

# THE *Human Element* SWEDEN

2013-01-25

## INVITATION

### Welcome to The Green Zone Culture Group and their workshop in Sweden



THE GREEN ZONE CULTURE GROUP:  
*Celeste Blackman, Ron Luyet, Ailish Schutz and Jim Tamm* – is coming to Sweden in August this summer for a workshop and it will be an event you would not like to miss!

Their focus is on developing a collaborative mindset, building social and emotional intelligence and practicing practical skills that can be immediately deployed in *A Better Way To Work*.

This is an invitation to you to take part in this workshop over five days, aiming at developing a Green Zone environment and learn together while doing it.

A Green Zone environment is a culture of high trust; one that supports people in building skills and behaviors to maximize strengths and productivity – and ultimately organizational profit.

This Green Zone week will incorporate new updated materials and research that Ron and Celeste are using in their Human Element trainings and other Green Zone work they are doing, along with additional material being developed by Jim and Ron for Radical Collaboration.

You will also be introduced to some of the new work Celeste is doing regarding health and well-being at work and Ron's Ningenryyouku "People Power" workshop, an 8-day executive leadership class taught in Japan.

Ailish Schutz, the co-founder of Will Schutz Associates, who has been community building in Peru the last decade, will inspire us with various psychospiritual exercises.

Daily schedule will involve work in small and large groups, meditations and imagery, self-reflection time, social interaction and play time.

Members of the Green Zone Culture Group will be working together to offer an interactive experience designed to deepen your understanding of yourself, each others and the world.

For more – see attached document:  
*Sweden green zone event*

### TIME AND VENUE

The workshop is set to take place August 12–16, 2013, at Bommersvik Conference Center, Bommersvik, Järna.

Read more on their home page: [www.bommersvik.se](http://www.bommersvik.se)

Bommersvik is situated 50 kilometers from Stockholm, (30 miles, 45 minutes by car). The workshop is open to everyone (but limited to 25 persons).

### FACILITATORS

*Celeste Blackman, Ron Luyet, Ailish Schutz and Jim Tamm* write about themselves and their experiences:

"Born out of our long association in the field of Organizational Consulting and our mutual respect and admiration for each others work, we have chosen to create The Green Zone Culture Group. In these challenging times we share an intention to expand individual, leader, team and organizational awareness and practice that raises the bar about what is possible in the areas of growing trust, emotional commitment, collaboration, sustainability and profitability in the world of work.

Between us, we have over a hundred years of collective expertise and practice in assisting individuals and organizations to maximize their flexibility, to awaken and capitalize their creativity and to meet change in an evolutionary way. Our goal is to assist others to build economically and ecologically sustainable and socially just organizations as well as to help leaders see ways to evolve and prosper in harmony with the planet and its inhabitants.

Individually and together we have facilitated personal and business development work for thousands of people and hundreds of organizations across many cultures. We have worked with large and small organizations, public

## BIO INFORMATION ON CELESTE BLACKMAN

and private, as well as governmental, religious, and non-profit organizations around the globe.

Over the past 27 years we have trained and worked with associates in 23 countries. We have the capacity to draw on the expertise of our associates in Canada, England, Estonia, Korea, Japan, China, France, Sweden, Denmark, Norway, the Netherlands, Finland, Belgium, Mexico, Peru, Argentina, Brazil, Turkey, India, Australia, New Zealand, Portugal and the United States.

## PRICE

Cost for the 5-day program: SEK 15 000.

Full board and lodging in single-bed rooms: SEK 9 100.  
(4 nights/5 days).

## CONTACT, INFORMATION AND REGISTRATION

The number of participants will be limited and registration will be closed by March 31 at the latest. If you would like additional information, or if you would like to register for the workshop, please contact Leif Cervin.

leif

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Celeste is an international consultant and co-founder of The Green Zone Culture Group, a partnership of consultants dedicated to creating organizational cultures where trust, collaboration and engagement thrive. She also teaches communications in the Executive MBA program at the Wharton School of Business.



For over 20 years, Celeste's focus has been on the human side of business, helping leaders develop work environments that are characterized by open and effective communication, trust, emotional commitment, collaboration and sustainability. In an increasingly competitive business

environment this requires managers and leaders that are both personally and interpersonally savvy as well as technically competent.

Celeste is dedicated to reducing fear and defensiveness in the workplace, the underlying cause of most of the human problems in organizations. She facilitates experiences to help clients build their conflict resolution skills and learn how to navigate through difficult personal and interpersonal issues. She achieves this by combining the best of behavioral science and experiential learning to help people increase their social and emotional intelligence. She has a special interest in the emerging fields of neuroleadership and neurobiology and collaborates with neuroscience researchers to insure training experiences are brain-friendly, thus accelerating personal growth and organizational effectiveness. She is on the board of the Brain Health Foundation in Jacksonville, FL and an adviser to the Advanced Learning Institute in Denver, CO.

