



bspark\*

ignite the change



APPLY FOR THE PILOT  
PROGRAM THAT STARTS IN

**JULY 2018**

Detail on the last page

**JOIN THE PERSONAL DEVELOPMENT PROGRAM**  
to make an impact through values-led  
leadership.

**A 15 month, part-time learning adventure for  
young, curious, global professionals.**

## **IF YOU COULD CHANGE ... ... one thing to make the world better, what would it be?**

Poverty eradication, access to education, climate change and any major global challenge is so complex, yet the driver towards the right solution can be so simple: **people and their attitudes.**

The solution to any major challenge always starts on a small scale: within a person. From a person, it can grow into a community, a town, a country, a region, and more. To ignite the change in the world we need leaders with purpose across industries and around the globe. Trailblazers who can positively influence their community to embrace integrity and foster the well-being of all.

At b·spark, we transform the raw talents of young professionals into superpowers of the leaders of tomorrow. Through personal transformation with world-class experts you will be inspired and empowered to make an impact.



**Be ready to...**

**understand** yourself, others and the world in order to **act on your empowered integrity** to create a **global positive impact.**

Fasten your seatbelt and join this adventure with **extraordinary people from around the planet!**

**UNDERSTAND. ACT. IMPACT.**



## why bspark?

To join like-minded individuals who act in positively impacting the world. Our aspiration is to empower young sparks who can ignite the change.

Inspired by B Lab and The B team, striving to leverage business as a force for good, we want to unleash individual power as a force for good. Across all functions, all industries, and the world.

b·spark is an academy that empowers you to do the right thing for the right reason. It is a community of extraordinary individuals who share the same ideals and aspirations.

An organization  
for **sustainability**, not for profit  
for a **purpose**, not for self-interest  
for **common sense**, not religion  
for **action**, not just talk.

# WHAT WILL YOU LEARN

The academic curriculum is compromised of three pillars:

1

## Maintaining integrity:

Understand thinking, beliefs and actions of ourselves and others and its impact on the future of our society and the planet

3

## Maximizing your impact:

For an optimum performance you need to i.) be in the best physical and mental shape, ii.) know where to focus your energy and iii.) how to deal with unexpected situations.

2

## Influencing others:

Successfully transmitting the message of your purpose and values.



# BSPARK PERSONAL DEVELOPMENT PROGRAM

is a 15 month, part time learning adventure made up of two fortnight long modules on site in Madrid, supported by online classes and coaching.

## ONLINE 2 months

- preparation for Module 1

## ON CAMPUS Module 1 2 weeks in Madrid

1

Philosophy, Proactive ethics, Managing oneself, Diversity, Circular Economy

2

Art of Negotiation, Speaking in Public, Storytelling

3

Wellbeing, Positive Psychology, Time Management

## ONLINE 6 months coaching & online classes

- Real Life Practice through monthly coaching sessions + Online classes - preparation for Module 2

## ON CAMPUS Module 2 2 weeks in Madrid

1

Social Entrepreneurship, Triple Bottom Line

2

Values driven leadership, Managing Others, Coaching, Mentorship

3

Wellbeing, Creativity Boosting, Problem Solving, Career Guide,

## ONLINE 6 months coaching

- Real Life Practice through monthly coaching sessions

**See all the classes, its purpose and objectives detailed on the next pages**

CLASS	WHY IS IT IMPORTANT?	OBJECTIVE	Maintaining integrity
Philosophy	To become our authentic selves and gain self confidence we need to let the knowledge form an integral part of ourselves through thinking on our own.	Aims to empower students to make independent judgements on the basis of reason.	
Proactive ethics	In addition to thinking for ourselves, understanding our values defines our behavior towards others and paves our way towards integrity.	Aims at teaching the student on questioning their actions and understanding the impact of everyday behaviors to people, company and the society.	
Diversity	The more differences we understand the more we can work towards a common solution.	Aims at opening the eyes of the students about the importance and the beauty of diversity.	
Circular economy	Understanding our impact on our global future teaches us we are part of something much bigger than ourselves and to think in a more generous way.	Aims to uncover the principles of the long-term welfare of all the peoples of the planet.	
Social entrepreneurship	Understanding we can all be agents of change whether inside our corporation or working for ourselves.	Introduce students to the social intra- and entrepreneurship models and their benefits.	
Triple/Quadruple bottom line	Understanding how true purpose can benefit ourselves, our business our society and our planet.	Aims to help students develop a better understanding of the keys to leading organizations in a purposeful way and give them the tools to do so.	
Managing oneself	To lead others we need to lead ourselves first	Aims to increase students' self-awareness, strengthen their character and help them overcome immunity to change.	

Influencing others	CLASS	WHY IS IT IMPORTANT?	OBJECTIVE
	<b>Art of negotiation</b>	Negotiation is part of majority of the conversations and is the key element in influencing others	Aims at shifting the way of thinking to better negotiate in all situations and understand the impact your personal style has on others
	<b>Speaking in public</b>	Speaking effectively in public gives us the opportunity to reach the highest number of people with our message and that it will be remembered	Aims at developing the skills necessary for effective oral communication and public presentation.
	<b>Storytelling</b>	Storytelling will help us convey our purpose in the most authentic and memorable way possible	Aims at discovering the storyteller inside.
	<b>Values-led leadership</b>	We want to do what is right for the right reasons	Aims at shifting the view from wanting to become a great leader to wanting to do things right for the right reasons
	<b>Managing others</b>	Our behavior even when well intended can hinder our relationships	Our behavior even when well intended can hinder our relationships Aims at teaching the students how to optimize their impact within an organization
	<b>Coaching</b>	Coaching and mentorship are the most personal influence we can have on someone. Allowing us to impact directly someone's life in a more positive way with no self-interest involved.	Aims at empowering students to impact others through coaching
	<b>Mentorship</b>	Mentor-mentee relationship combines wisdom of experience with the passion of the youth to bring the best solutions for the mentee	Aims at revealing the power of having a mentor and teaching the techniques on how to maximize its impact on you and your career

