

Entrepreneurial Humanistic Leadership Program

*Towards life-changing
innovative education*

2023

June 19 to 23

Real Colegio Complutense
at Harvard University

Speakers

Rita Jácome

IECO Institute-University of Valencia

Karen Bohlin

Abigail Adams Institute

Susan Major

ilya labs

Benyamin B. Lichtenstein

UMass Boston

Paloma Alonso Stuyck

Abat Oliba CEU University



Summary

The “Entrepreneurial Humanistic Leadership Program” is an international program aimed at promoting teaching innovation on entrepreneurship among the faculty of the University of Valencia. It is organized by the Vice-Rectorate for Innovation and Transfer, and the Vice-Rectorate for Lifelong Learning, Educational Transformation and Employability, through UVemprèn entrepreneurial hub, and the Institute for Ethics in Communication and Organizations (IECO). It is an initiative sponsored by Banco Santander.

The program, which will be held from June 19 to 23, 2023 at the Real Colegio Complutense (RCC) at Harvard University, pursues to train university faculty so that they can awaken entrepreneurial attitudes among students from the different knowledge disciplines taught at the University of Valencia through innovative teaching actions. The ultimate goal is to help build a thriving university entrepreneurial ecosystem that can serve as a catalyst for advancing our society through innovation and shared value creation. Training provides hands-on sessions with professional experts in the field of humanism and entrepreneurship along with on-site visits to Boston-area entrepreneurial ecosystem, including Harvard University and the Massachusetts Institute of Technology.

Please note that this event is only available to those participants who have been selected by the University of Valencia based on their teaching innovation projects and academic merits.

Speakers

- Rita Jácome, Executive Director at IECO-UV
- Karen Bohlin, Director, Practical Wisdom Project at Abigail Adams Institute
- Susan Major, Founder & Principal Consultant at ilya labs
- Benyamin B. Lichtenstein, Professor in Management, UMass Boston
- Paloma Alonso Stuyck, Professor in Psychology Area, Abat Oliba CEU University



Schedule

June 19, 2023 16:30 h- 17:30 h	Venue: DoubleTree Suites by Hilton Hotel Boston - Cambridge Welcome and overview
June 20, 2023 9:00 h-9:30 h	Venue: Real Colegio Complutense at Harvard University Breakfast
9:30 h-10:00 h	Institutional opening <ul style="list-style-type: none">Ms. Ana Durán de la Colina, General Consul of Spain in BostonDaniel Sánchez Mata, Director of RCC at HarvardRita Jácome, Executive Director at IECO-UV
10:00 h- 11:00 h	Motivations and humanistic leadership in entrepreneurship <ul style="list-style-type: none">Rita Jácome, Executive Director at IECO-UV
11:00 h-11:15 h	Coffee break
11:15 h-12:30 h	Practical Wisdom for Agile Leadership: Aiming for Flourishing & High Performance <ul style="list-style-type: none">Karen Bohlin, Director, Practical Wisdom Project at Abigail Adams Institute
12:30 h-13:30 h	Lunch
13:30 h-15:15 h	Practical Wisdom for Agile Leadership: Aiming for Flourishing & High Performance (Cont.)
15:15 h-15:30 h	Wrap up <ul style="list-style-type: none">Pau Sendra-Pons, Program Coordinator, UVemprén
June 21, 2023 9:00 h-9:30 h	Venue: Real Colegio Complutense at Harvard University Breakfast
9:30 h-11:00 h	Generative Entrepreneurship <ul style="list-style-type: none">Susan Major, ilya labsBenyamin B. Lichtenstein, Professor in Management, UMass Boston
11:00 h-11:15 h	Coffee break
11:15 h-12:30 h	Generative Entrepreneurship (Cont.)
12:30 h- 13:30 h	Lunch
13:30 h- 15:15 h	Generative Entrepreneurship (Cont.)
15:15 h-15:30 h	Wrap up <ul style="list-style-type: none">Pau Sendra-Pons, Program Coordinator, UVemprén