Celeste has worked with a wide range of clients including NASA, The Human Element Sweden, Chevron, Idaho Power, Business Consultants of Japan, The United Nations, the National Institutes of Health and the National Cancer Institute. A certified Marshall Goldsmith coach, Celeste has been coaching clients regarding career, life and performance issues for nearly 20 years. She is the former Manager of the San Mateo County Hospital Consortium's Career Fitness Center, where she provided training and coaching as part of a comprehensive retention strategy. Prior to that, she was the Director of Corporate and Career Education at Maryville University in St. Louis, Missouri.

In addition, Celeste is certified in all of the FIRO instruments, The Human Element®, Radical Collaboration® and

The Implicit Career Search™ along with the MBTI® the Step II® and the BarOn® EQ-i. She holds a Master's degree in Public Affairs and was a recipient of the Presidential Management Internship Award. Her Baccalaureate degree is in Communications.

## BIO INFORMATION ON RON LUYET

Ron Luyet is a founder and principle of the Green Zone Consulting Group and a Senior Consultant with the Japanese based global consulting firm Business Consultants Inc. He has worked with Fortune 500 companies around the world for over 30 years with an emphasis on emotional intelligence for executives and creating more collaborative work environments in organizations. His clients have include private sector companies like Boeing, Seagram's, Proctor and Gamble and public sector organizations such as the United Nations, NASA, US Dept. of Defense and the National Cancer Institute. He regularly presents an 8 day Executive Leaders Program for Japanese CEOs and Presidents focused on social intelligence or Ningen-Ryoku "Human Power".



He is a master group facilitator whose classic instruction came from such group dynamics pioneers as Carl Rogers and Will Schutz. Ron knew Dr. Schutz for forty years, and worked closely with him in the design of The Human Element® program and delivery of the Advanced Human Element Certification program which he still conducts. Ron co-designed with Jim Tamm the Radical Collaboration® Training Program now offered around the world which is the basis for the Harper Collins bestselling book Radical Collaboration: Five Essential Skills to Overcome Defensiveness and Build Successful Relationships. The Radical Collaboration training materials have been translated into 14 languages.

Ron co-founded The Institute for Personal Change in San Francisco, which provides a structured, intensive therapeutic program for people exploring the impact of childhood on adult behavior. Ron's work is described in his book, co-authored with Marion Pastor, titled "Where Freedom Begins".

Ron's early career was in the field of drug treatment and prevention. He was Chairman of the Palo Alto Community Drug Abuse & Prevention Programs. Ron has long been a student of meditation and comparative religions and is interested in the blending of western psychology

with eastern introspective methods. He was introduced to contemplative practice by Allan Watts in the 60s and has studied with many in the transpersonal field including, Ram Dass, Muktanadna, Oscar Ichazo, Ralph Meszner, James Fadiman, Steven Levine, and Choayam Trungpa.

## BIO INFORMATION ON AILISH SCHUTZ

Ailish Schutz is an entrepreneur, humanitarian, coach and consultant. Her education was informed by studies in English Literature, Oriental Philosophy, Buddhist Studies and Humanistic Psychology as an undergraduate at U. C. Berkeley and Sonoma State University. She received a Masters Degree in Counseling and Holistic Studies at New College in San Francisco. She has studied and practiced many approaches to healing and working with groups as well as approaches to body oriented Psychotherapy over the past 40 years.



She is a licensed Marriage and Family Therapist in the state of California since 1994.

In 1978 She met Will Schutz at Antioch University in San Francisco. In 1983 they became a couple as well as business partners, bringing to life Will Schutz Associates. Their 20 years together were spent developing WSA, its products and intellectual property, client base, licensee program and international network. Along with a group of talented hearty associates among them, Ron Luyet, Judi Bell, Don White, Thomy Barton and Gary Copeland, Ailish and Will practiced and attempted to live the work that they were co creating as they evolved it into a business. Being that it was a small unfunded company Ailish wore every hat from marketing, sales, training, coaching, consulting, client account development, staff and trainer development to pulling rabbits out of hats when absolutely necessary.

The Human Element technology continues to flourish and has been translated in 18 languages and licensed in 20 countries. It remains the gold standard for executive and team development.

Will and Ailish sold WSA to Business Consultants of Japan in 2001. Ailish stayed on as President after Will's death in 2002 until 2004.

In late 2003 Ailish founded Ayni Projects, [www.ayniprojects.com](http://www.ayniprojects.com), a non profit organization whose primary focus has been to create projects that are models in assisting

the poor in the area of education, healthcare and elder care in Peru as well as supporting projects of various Peruvian artists, musicians and writers.