## I CLASS

## I WHY IS IT IMPORTANT?

## I OBJECTIVE

### Wellbeing

Feelings of wellbeing are fundamental to the overall health, enabling us to successfully overcome difficulties and achieve bigger impact

Aims at revealing the importance and the impact of wellbeing on our lives and our learning and performance.

### Positive psychology

Mastery of positive thinking and resilience allows us to bloom even in the most difficult situations.

The aim is to catalyze a change in psychology from a preoccupation only with repairing the worst things in life to also building the best qualities in life. - Martin Seligian quote

### Career guide

Being unique individuals, we need to find where each of us, with our strengths and weaknesses, our passions and fears, our experiences and interests can achieve the highest impact.

Learn the techniques for tapping into your passions and strengths and find the careers where you can apply them

### Time management

Once we understand our priorities we need to focus our actions and time towards them. Time management helps us use our focus and effort to maximize our impact.

Learn what time management technique suits your personality the best and how to use them most effectively

### Problem solving

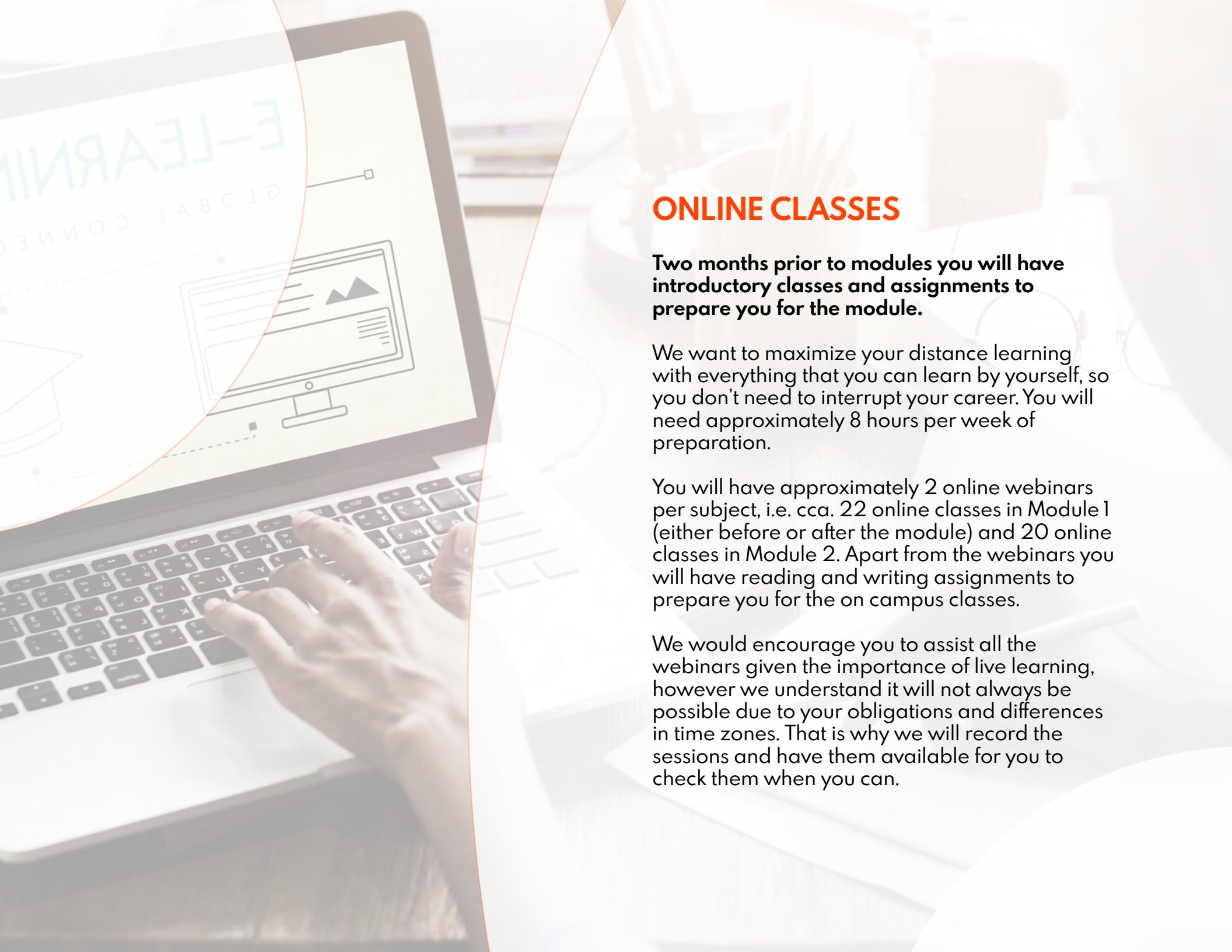
In the high-paced world we are living, our ability to quickly adapt to new circumstances and solve problems we are facing for the first time is key to pro-actively shaping our environment.