June 22, 2023	Venue: Boston area
9:30 h-11:30 h	Boston's Freedom Trail (Guided Tour)
14.00 h-15:30 h	MIT Media LAB (Guided Tour)
16.00 h-18:00 h	Harvard Campus & Harvard Business School (Guided Tour)
18:30 h	Dinner
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June 23, 2023	Venue: Real Colegio Complutense at Harvard University
9:30 h-11:00 h	Entrepreneurial experience: Hands into action
11:00 h-11:15 h	Coffee break
11:15 h-12:30 h	Limits of Nature Language -LNL-: Teaching Innovation for a Sustainable Entrepreneurship
	<ul style="list-style-type: none"> ▪ Paloma Alonso Stuyck, Professor in Psychology Area, Abat Oliba CEU University
12:30 h-12:50	Close session and remarks
	<ul style="list-style-type: none"> ▪ Pau Sendra-Pons, Program Coordinator, UVemprèn
12:50 h-13:00	Certificates, Class photo and End of the Program
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13:00 h- 14:00 h	Lunch
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Please note that only the meals included in the program are provided.

Venues location

DoubleTree Suites by Hilton Hotel Boston - Cambridge

400 Soldiers Field Rd, Boston, MA 02134

Real Colegio Complutense at Harvard University

26 Trowbridge Street, Cambridge, MA 02138



About speakers and sessions



Rita Jácome, Speaker [<https://iecoinstitute.org/nuestro-equipo/rita-jacome/?lang=en>]

Rita Jácome is the Executive Director and Researcher at the IECO (Institute for Ethics in Communication and Organizations) and at IECO-UV Chair of Business Ethics at the University of Valencia. After 15 years working for different companies as Marketing and Communications Director, she currently lectures in several organizations in the field of humanistic leadership and reputation. She is co-author of the project “It Personal Branding”, a mentoring program for high school students, focused on the formation of the whole person in order to create an authentic and genuine personal image. She is the author of the book “Image Consulting: Styling in Dressing”, published in 2008 by the Valencia Chamber of Commerce.

Rita holds an International PhD in Business Administration and Management from the Polytechnic University of Valencia (2015), a Postgraduate in Fashion Business Management from ISEM Fashion Business School (University of Navarra), postgraduate studies in Marketing Feature Films (UCLA, California) and a degree in Communication from the University of Navarra. She has been Visiting Scholar at the Hoffman Center for Business Ethics at Bentley University (Massachusetts). Her research work focuses on the field of Organizational Behavior and Human Resources Management, specifically on personal reputation, based on humanistic leadership and trust, and its impact on corporate reputation.

Motivations and humanistic leadership in entrepreneurship

What motivates us and the meaning we give to our work is essential to lead people, making good decisions from a humanistic perspective and applying them to entrepreneurship and innovation.

A reflection on the principles that contribute to find meaning in our daily work and to understand the impact it has on our role as leaders, on people's lives and on society. A challenge for those who seek to deeply connect personal purpose with organizational purpose.





Karen E. Bohlin, Speaker [<https://www.karenbohlin.com/>]

Dr. Karen E. Bohlin is a recognized thought leader in applied virtue ethics and character education. Senior scholar at Boston University's Center for Character and Social Responsibility and director emerita of BU's Center for the Advancement of Ethics and Character, she served as assistant professor of education and then as head of school at Montrose in Medfield, MA, where she founded the LifeCompass Institute for Character & Leadership, a lab school community of practice.

A veteran educator at the middle, secondary and university level, she has worked with state departments and ministries of education around the world. Co-architect of the National Schools of Character Program, a sabbatical fellow at the Jubilee Centre for Character and Virtues in the UK, an editorial reviewer and contributor to the Journal of Character Education and the Journal of Education, most recently, she co-led the Kern Partners in Character & Educational Leadership (KPEL 2019-2021). Dr. Bohlin's current work focuses on educating leaders in the practical wisdom, what Aristotle called "good sense" or phronesis, they need to shape institutions committed to individual and collective flourishing. She is director of the Practical Wisdom Project at the Abigail Adams Institute (AAI) in Cambridge, Massachusetts.

Dr. Bohlin is the author and contributing author of several publications including "The Practical Wisdom Framework: A Compass for School Leaders" (Sage 2021); The Courageous Dialogue Toolkit: Practical Wisdom for School Leaders (LCI, 2021); Stress Tests of Character (LCI, 2020); *Educando el carácter a través de la literatura* (Didaskalos, 2020)/Teaching Character Education Through Literature: Awakening the Moral Imagination (Routledge 2005); Happiness and Virtue: Beyond East and West: Toward a New Global Responsibility (Tuttle 2012); Citizenship and Higher Education (Routledge, 2005); Great Lives, Vital Lessons (Character Development Group, 2005); Building Character in Schools (Jossey-Bass 1999); and the Building Character in Schools Resource Guide (Jossey-Bass 2001).

