

ART LINKING SCIENCE AND BUSINESS

Wednesday 15 November 2006
October Gallery, 24 Old Gloucester Street, Bloomsbury,
London, WC1N 3AL

To make the connection between business and science profitable, it can help to make decisions other than those *purely* based on presentations, figures, charts and reports. You know this approach alone will not guarantee success. To succeed, you have to master the so called "soft facts" too – all the intangible things, like the differences of value systems, perceptions, motivation and effective communication. How do you do it?

Through art. It sounds unconventional, but it's a method that's been tried and tested by some of the most senior executives in the chemical industry. And if you think about it, it makes sense. Art has always been a medium for communication of the abstract, the intangible, the inexplicable. Jürgen Bergmann is an artist who enables managers and scientists to transfer their experiences and objectives through the artistic flow into a common vision.

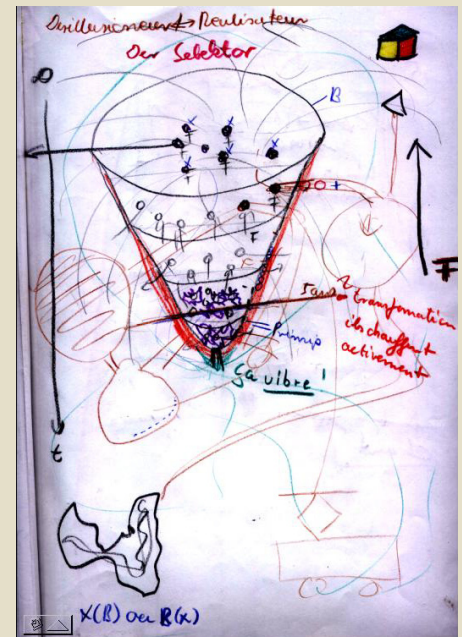
"The significant problems we face cannot be solved at the same level of thinking we were at when we created them." Albert Einstein

Sounds great, but how do you do it? How do you make yourself think and act in a different way, on a higher level?

This unique event organised by the SCI Business Strategy Group is an opportunity for you to make space for a truly new approach. Surround yourself with something completely different to your office walls, and let the artistic surroundings at the October Gallery open up your mind to new ideas.

Jürgen Bergmann has 15 years of experience working as a mentor for senior executives at companies like BASF, Air Liquide, McKinsey & Co., BMW and Accenture. Jürgen will facilitate a stimulating and dynamic thought workshop, helping you bring fresh perspectives to current challenges and issues you might be facing in your business and research, or within yourself personally.

It's time to think outside the box, and come up with new and creative solutions, that will really kick-off what you intend to realise!



For more information please
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There is no charge to attend the event, however, there is an optional charge of £10 to cover refreshments

Organised by the SCI Business Strategy Group

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