Aims at helping you make problem solving into a habit, to solve your own problems, the challenges of your organizations, community and the world.

### Creativity boosting

Creativity helps us make unique connections between seemingly disparate ideas which are needed to create innovative solutions in unknown situations.

Aims at teaching you to play with your mind, reveal your creativity and learn how to enhance it.



## ONLINE CLASSES

**Two months prior to modules you will have introductory classes and assignments to prepare you for the module.**

We want to maximize your distance learning with everything that you can learn by yourself, so you don't need to interrupt your career. You will need approximately 8 hours per week of preparation.

You will have approximately 2 online webinars per subject, i.e. cca. 22 online classes in Module 1 (either before or after the module) and 20 online classes in Module 2. Apart from the webinars you will have reading and writing assignments to prepare you for the on campus classes.

We would encourage you to assist all the webinars given the importance of live learning, however we understand it will not always be possible due to your obligations and differences in time zones. That is why we will record the sessions and have them available for you to check them when you can.

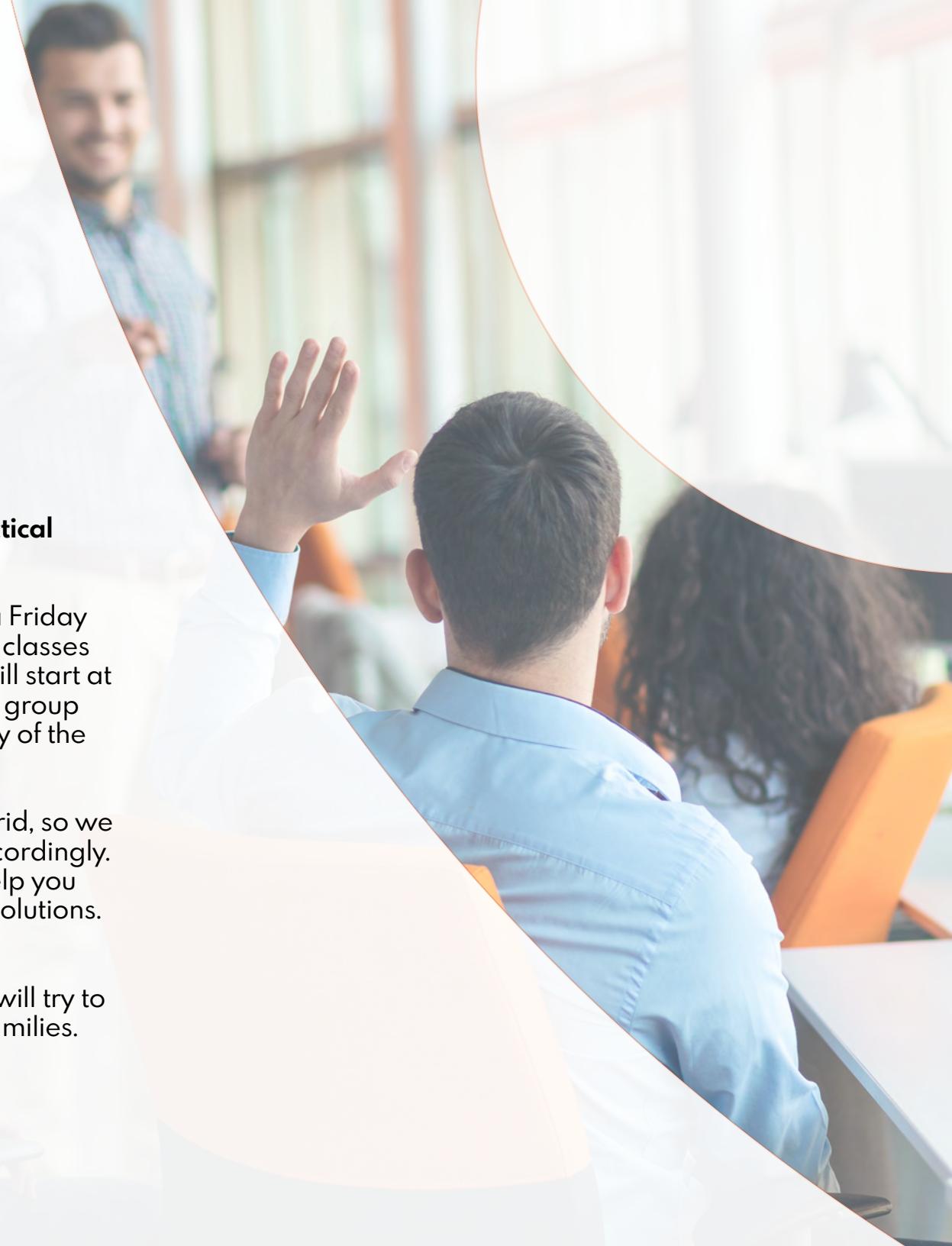
## ON CAMPUS

**15 days of intensive, inspiring and practical classes.**

We expect you to arrive to Madrid on a Friday and leave on a Sunday as we will have classes on Saturdays as well. The typical day will start at 9am and finish at 7pm. Please count on group dinners on the first and the last Saturday of the module.

The classes will be in the center of Madrid, so we suggest to look for accommodation accordingly. We will assist you in your search and help you find the most suitable value for quality solutions. Please consult us at [info@b-spark.org](mailto:info@b-spark.org).

Should you have very tight budget, we will try to accommodate you at one of our host families.





## COACHING

One-on-one coaching sessions to help you implement the learnings from the on campus module to your everyday life based on your individual needs.

