. DO NOT BE INDIFFERENT FOR OTHERS
12. SMILE!
13. DO NOT LOOK FOR MONEY
14. DO NOT CLOSE YOURSELF OFF IN CLIQUES
15. DO NOT PROMOTE YOURSELF AT ALL COSTS

STRATEGY OF ACTION



- **THE LEADERSHIP MASTERCLASS** program will bring together people from around the world, representing different backgrounds, including religious or political beliefs. The common thread will be their genuine interest in the development of leadership skills based on the fifteen principles.
- **PROJECT STRATEGY ASSUMES THE USE OF TWO MAIN PILLARS:** social platform and panel discussion, and mechanism of cascading knowledge and skills.
- **PLATFORM WILL FORM THE CORE OF A COMMUNICATION CHANNEL FOR PARTICIPANTS FROM ALL OVER THE WORLD**, as well as space for basic education and interaction between all people involved. Its detailed description can be found later in this document.
- **DISCUSSION PANELS WILL HAVE A FORM OF MEETINGS WITH RECOGNIZED AUTHORITIES CONCERNING THE THEME OF A BROADLY DEFINED LEADERSHIP.** Meetings will take place (among others) in Castel Gandolfo and the Vatican and in various places around the world, and their detailed description can be found later in this document.
- **THE DYNAMICS OF LEADERSHIP MASTERCLASS WILL USE THE MECHANISM OF CASCADING AND RETURNS TO SCALE:** 15 mentors will be recruited and trained initially and will be the content supervisors of each thematic block; there will be no less than twenty five Master Coaches who will conduct training sessions for all participants.

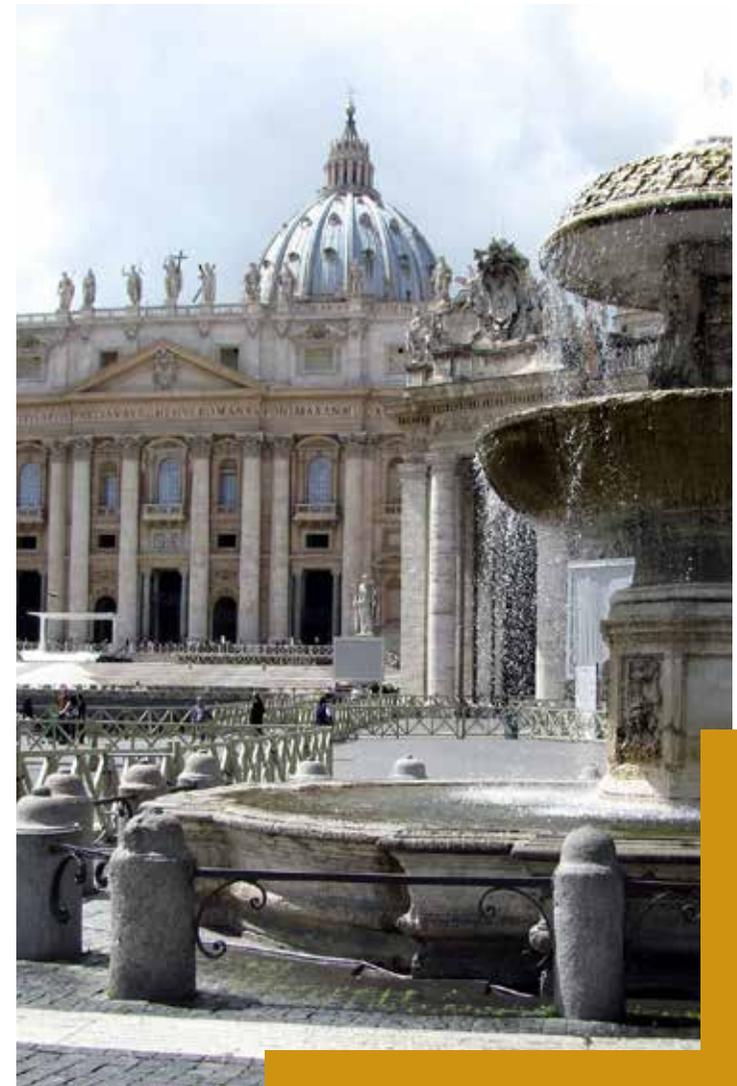
COMMUNITY PLATFORM OF LEADERSHIP MASTERCLASS

PLATFORM will provide participants with a source of precise, inspirational, practical knowledge related to leadership and personal effectiveness, as well as a tool to integrate participants and facilitate communication with and between them.

PLATFORM will be built on the basis of a partially open structure for enabling continuous development and enhancement course materials. It will be equipped with state-of-the-art distant learning solutions that will allow direct interaction between participants, MENTORS and MASTER COACHES (virtual classroom).

