



# LEADERSHIP BY MUSIC

Experience new qualities of your leadership skills. In only three days you learn to conduct an orchestra – even without any prior musical training.

## LEADERSHIP BY MUSIC is a valuable enrichment...

... if you always wanted to experience and sense an orchestra live.

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... if you finally want to understand what difference a conductor makes in a concert.

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... if you have already participated in a number of leadership trainings and are looking for something unique and lasting.

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... if you are responsible for HR – searching for new, sustainable methods – and would like to integrate LEADERSHIP BY MUSIC into the leadership development program of your organization.

... if you are searching for something unusual for the incentive events of your organization.

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... if you are a member of the board in your organization and are looking for an extraordinary event for you and your colleagues, that is challenging on all levels of community and leadership.

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... if you work as a manager or leader in the organization of an orchestra and you want to offer something really special to your sponsors and supporters.

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... if you are interested that the world of business and the world of music and arts get in contact and gain more understanding of each other.

[www.youtube.com/user/martinsalzwedel](http://www.youtube.com/user/martinsalzwedel)



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international

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# LEADERSHIP BY MUSIC

Conducting an Orchestra – for Leaders and Entrepreneurs

## You set the tone

### The objective

This concept gives leaders the opportunity to reflect their own work in a way that is not so much based on abstract models but on direct experience with a new medium creating a much more lasting impact.

### The Content

This program is intended to work on “leadership” for three days. The first day is about an introduction to leadership paradigms and a “crash course” in conducting including some perception exercises. The second day is focusing on the experiences you can make as a conductor in front of an orchestra with professional musicians.

Specific tasks will be performed and skills will be acquired in small steps that everybody – even without any musical training – can do. Eventually these tasks will be integrated into the process of conducting by each participant. The third day gives time to reflect the non-verbal experiences and how the transfer into the daily leadership routine can be done. The focus is on “The Beginning”, “Trust and Letting Go”, and “Creating the Desired Atmosphere”.

## The Concept

The Concept is about improving one’s own skills and dealing with very specific questions that play a vital role in the daily work routine of leaders. The basic idea is that leadership problems for the conductor are very similar to those of leaders in organizations.

### The Beginning

- How do I prepare myself for an optimal beginning?
- How do I reach the musicians nonverbally using body language and my own personality?
- Is my expression – verbal and non-verbal (facial mimicry and gesture) – unmistakable and clear?
- How do I show the musicians my (tempo-) expectation non-verbally?

### Trust and Letting Go

- How can I engage in an activity that I have never done before and still be the leader?
- How can I express my ideas in a way that people in my environment are positively motivated to give their best?

### Atmosphere

- How do I communicate with the musicians to create a good atmosphere?
- What do I perceive and what influences my perception, or even distorts my perception?
- How can I improve my responses to the needs and skills of people by using categories of observation?

### Target Audience

- Leaders who want to reflect their own strengths and how to develop those systematically.
- Leaders who want to strengthen their own power of persuasion and practice it with a very direct non-verbal approach.
- Leaders who want to receive a very unique and precise feedback that is centered on their approach to “Beginning”, “Trust and Letting Go”, and “Creating the Desired Atmosphere”.

### Key Aspects of LEADERSHIP BY MUSIC

- Developing and preparing one’s own inner idea
- Giving stimuli, letting go and “keeping one’s options open”
- Letting go of external requirements and enduring an internal state of uncertainty
- Experiencing trust and getting involved with the musicians
- Experiencing trust and being able to let go while executing a completely unfamiliar task and still being in charge as the leader
- Becoming aware of one’s own body language
- Performing a good “Beginning”
- What to do with an immediate acoustic feedback?
- Giving, receiving, exploring, and utilizing feedback
- Perceiving and comprehending the energy flow within the orchestra
- Listening consciously
- Accepting mistakes as a critical part of learning

## Performance

### Public Performance of LEADERSHIP BY MUSIC

- 1<sup>st</sup> Day 14:30 – 15:00 Arrival, Reception, and Welcoming Coffee  
15:00 – 18:30 Leadership and Preparation for Conducting
- 2<sup>nd</sup> Day 09:00 – 17:00 Working with the orchestra
- 3<sup>rd</sup> Day 09:00 – 12:00 Reflection, Debriefing, Feedback, Transfer

### Performance of LEADERSHIP BY MUSIC within a company

We offer this program also for companies. This way it can become an integral part of the company’s leadership development program. If you like to know more details about the extended version of “LEADERSHIP BY MUSIC” please contact us at [info@martinsalzwedel.de](mailto:info@martinsalzwedel.de)

### Contact



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## Comments from Past Participants

What was most important for me today: Leadership and Orchestra has a lot to do with emotions, with letting go and still being in charge, and with lots and lots of trust. I really enjoyed it and the most important insight for me is that you can accomplish so much with music. You have accomplished a lot for me today. I am still very moved. When someone gets touched change happens. It is my business to enable change, to support change. I will recommend LEADERSHIP BY MUSIC to all the leaders, all the CEOs that I am in contact with. I have participated in many, many professional trainings over the past years but this was the most touching, with you and with the music. I have gained some insights that I will never forget. Thank you very much from all my heart.