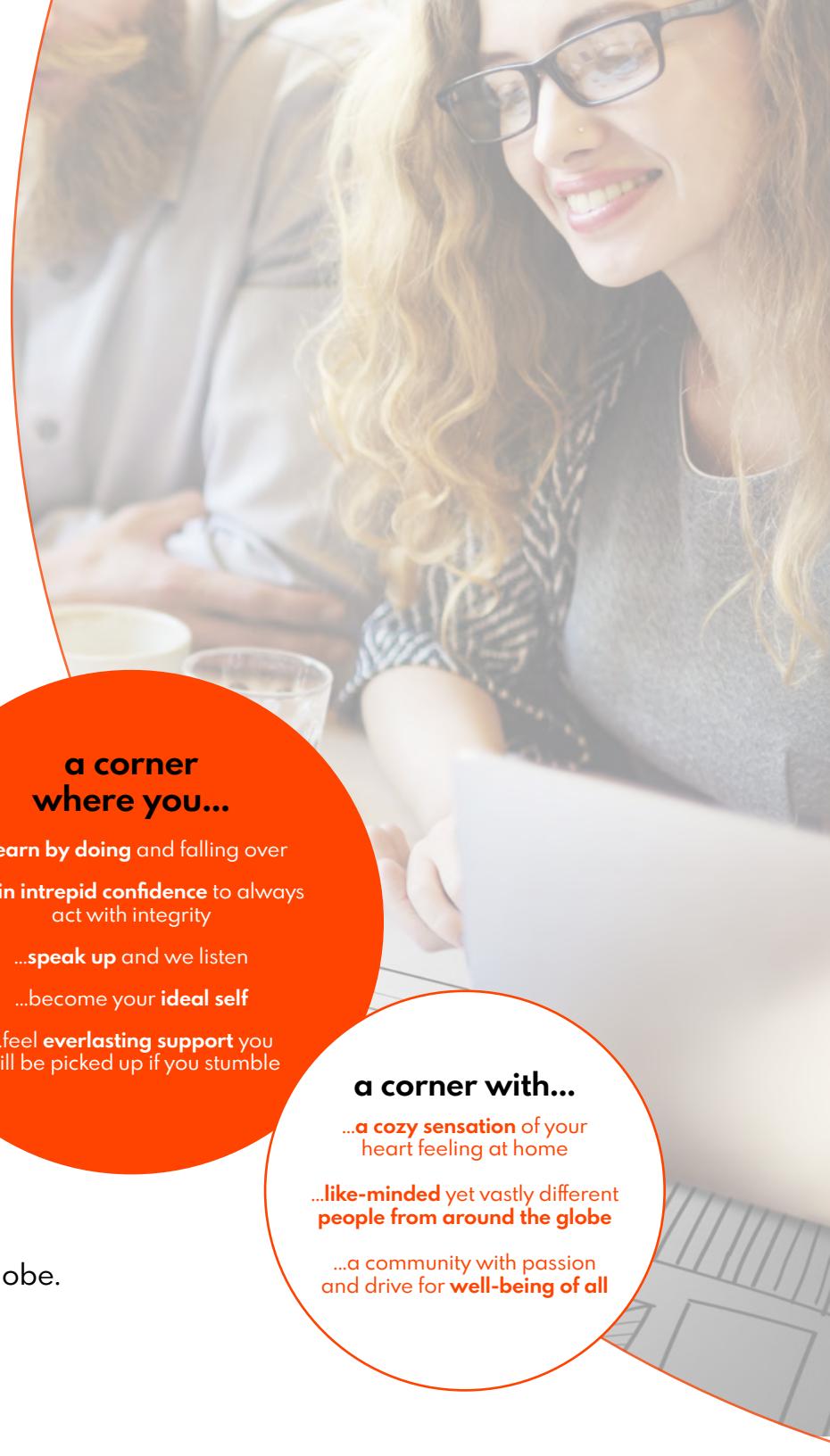
Our coaches have the passion for understanding each individual and count with years of experience to guide you to become your ideal self.

You will meet your coach during the module and continue working with her/him throughout the program for a total number of 14 sessions.

# HOW WILL THE CLASSES LOOK LIKE?

At **bspark** the focus is on learning and providing you the best environment for you to bloom. For this reason our learning methodology was inspired by Finnish schooling system - known for its high results on world rankings.

- **No grading and no diplomas** – we learn and perform better in stress free environment
- **Integrative learning** – connecting skills and knowledge from multiple sources and experiences; applying skills and practices in various settings; and, understanding issues and positions contextually.
- **Growth mindset** – you will be helped to expect and embrace mistakes and failures as learning opportunities.
- **Inspiring classes** through:
  - teachers and lecturers invited
  - methods and tools used
- **Fewer classes, more breaks** to ensure the freshness of mind
- **Less content, more depth**
- **Less structure, more trust** - we will live in continuous beta, always adapting the model as we learn to best suit your needs.
- **Small classes** - 25-30 students for more individual attention.
- **Diversity** - Like-minded yet vastly different people from around the globe.

