



— LEADERSHIP PROGRAM —

# MULTIPLE INTELLIGENCES

MARCH 17th - APRIL 4th, 2014

A new intellectual and creative  
renaissance for organizations.



buzan

## Extract

*"[...] I have had the opportunity of participating in events in various institutions and countries, including Harvard, I have to say that what we are living here is superior to my previous experiences [...] The level of this programe is very good, and i thank that is in an intensive manner. It is something that will remain. It provides a vision to its participants so that they may leave a legacy and tranform their nation "*

**Arturo Serrano Bianchi**

Member of 1st Generation MIQ Program  
Son of Former President of Guatemala Jorge Serrano Elías.

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Leaders creating the future leaders of the world

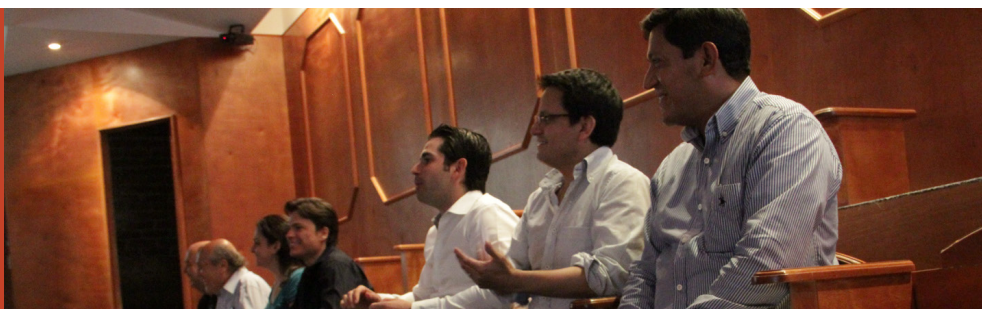


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### INFORMATION

Pricing and general information

## INNOVATION AND A NEW RENAISSANCE FOR ORGANIZATIONS



Unlike available MBA and executive courses, the MIQ Leaders Programme provides participants with a unique blend of theory (meta-tools) and plural perspectives (the art of science and the science of art) enabling its graduates to become renaissance agents for their organizations and the world: Innovative, compassionate, flexible, holistic and ethical. z

The Renaissance Academy focuses on the multiple intelligences (MIQ) to develop the powers of these global pioneers who will form a valuable resource for their nations, their organizations and their communities.

The Academy core Faculty consists of uniquely talented

achievers and world class experts: Tony Buzan, the inventor of Mind Maps, now used by 500 million people worldwide, to enhance their intellectual power and creativity, former Mexican President and world class statesman Vicente Fox, Ray Keene Officer of the British Empire, Chess Grandmaster and author of the worldrecord 165 books on Mind Sports, thinking and genius, as well as Lorraine Gill, an artist considered the modern representative of Paul Cezanne.

The development of the Multiple Intelligences (MIQ) empowers the students of the Academy to use their brains to its maximum effect. The Academy will unlock the abilities to learn, to extract vital information from the morass of data that swamp us every day, to innovate, think and create, and



become aware of the systemic nature of organizations and the world and, therefore, the need to be an ethical leader. In other words a quantum leap in the acquisition and use of intellectual capital, reaping the knowledge of both the hardware and the software of the world's most sophisticated computer, the human brain. It is now timely and, indeed, necessary to invest heavily in intellectual capital and to use the most powerful currency in the world effectively –the currency of Multiple Intelligences.

The MIQ Program is not just a matter of sitting in a room answering questions-it is facing up to- and overcoming -the second-by-second challenges which life and the planet hurl at us. The Renaissance Academy will empower all students, graduates and pioneers of the future, to achieve this goal.





## WHAT ARE MULTIPLE INTELLIGENCES?



Traditionally Intellectual Capital is measured by IQ tests (IQ).

But today we know that these tests only measure three intelligences: The Numerical, Verbal and the Spacial.

Now we know that there are other intelligences as or more important than the 3 above.

The program classifies intelligences into the next groups:

### **Traditional Intelligences**

- Numerical Intelligence
- Verbal Intelligence
- Spatial Intelligence

### **Creative Intelligences**

- Creative Intelligence
- Innovation Intelligence

### **Emotional and Social Intelligence**

- Personal Intelligence
- Social Intelligence
- Spiritual Intelligence

### **Physical Intelligences**

- Physical Intelligence
- Intelligence of the Senses

Intellectual Capital and its translation into Multiple Intelligences are the primary sources of competitive advantage for institutions, organizations and societies.