A guest on National Public Radio's Merrow Report and CBS's Early Show, Dr. Bohlin has been interviewed for Parents Magazine, US News and World Report, Reader's Digest, New York Times, Boston Globe, Newsweek, and Ladies Home Journal and several podcasts.





Susan E. Major, Speaker [www.ilyalabs.com]

Susan E. Major is the founder and CEO of ilya labs. ilya labs provides generative entrepreneurship incubation and faculty development programs for colleges and universities as well as executive coaching to generative entrepreneurial leaders. Throughout her career, Susan has held senior leadership roles within global organizations within the domains of innovation, incubation, product development, strategic planning, and agile development. Susan teaches graduate students at Johns Hopkins/Maryland Institute College of Art, Hood College, and Mount St. Mary's University. She instructs courses on organizational behavior and design, entrepreneurship, product development, design thinking and organizational leadership. Susan is a doctoral candidate in Organizational Behavior and Leadership at Hood College, in Frederick, Maryland, expected completion, August 2023. Her research focus is on the development and operationalization of sustainable entrepreneurial practices and technologies. She received her master's degree in education with a specialization in Montessori Education from Loyola University Baltimore.

Generative Entrepreneurship

As university educators, we are necessarily called upon to equip our students with the specialized technical knowledge so that they can enact their chosen expertise. But is imparting specialized technical knowledge sufficient to fulfill our role? For our students and for us? For our planet?

What if our calling is a higher one? What if we hold teaching sacred? What if we hold the secrets of the planet on which we live and the generations from which come sacred? What is our role then?

I assert that as humanistic educators imparting knowledge is necessary but not sufficient. We are also called to impact (1) creativity and innovation, (2) mutual collaboration, (3) resource recognition and conservation and (4) far-from-equilibrium agility. In a word (or two), this is '*generative entrepreneurship*.'

And yes, it belongs in the modern humanistic classroom - because it teaches both educators and students how to leverage their technical expertise within today's turbulent dynamics; how to 'swim out' in and beyond that expertise; and how 'to grasp' (aka create and enact) what is sacred, what is new and what is next.



In this workshop, I will share the background theory (in short), teach a little metaphorical surfing, and facilitate creative collaborations so that the skills of generative entrepreneurship are yours to try.

(Note: Please bring a current printed syllabus with you for one of the courses you are *going to* (future tense) teach as well as your teaching innovation projects. This is not something that you will be asked to share with anyone. It's a tool you can use in class so that you can apply these learnings once home.)



Paloma Alonso, Speaker [www.linkedin.com/in/palomaalonsostuyck]

Professor at the Abat Oliba CEU University. PhD in Psychology and Family specialist. She has taught at undergraduate and postgraduate levels in several national and Latin American universities, collaborating in various teaching innovation projects. Her line of research is aimed at teaching how to read the language of nature. This line of research includes the guide to develop healthy lifestyles and satisfactory personal relationships, true promoters of social sustainability.

To transfer the fruits of her work to society, she directs the online consultation website *Orientación para todos*; she is a founding member of the Viktor Frankl Association and the *Centro de Conciliación Mediación y Arbitraje* CCMEDYA; she is also a member of the thinking group *Desarrollo Humano Integral* and of several professional associations: *AGEA Grupo de Estudios de Actualidad*, *INFAD Infancia, Adolescencia, Mayores y Discapacidad* and *COPOE Orientación Educativa y Profesional*.

Limits of Nature Language -LNL-: Teaching Innovation for a Sustainable Entrepreneurship.

Humanistic, person-centered leadership calls for sustainable decision making: decisions that help reduce polarization and social confrontation. To this end, it is proposed to learn to read the language of nature, those basic principles easily recognizable in the human heart. Classical wisdom summarized them in three: *Do good and avoid evil*, which, in its relational aspect, implies seeking the common good: *do not do to others what you would not like them to do to you*, from which a subsidiary solidarity is derived; and *the end does not justify the means*, which leads to preserving the person's dignity. Based on these principles, the Limits of Nature Language -LNL- filter has been developed to complement any decision-making model. In this workshop, the filter will be applied to decisions close to the participants, so that they can use it in their subjects.