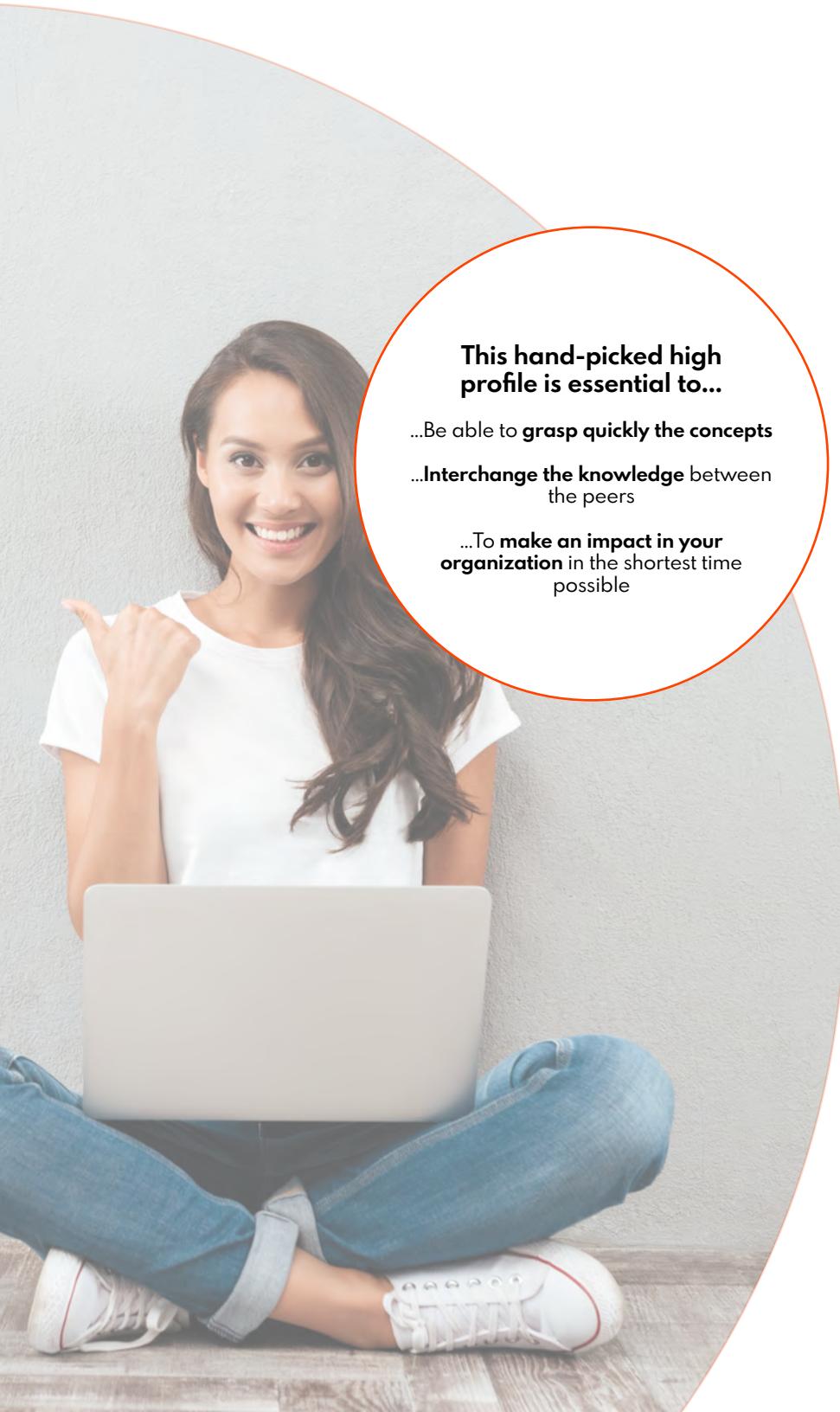


## a corner where you...

- ...learn by doing and falling over
- ...gain intrepid confidence to always act with integrity
- ...speak up and we listen
- ...become your ideal self
- ...feel everlasting support you will be picked up if you stumble

## a corner with...

- ...a cozy sensation of your heart feeling at home
- ...like-minded yet vastly different people from around the globe
- ...a community with passion and drive for well-being of all



This hand-picked high profile is essential to...

...Be able to **grasp** quickly the concepts

...Interchange the knowledge between the peers

...To make an **impact** in your organization in the shortest time possible

## ARE YOU A REAL BSPARK?

### Professionaly you:

- have 1-6 years of experience
- have at least a university degree
- are a fluent English speaker

### Personally, you are:

- **Curious, intelligent** and hungry to learn more about the world, to develop further, understand.
- **Goal oriented** - always thinking about the future and your next goal.
- **Humble top achiever, grateful** with desire to give back, add value.

### You

- have a drive and a **solid value system**.
- have very limited time – you cherish your time as you have a wide array of interests and obligations
- don't want to choose between being **authentic** and being **part of a community**
- know you can **spark a change** in the world



a team consisting of experienced professionals with passion for transferring meaningful knowledge

teachers who...

...care about what they are teaching  
...can contaminate the passion  
...know why it is important  
...will impulse you to make the changes happen and empower you to do so

## WHO ARE THE TEACHERS AND KEYNOTE SPEAKERS?

Our teachers are carefully selected professionals with experience not only in teaching but also in other sectors.

We want to provide our selected students with the teachers who can expand their mind, inspire them and maximize their learning. They are open-minded, ready to hear and discuss your thoughts and are working together to bring the best out of you. They are all part of the program because they believe in a better world and more importantly, in you.

The keynote speakers are remarkable professionals in their field of work who share bspark vision and who will inspire you with their own stories and experiences.

**You want to know more about them?** You can have a sneak preview on the next pages and we will be telling you more before the program starts!