## LEADERSHIP PROGRAM CONTENTS



Unlike the executive courses and MBAs available worldwide , MIQ Leaders program is a unique blend of theory (meta - tools ) and plurality of perspectives (the art of science and the science of art ) , preparing graduates to become agents of revival in their organizations and in the world : innovative , compassionate, flexible, holistic and ethical.

The methodology of the course includes theory, practice and development of a high-impact project , based on the tools , perspectives and experiences throughout the program. The project potentially represents a return on investment well above the cost of the program: the participant will acquire the powers of the era of intelligence while develop a high impact project aligned to the objectives of the sponsor. To maximize the value of the project, it will be guided by the faculty of the Academy and senior facilitators.

The philosophy of the program is for participants to consolidate their learning experiences through the sharing and doing: implementing the high impact project, sharing experiences with colleagues from different countries, weekends participating in experiences like visits to companies, community work, and learning new skills with master instructors.

The program is divided into five stages which are aligned with the development of multiple intelligences.

### Foundation

This phase includes a baseline evaluation of the MIQ (Multiple Intelligences Quotient) of each participant, a one-to-one interview and the formulation of a personalized development plan, including possible topics to tackle for the development of the project aligned to the sponsors objectives. The phase is mainly done online but could also be implemented phase-to-phase (e.g. the one-to-one interview and personalized plan).





## Meta-Tools

This on-campus phase includes the theory and practice of five fundamental meta-tools that substantially grow the participants MIQ: Mind Mapping, the Most Important Graphs in the World (1 & 2), BOIT and TEFCAS. Mind Mapping embodies the natural thinking architecture of the brain (radiant thinking) and enables people to unleash their intellectual capital and creativity both individually and at a group level. The Times magazine considers Mind Mapping the Swiss Army knife of the brain. The Most Important Graphs in the World contain the underlying principles of communication and creativity for the 21st century and beyond. The first graph (recall during communication) deciphers the keys for building a network of knowledge during the communication phase and to recall the most important points and to systemically understand what has been communicated. The second graph (recall after communication) includes the principles for building long-term intellectual capital as the springboard for creativity. These graphs could be applied in endeavors ranging from building and delivering sound presentations to crafting cutting-edge advertising pieces.

BOITT (Buzan Organic Information Taking Technique) represents a breakthrough methodology for extracting and processing knowledge. It includes how to effectively read (speed and comprehension-wise) and how to identify and extract the knowledge jewels from the morass of information overload that we receive on a daily basis.

TEFCAS (Trial, Event, Feedback, Check, Adjust, Success) is a seminal methodology based on how humans learn naturally. It decodes the process of learning how to learn. It could be applied for many organizational processes ranging from the launching of new products to the implementation company-wide cultural changes.



## Meta-Tools Application

Esta fase se enfoca en la aplicación de las meta-herramientas en procesos de alto impacto en las organizaciones. Incluye tres principales aplicaciones: Gestión del conocimiento, Creatividad e Innovación y Comunicación (Presentaciones 3.0). El módulo de Creatividad incluye la generación, selección y desarrollo del proyecto que cada participante haya seleccionado. Presentaciones 3.0 enseña al participante cómo construir y llevar a cabo presentaciones de clase mundial con base en los últimos descubrimientos de la teoría de las comunicaciones y las neurociencias.





## The Art of Science & the Science of Art

The renaissance master –Leonardo da Vinci– said: “Study the science of art and the art of science”. Albert Einstein stated: “problems could not be solved by the same level of thinking that created them”. The Art of Science & the Science of Art provides participants with diverse and rich perspectives (not found in any other executive programme) that allow seeing the world from different angles for exploiting opportunities and solving problems. The module starts with a workshop for defining the purpose and values, which are paramount to performing as an ethical and compassionate leader. Then this phase goes into exploring the powerful topic of collective intelligence and how to apply it for making predictions, solving problems and innovating. Likewise, the module involves learning how to appreciate art and how to use the art lenses in business. The module also includes learning how chess applies to decision-making and strategy and the latest trends on business and politics, that could serve as leverage points for finding opportunities and creating long-lasting competitive advantages. Finally, this phase comprises the assessment, using the different lenses and meta-tools, of the project that each participant has been developing throughout the programme.



## Project development and graduation

This final phase includes the formulation of the project in detail, the approval by the sponsor, the definition of key performance measures for evaluating the project success ratio and the implementation of the project with the help of a Buzan Senior advisor. This face starts with the graduation ceremony (on-campus, at the end of phase 4) and ends with a three-month consultancy, by the Academy professorship and a dedicated senior advisor, for implementing the project in an optimal fashion. The phase also includes follow-up personalized meetings with each of the participants in their development plans. Based on the TEFCAS methodology, each participant goes into a journey for developing his / her multiple intelligences and solidifying patterns of success. The programme provides short-term and long-range benefits. While the long-term benefits focus on developing a new breed of leaders, its short-term payback comprises the formulation and implementation of the high-impact project for the sponsor organization: learning by doing.