During her time working in Peru, Ailish has traveled and studied with various curenderos and shamans from the Andes to the Amazon learning about and experiencing the healing rituals and ceremonies of these ancient cultures. She has studied sound healing with Peruvian sound healer, Tito La Rosa since 2003 and has co produced 5 CD's with him under their Serpent Alada label.

*About her work, Ailish Says:*

I like to create spaces and contexts where people can expand their vistas and get relief from their self limiting beliefs. When working with individuals or with groups or teams I like to invite a deeper dialogue within and without using play, sound, story, ritual and ceremony. This work allows us to invite a little magic to enter our consciousness thereby assisting us to shake off our fears and dance a little deeper into the terrain of our hearts where we can find healing, and where we can find and nourish our dreams so that they can be reborn.

Ailish brings her wealth of experience, wisdom and cross-cultural understanding to the Green Zone Culture Group where she is helping to create a new set of technologies to support personal and organizational development.

## BIO INFORMATION ON JIM TAMM

Jim Tamm is a former judge and an expert in building collaborative workplace environments, with 40 years experience in the field of alliance building and conflict resolution. As a Senior Administrative Law Judge for the State of California for 25 years Jim mediated almost 2,000 employment disputes. His legal decisions have impacted national labor policy and he has authored training materials that have been published in fourteen languages.



The California Senate, the California Assembly and the California Public Employment Relations Board have all honored Jim for his work building more collaborative employment environments. His most recent book, Radical Collaboration (co-authored with Ron Luyet) was on Amazon's top seller

lists for workplace and negotiations books for most of the past five years.

He is a former law professor and is currently on the faculty of the International Management Program of the Stockholm School of Economics, the Management Education Program at NASA, and the Leadership Academy of the University of California, Santa Cruz. Jim has a diverse client base of international organizations ranging from the United Nations, NASA, Toyota and Boeing, to universities and toy companies.

Jim is one of the designers and original faculty members of a highly successful training program designed to enhance collaborative work environments; a program that was underwritten by the Hewlett Foundation and the State of California.

Jim, a former Managing Director of BCon-Will Schutz Associates, is President of RC Group with offices in South San Francisco and Cuernavaca Mexico. He specializes in building cultures of collaboration within organizations and training other consultants and trainers how to teach collaborative skills.

# THE GREEN ZONE CULTURE GROUP

*in association with THE Sweden*

**August 2013 in Sweden**

THE GREEN ZONE GROUP: *Celeste Blackman, Ron Luyet, Ailish Schutz and Jim Tamm.*

AN INTRODUCTION TO: Creating Green Zone Cultures: a collaborative way to work.

Green Zone cultures are environments that support people in achieving their very best at work. They are environments where people are encouraged to be fully alive, healthy and happy while simultaneously being focused, productive and accountable. Green Zone Cultures are brain friendly, interpersonally safe environments that honor individuals and consciously seek to reduce their fears of feeling insignificant, incompetent or unlikable; the fears that trigger most negative human reactions. Reducing these fears frees an enormous amount of human energy that can be invested in projects, relationships, and new ideas rather than politics, self-protection and hyper-competition. Focusing on positive aspects of work creates an energizing upward spiral that fuels energy, passion and enthusiasm resulting in an alive and engaged workplace. A workplace where people enthusiastically show up, care about each other and the business, and actively collaborate to achieve success.

The Green Zone is the container which nurtures the emergence of this safe positive work environment and creates a culture that can sustain it. The key ingredient is people and the conscious cultivation of caring and respectful interpersonal relationships. These relationships generate interpersonal resonance between and among people cultivating the underlying social capital that drives high performance and positive work cultures.

FIRO Theory and The Human Element provide the foundation for the green zone culture approach. It also includes concepts and perspectives from Radical Collaboration along with insights from neuroscience from interpersonal neurobiology and mindfulness research.

## ***Enrollment open to everyone but limited to 25***

AGENDA: This workshop is an invitation to build a green zone environment in which we will learn together and support one another in attaining a deeper sense of connection and self-understanding. We are asking all who attend to bring along a personal issue, decision, idea

or problem for exploration. Together we will create a Green Zone in which you will have an opportunity to dive deeply into your own exploration. We'll use the 6 Green Zone guiding practices along with a variety of personal and interpersonal experiences designed to expand perspective and stimulate new awareness.

### ***The Green Zone Guiding Practices:***

1. MINDFUL PRESENCE: Cultivating your capacity for self-reflection and self-observation.
2. COLLABORATIVE INTENTION: Seeking mutual gain through cooperative attitudes and methods.
3. TRUTH: Telling your truth and creating an environment where it is safe enough for others to be truthful.
4. CHOICE: Taking full responsibility for both your actions and your mindset and consistently seeking solutions rather than blame.
5. AWARENESS: Increasing your level of consciousness of self, others, and context.
6. CARING: Sincerely caring about your product, clients, colleagues, community and planet.

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