## Teachers



### Nicola Cerantola - Circular Economy professor

<https://www.linkedin.com/profile/view?id=58880714>

Mechanical engineer, trainer, speaker, consultant & researcher on Sustainable Design, Circular Economy and Green Entrepreneurship. Founder and director of Ecologing.

Author and mindshaker, teaching and provoking thousands of people to think differently about sustainability at important universities and business schools around the world.

As external expert for UNEP-UNIDO he has co-designed and developed the Green Entrepreneurship training materials for the SWITCHMED programme.

He loves anthropology, travelling and learning from different cultures, observing and experiencing adventures to generate a valuable and inspirational impact to those people that he finds along the way.

### Borja Ruiz Gallego - Creativity Boosting professor

<https://www.linkedin.com/in/borjaruizg/>

Law degree from the University of Valencia. He is a certified Coach, Master in NLP (Neuro-Linguistic Programming) and specialist in innovation and creativity. Borja is an accredited consultant for LEGO® Serious Play®, Creative Problem Solving®, Belbin®, among other methodologies, and expert in team development.

Collaborator at different universities and business schools.

Borja also has more than 10 years of experience of working in different companies in the service sector as a manager and a member of the board of directors.



## Teachers

### Balvinder Singh Powar - Managing others and Mentorship professor

<https://www.linkedin.com/in/balvindersinghpowar/>

Balvinder is a Business & Finance graduate who also studied a Masters in Mediation from the University of London. He has extensive experience leading business, social, cultural, media and technology projects in Spain and internationally. His main skills include communications (internal and external), creative & strategic input, business development & senior management, team leadership, relationship management & business mediation.

Currently, he is a Founding Partner, Board Member and Director at BOOSTER Space Industries and AERDRON, innovative international Aerospace projects/consultancies with important stakeholders globally.

He is also an Adjunct Professor and Business Mentor at IE Business School, a Business Mentor at "The Founder Institute" and a partner at B- Scaled, a consultancy helping mainly tech start-ups to find clients and investment globally.



### Monica Hernanz - Managing Oneself professor specialized in Immunity to Change

[www.monicahernanz.com](http://www.monicahernanz.com)

<https://www.linkedin.com/in/monicahernanz/>

I help companies implement change programs, particularly related to client-centricity. Through a mixture of consulting, training and coaching, I give professionals tools to understand themselves and improve relationships with their clients and colleagues.

My professional approach is informed by these models, which I have studied and practiced in detail: Immunity to Change, the Columbia Coaching Model, Time to Think, Stakeholder-Based Systemic Team Coaching, Emotional Intelligence, Positive Psychology. I am certified in several personality questionnaires, which I use extensively to promote self-awareness (HOGAN, SDI, DISC, MBTI, NEO-PIR, EQ-i, MSCEIT).

From 2018, my work has 3 related avenues:

- Managing Director of London-based The Client Academy Ltd [www.theclientacademy.com](http://www.theclientacademy.com). Consultancy, training and facilitation to create client-centric cultures
- Working solo as an executive coach and keynote speaker through [www.monicahernanz.com](http://www.monicahernanz.com) (website in development). Focused on changing mindsets and habits, emotional intelligence and positive psychology. I also work as a team coach to help senior leadership teams have more productive relationships and serve their stakeholders better.
- Teaching at IE Business School, as part of the International MBA Faculty

## Teachers



### Mara Ruiz – Executive Coach and Specialist in Neuroscience

<http://mararuezcoaching.com/mara/>  
<https://www.linkedin.com/in/mara-ruiz-kunz-87904214>/

Mara studied law at the National University of Mar del Plata (Argentina) and worked for ten years in a technology company, until she found her deep passion, which is ontological coaching and the study of the human brain.

She is an Executive Coach certified by the European School of Coaching (EEC) specialized in neuroscience applied to coaching.

In neuroscience is where she found the scientific foundations that support the effectiveness of coaching processes.

She is moved by the human factor, she believes in people and what they are capable of achieving.

Her work is aligned to her purpose: to transform the world in which she lives, influencing organizations to be more human, through the formation of leaders that motivate, encourage creativity, cooperation and the growth of their teams.

She is inspired by the work with the younger generations because she feels the responsibility to leave a legacy of value that will help them live in a volatile, uncertain, complex and ambiguous world.

### Olivia Guillén Suárez – Wellbeing Yoga/Pilates

<https://www.linkedin.com/in/oliviaguillensuarez/>  
<http://thematwork.com/>

Olivia is the Founder & Customer Advisor at The Matwork.

The Matwork is the story of a vision, a wish and a dream. The idea of creating a service that improves the quality of life in the offices was born in 2014 while studying Pilates and working in a multinational as Consumer Marketing Manager. This idea came from a vision about the future of companies and my commitment that we can work in a better environment. The Matwork is the dream of uniting two worlds to improve one: life in offices.

That's how I decided to take advantage of my experience working in companies and expand my knowledge in Yoga and Pilates, to make that vision and that dream of improving current work dynamics a reality.



## **Diego Ibáñez – Public Speaking professor**

<https://www.linkedin.com/in/diegoibanez/>

[www.transmitetumensaje.com](http://www.transmitetumensaje.com)

KEYNOTE SPEAKER, COACH, COMEDIAN AND ENGINEER

Diego Ibáñez runs his own company "Transmite Tu Mensaje" focused on Public Speaking training. He's a telecommunications engineer that has worked in IT multinationals (HP, Oracle) leading complex tech projects and presenting software solutions all around the globe.