Andreas Roßmanith,  
CEO FreiburgerBeratergruppe GmbH

Today I learned a lot about "Trust". The way I know it: When I know a lot, when I have acquired skills I engage in something new. Today I knew that I don't know conducting and you are really good at making music. So as a start it is a matter of competence: Am I competent enough to conduct, to set the pace. Because you went in contact with me I gained trust and something emerged. And many thanks.

ArianeZeuner,  
CEO "Sprechkünste"

I had great apprehensions simply because I am a layperson when it comes to music – and it really touched me very much.

Hermann Maurer,  
Board Member EURASIA Holding AG

When you experiment in this situation with your leadership behavior, you get an immediate effect, an immediate feedback. What we always try to implement into non-verbal exercises is being done directly here. That is simply great.

SasoKocevar,  
CEO hfp-consulting

There is a real big difference listening to a CD or even being in a concert to being in the middle of it. It is incredible, because it is so physical. That has nothing to do with sound volume ... great. I am totally excited.

Arno Bohn  
CEO Bohn Consult Unternehmerberatung GmbH, former CEO Porsche AG,  
Vice President General Electric, Vice President Nixdorf

Yes really overwhelming. I have to say that I got in touch with other dimensions that I also touch in my work as a facilitator or team coach. But here I experience additional dimensions, other energies. Not only those purely analytical, rational elements but really something that goes deeper, especially in front of a powerful group of people that is highly educated. What you can expect is a real super experience. I am very grateful for that and take a lot of parallels and analogies with me for my work as a facilitator and coach. Thank you!

Rudolf Pulver  
CEO "Perspective"



# LEADERSHIP BY MUSIC

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## Sebastian Tewinkel

### Current Professional Activities

- Principal Conductor and Art Director of “Südwestdeutsches Kammerorchester Pforzheim”, Germany
- Since 2009 Principal Conductor and Art Director of “Kammerphilharmonie Graubünden”, Switzerland
- Since 2010 Professor for Orchestra Conducting at Music University Trossingen, Germany
- Since 2015 Musical Director of Neubrandenburger Philharmonie

### Education and Qualification

- Academic Studies at “Music University” Hannover and Stuttgart, Teacher’s Qualification for English and Music for German Highschool and College (State Exam)
- 1st Price at Conducting Competitions in Lisbon (2000) and Bad Homburg (2001)
- University Lecturer at Music Universities in Karlsruhe, Freiburg, and Trossingen

### Activities

- Radiobroadcast and CD Productions for SWR (Südwestdeutscher Rundfunk), BR (Bayerischer Rundfunk), and WDR (Westdeutscher Rundfunk)
- Numerous Concerts as Guest-Conductor inland and abroad, with Munich Philharmonic Orchestra, Bamberg Symphony Orchestra, Radio Symphony Orchestra of Bavaria, Hamamatsu Philharmonic Orchestra, and Iceland Symphony Orchestra

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## Martin Salzwedel

### Current Professional Activities

- Founder and Owner of CCI – Communications Consulting International 1996
- Lecturer, Consultant, and Trainer for International Corporations and SMEs (small and medium-sized enterprises) as well as Non-profit and Art Organizations
- International Coach for Leaders in Europe, North- and South-America, India, China, and Japan
- College Teachership at “Hochschule für Musik Franz Liszt” in Weimar (University of Weimar, Department of Music) in Cultural Arts Management with focus on leadership and communications
- College Teachership at “Fachhochschule Nordwest Schweiz”, Switzerland
- Director of the Institute for Personal Development BBS, Boston Business School (Boston, Zürich, London, Shanghai, Tokio)
- Senior Consultant with St. Gallen Group, Switzerland (SMP – St. Gallen Management Program; SGMI – St. Gallen Management Institute, and SGBS – St. Gallen Business School)

### Education and Qualification

- Academic Studies at “Music University” Berlin, Teacher’s Qualification for German Highschool and College (State Exam)
- Studies at “Music University” Berlin, Violoncello, with Georg Donderer, Berlin and Christoph Henkel, Freiburg
- Eight years experience as “Public Relations Director” (and COO) for an American Consulting Firm
- Six years experience in various Leadership Positions in an International Media Company
- Further Education in Coaching and Consulting

### Activities

- Author of numerous publications about Leadership, Sales, Communication, and Customer Relationship Management
- The book “Authentic Leadership” from 2008 is in 2nd print run 2012
- LEADERSHIP BY MUSIC – an exceptional experience for leaders and entrepreneurs – see video [www.youtube.com/user/martinsalzwedel](http://www.youtube.com/user/martinsalzwedel)
- Senior Consultant in the worldwide network “The Enneagram in Business”
- Author and Developer of numerous leadership, communication, and negotiation skills development programs

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