## LEADERS COMMITTED TO TRAINING



The program has leaders MIQ leaders committed to training new leaders, serving as pillars for these new agents of change. With leaders like Tony Buzan, Vicente Fox, Deepak Chopra, Lorraine and Raymond Gill Keene.



### **Lic. Vicente Fox Quesada**

*Former president of Mexico | President of Centro Fox*

"I know the value of opportunity. I Grew up in an ejido with peasant children and the only difference with my childhood friends are the opportunities I had" he said various stages of his life.

Vicente Fox works tirelessly day after day, to line up to what he said in his Inauguration speech: "I am - and will continue - required to continue the effort of this great nation. A passion for working with those who gave us a country, for those who built the Mexico we have today and for those who dreamed of a different Mexico, successful and triumphant".



### **Tony Buzan**

*Creador de Mapas Mentales*

Professor Buzan is the founder, leader and president of the Academy of Multiple Intelligences (MIQ). It is the mastermind behind the concept of the Renaissance Academy, his teachings, philosophy and beliefs in multiple intelligences, the maximum use of the brain and the classic appeal of "A healthy mind in a healthy body" are the cornerstones of this unique course based on multiple intelligences. At the Academy of multiple intelligences, the elite group of graduates experience in customized form the strength and vitality of Buzan teacher thinking.



### **Deepak Chopra**

*Writer*

A global leader and pioneer in the field of medicine for body and soul, Chopra transforms the way the world views physical, mental, emotional, spiritual and social. It is also a great writer with over 60 books and 20 bestsellers published in over 80 languages.





### **Raymond Keene**

*Grandmaster Chess*

Ray Keene OBE is an official of the British Empire title delivered personally by the Queen of England. Grand Master Chess, Chess was British champion and gold medal at the European championships. Ray also has the world record for having written 165 books (translated into 12 languages) on Chess, mind sports, Geniuses, world records and thinking mind. It has won numerous awards in most major chess competitions in five continents. He writes regularly for the Sunday Times, The Spectator, The Daily Yomiuri Tokyo, The Australian and The Gulf News.



### **Lorraine Gill**

*Plastic Artist*

Considered the modern representation of Paul Cézanne. Her paintings are exhibited in the palace of the Prince of Liechtenstein, along with works by Leonardo da Vinci and Sir Peter Paul Rubens. Her achievements include obtained a scholarship at the age of 15 years, Master of Arts in Sydney, a 3-year scholarship at the Academy of Arts in London, woodcock in Florence in 1971 and awarded the prize to the art teacher. Oxford Hailed as one-woman show in 1973, London in 1974 and 1976, Sydney in 1982 and Mayfair London in 2006. Techniques developed simplified drawing.



### **Jorge Castañeda**

*CEO Buzan Latin America*

Mr. Castaneda is currently president and CEO of Buzan Latin America, a leader in the development of intellectual capital in Latin America. Jorge is one of four Master Trainers worldwide Buzan and a recognized international speaker and consultant with over 20 years of experience in the areas of Innovation and Creativity, Mind Maps.



### **Byron Reese**

*Chief Innovation Officer for Demand Media / Profesor invitado*

Byron Reese brings great technical knowledge to illuminate how today's technology can solve many of our world's greatest challenges. Author of "infinite progress: how to end Internet technology and ignorance, disease, hunger, poverty and war," the enthusiasm and talent of Byron to decipher our common destiny is eclipsed only by its inspiring sense of optimism



## GENERAL PROGRAM INFORMATION



**Total investment per applicant: \$ 19,500 USD.**

**Investment per module: \$ 7,000 USD.**

Includes:

Lodging and food.

Material and software iMindMap V6

Business Development Project.

## INVESTMENT

## DYNAMICS

### Program of 500 hours

Divided into 140 hours in residence and 360 hours online .

Subjects taught by teachers: 9 am to 6 pm Monday through Saturday.

Participants time for personal work (answering e-mails, talk to your family , etc.) after 6 PM .

Each subject includes theory and practice, which is divided into three branches :

1. Project development aligned with the objectives of the sponsor, where the participant used the program learning to be developing the project with the assistance of teachers and consultants.
2. Dialogue and discussion with other participants on a range of assigned readings where contrast various points of view on each topic ( for example, how to measure the effectiveness of an organization) and develop mental maps in groups.
3. Various dynamic where participants reinforce learning.

During the weekend participants can participate in community work or learn new disciplines.

The weekend sessions are from 9 am to 1 pm.

### Centro Fox

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