PLATFORM will be divided into fifteen thematic modules, each related to a particular rule. Each module will have a designated mentor. Each module will include knowledge on a specific topic, implementation tools, tests, quizzes, and simulations to verify the learning acquired. Each module will feature a discussion forum and CHATROOM / VIDEOCHAT for direct interaction between logged-on participants and mentors.

ON THE PLATFORM live Mentor presentations will be given, along with coverage from discussion panels and conferences and events around the project. There will also be an environment for project management by virtual teams throughout the endeavor and a CERTIFICATE ROOM, where part of the training and certification activities for the participants will be conducted by Mentors and Master Coaches. Exemplary certification requirements for participants: Transition through 15 platform modules, participation in at least 3 LIVE MENTOR SESSIONS, and final certification workshop in a virtual classroom.



DISCUSSION PANELS OF LEADERSHIP MASTERCLASS

WISE LEADERSHIP BASED ON VALUES

Leadership Masterclass is an in-depth meeting of leaders in business, science and culture for whom these questions are important: **WHERE ARE WE FROM? WHAT ARE WE HERE FOR? WHERE ARE WE HEADING?** We are convinced that we are entering a new era, which Einstein prophesied to be a world of mystery again. Therefore, we are creating a community of people open to the challenges of the present. We would like the Masterclass to be a venue for seeking values and choices, for thinking about what is worthwhile in the future, and what is not necessarily profitable. Business that serves. People who serve. **FUTURE THINKING AND BACK TO VALUES.**

The program was created in 2015. It had its editions in Warsaw, Cracow, twice in Rome, where in October 2016 an international agreement was signed between the CTN Foundation and the Pontifical Council for Culture.

In addition to the mentioned "15 principles" presented on the basis of their experience of life, were among others: **ANNA DYMNA, S. MAŁGORZATA CHMIELEWSKA, JAŚ MELA, JERZY TRELA** and **KRZYSZTOF ZANUSSI**. Also addressed were the topics:

- What will you learn from the Pope about business? - **FATHER MACIEJ ZIĘBA**
- Leadership according to Pope Francis - **BISHOP GRZEGORZ RYŚ**
- Plan life and business like an adventure - **PAWEŁ KONZAL**
- The art of decision-making - **PAWEŁ MOTYL**

The statements are available on You Tube channel



PROJECT SCHEDULE

- In **APRIL 2017**, the world premiere of the “15 Positive Principles of Pope Francis’ Leadership” took place in Poland, attended by 400 young and mature leaders and prominent people of business, science, culture and social affairs: Bishop Grzegorz Ryś, Anna Dymna, Sister Małgorzata Chmielewska, Szymon Hołownia, Jerzy Trela and Krzysztof Zanussi.
- In **JANUARY 2018**, an “opening event” involving 800 business, science and culture figures from Poland and the world is planned. From then on, the international Masterclass community will be launched.
- LEADERSHIP MASTERCLASS with the participation of Pope Francis and leaders and special guests from around the world is scheduled for **JUNE 2018 -FIRST DAY** at the Papal Palace in Castel Gandolfo, with around 250 experienced leaders from around the world and special speakers like **MARSHALL GOLDSMITH** or **CONDOLEEZZA RICE**. **SECOND DAY IN VATICAN WITH POPE FRANCIS** and approx. 5 thousand young leaders and special speakers.
- The program will continue on the internet platform and through national coordinators in various locations around the world. Within three years we intend to train free of charge a **MILLION YOUNG LEADERS** internationally.

Possible forms of participation:

PARTICIPANT – a person who will participate in the education process, as part of the personal Masterclass meetings and on the web platform, and complete with a “certificate”.

MASTER COACH – a person who will go through the process of education to attain a “Master Coach” certificate entitling him or her to train the Participants.

MENTOR – a recognized authority from the business, scientific, and cultural worlds, who will create content for the Leadership Masterclass program.

PARTNER – institution or company that decides to support the program financially. Will receive additional benefits.



NATIONAL COUNCIL OF THE PROGRAM



**PROF. HANNA
SUCHOCKA**
Former Prime Minister of the
Republic of Poland, 12-year
Polish Ambassador to the
Holy See



**CARDINAL GIANFRANCO
RAVASI**
President of the Pontifical
Council for Culture (Vatican)



**TOMASZ
TRAFNY**
Pontifical Council for Culture
(Vatican)



**PROF. KRZYSZTOF
ZANUSSI**
Film Director



**PROF. KRZYSZTOF
MEISSNER**
Physicist



**ADAM
SIKORSKI**
Unimot Company



**BOGUSŁAW
KOTT**
Bank Millennium



**PAWEŁ
MOTYL**
Harvard Business Review



**PIOTR
GAŚSIOROWSKI**
Instytut Przywództwa



**SZYMON
MIDERA**
Shume Company



**ANNA
KORCZAK**
Joanna Company



**ARCYBISHOP GRZEGORZ
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