10 years ago he changed his career completely and started his own improvisation company specialized on soft skills development using improvisation.

He's also working as a stand-up comedian in Madrid with several performances per week and giving conferences on Happiness Development.



**Teachers**

## Key Note Speakers



### André Bello

André believes that small things can have a great impact. It's no surprise that he's spent the last 5 years as the Caribbean commercial manager for Virgin Atlantic Airways, a company that has only 40 planes, but is one of the world's most recognizable brands.

But, he's also been a coach and trainer for over 15 years, and he worried that the people who needed help the most, weren't getting access.

Learn more about André at:

<https://atomicgurus.com/gurus/andre-bello>



### Sharam Yalda

**An economist, environmentalist and strategic innovation consultant with focus on 'businesses with purpose'.**

Sharam is passionate about helping businesses achieve disruptive and systemic change through Regenerative Business Innovation and technology. His solutions helped numerous companies shift to renewable and bioenergy, circular economy design, decarbonised mobility, collaborative and network-based social/community business models and to tackle climate change.

He is also dedicated to advocacy work through dissemination and awareness-building activities, developing alliances, participation in talks, seminars and workshops, being a member of jury and groups to promote regenerative business development.

15 years professional experience in business analysis, performance management and business model development, with the past 10 years focused on process management, transformation and innovation.

Learn more about Sharam at:

<https://www.linkedin.com/in/sharamyalda/>

## Key Note Speakers



### Javier Rutz

He is a firm and passionate believer in people and team work, encouraging real continuous improvement and trustful, transparent and honest communication and relationships, not only within an organization but also externally.

This leadership approach has always driven and inspired Javier's professional career as Project Manager, in areas like Engineering, Manufacturing, Maintenance and IT Systems implementation, and also as CEO of a high performing and market reference service company with more than 500 employees.

His motto is "team and passion", and his experience has proven that if the leader relies on his / her team, the team will deliver more and better, and will be more motivated and happier.

<https://www.linkedin.com/in/javier-rutz-lopez-492250104/>



### Cristina Saura

Passionate marketeer with +10 years experience in consumer goods. Cristina was Brand Manager for the lovemark Coca-Cola in Spain and Portugal. Currently, she is the Brand Manager of Royal Bliss, the local jewel of the Coca-Cola company.

She is part of the MBA Alumni Board of the Rotterdam School of Management in Spain organizing events with key note speakers with the philosophy of lifelong learning. Cristina also forms part of UCLA W50 Leadership program where she was selected out of 50 women leaders globally in 2017.

[https://www.linkedin.com/in/cristina-saura-boza-3170aab/?locale=es\\_ES](https://www.linkedin.com/in/cristina-saura-boza-3170aab/?locale=es_ES)

# THE COMMUNITY

**bspark** is a growing global community, welcoming people from every discipline and culture who seek a deeper understanding of the world and are willing to take an active role in shaping the future. We believe passionately in the power of collective impact.

The program is essential but without the diverse community and life-long learning it would be incomplete.

Your classmates and professors are from all around the world, which allows us not only to understand the world better, but also to learn from each other what works the best and have a greater impact. To ensure continuity, we will have annual conferences on global level, local groups and also possibility of one-to-one interaction with our experts.

Furthermore, we will help you find the mentors who will help you in advancing in your career and further impacting the world.

## Local round table...

Local communities with strong leaders from “**bspark**” alumni.

Aim ➔ seek solutions in absolute confidentiality with different experts from the community once a month

\*the ambition ➔ create something similar to YPO (Young Presidents' Organization)

Check out local chapter and forums on <https://www.ypo.org/why-join-ypo/how-it-works>

## virtual table for two...

Our community will be global and filled with experts in different areas.

Aim ➔ online ad hoc advice from the trustworthy experts from the community willing to help

## Global round table...

An annual conference for all alumni.

Aim develop further and keep in touch

# TUITION FEE

We believe that this program is what is needed to create values-led leaders.

Providing you with the best professors and lecturers and organizing the program requires a lot of effort and talent. Furthermore, our aim is to maintain the full autonomy to keep our independence and ensure integrity.

On the other hand, we understand that you are young and investing high amount in your education might be a hurdle. That is why we worked out **flexible payment system** so the most adequate candidates can attend regardless their economic background. **Before discarding the program just for financial reasons, get in touch with us and let's discuss how could we overcome it together.**

## The cost of tuition is 9.000€

These are some of the options that you can consider for payment:

- Payment of 1.800 € each module, 240€x2 before coaching modules + 82EUR per month during 5 years after the program
- 25% discount for upfront payment
- Scholarships
- Help with search for financing
- Help with accommodation

Optional legacy - students are encouraged to continue supporting the organization after finishing the studies, so we can impact more people. Financially, with their time or both.

### Not-for-profit B2C social entrepreneurship

All of the money, earned by or donated to the organization, will be used in pursuing the organization's objectives and keeping it running. All the profit will be used in improving and expanding the activities. It will apply B corporation standards and apply for the certification

<https://www.bcorporation.net/what-are-b-corps>



## APPLICATION PROCESS

**We want you to learn not only from professors and coaches, but also from your peers.**

We place special importance on selecting the candidates who are extraordinary just like yourself. Furthermore, we believe that diverse groups bring us closer together, further enhance our learning and understanding of the world. We believe values-led leaders are needed across the fields and across the world.

**Step 1:** Send us your **CV** and your **life story**

**Step 2:** **Personal Interview** via teleconference

**Step 3:** **Official application** through our website

# PILOT PROGRAM

**We are just starting this beautiful adventure and would love you to be part of its creation.**

That is why we are creating a pilot program. We want to refine the latest details together with you, the professors and all the collaborators so it can respond to your real needs.

We understand that it's scary to do what was not done before. On the other hand, with this you will already be creating impact towards next generations. That is why we want to incentivize you to do it via financing almost 80% of the program through crowdfunding (Sign up for the newsletter at [www.b-spark.org](http://www.b-spark.org) for the updates on crowdfunding and the program development). This means that the cost of the full pilot program would be 2.000€ (possibility of payment in installments – consult us).

## Difference vs. the full program:

The only difference with the full length program is 6 instead of 12 months of coaching. Still, we will strive to fund these additional 6 sessions through the crowdfunding as well, so you could have the full experience.

## When will the pilot program start?

The pilot program will be executed between July 2018 and March 2019 in the following format:

**Preparation for the course** - July-August 2018 online classes and assignments

**Module 1** - 1st-15th September 2018 in Madrid

**Coaching and online classes:** Individual online sessions

September-December (4 sessions) and online classes

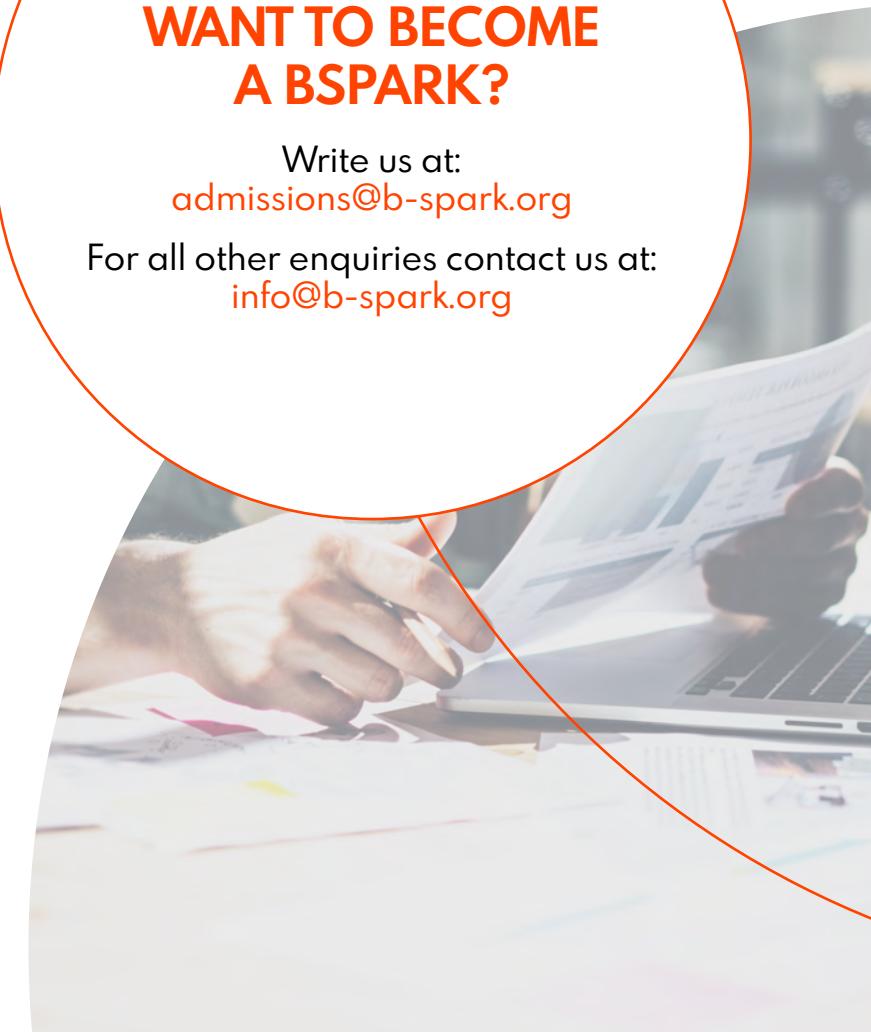
**Module 2** - 11th-27th January 2019 in Madrid

**Coaching** - Individual online sessions February-March (2 sessions)

**WANT TO BECOME  
A BSPARK?**

Write us at:  
[admissions@b-spark.org](mailto:admissions@b-spark.org)

For all other enquiries contact us at:  
[info@b-spark.org](mailto:info@b-spark.org)





Want to know more about my story?  
[vera.mandic@b-spark.org](mailto:vera.mandic@b-spark.org)

## Hi, I am Vera, founder of **bspark**

**After more than a decade in big corporations,  
I decided to leave my career and focus on  
developing leaders of tomorrow.**

### #plotting ways to improve the world since 1994

Born in a feisty little country called Serbia, filled with challenges, I started to wonder how to influence the world for better very early on.

### #traveled the world and the 7 seas

I love exploring other cultures. Learning what they are struggling with. What brings them joy. The global executive MBA allowed me to understand issues from a socio-economic and business perspective, while my class mates - from 26 different countries shared the personal side of their culture with me.

### #10+ years brand management experience in multinationals

I learned a lot. I changed a lot. I've seen a lot. Still, my biggest stress factor has always been the same. Lack of ethics and integrity in leaders. Coaching younger generations to become values-led leaders and influencing seniors became my mission.

I stepped outside to make an impact in a more structured way. In a more global way. To make an impact with YOU.

