



HUMANITIES
AND ARTS



TECHNION
Israel Institute
of Technology

Leaving A Mark in Science and Art

Department of Humanities and Arts, Technion

Lecturer: Dr. Orit Wolf

October 2023-January 2024

2 points (one semester) Course given in English.

Course Number: 325009

Orit Wolf: oritw@technion.ac.il

Course days/ hours: Mondays, 12:30-14:00

(Room 10, Department of Humanities and Arts).

Office hours: Mondays, 08:30-10:30 (Upon setting a meeting).

Exam: Moed A: 2.2.24 (1 PM) & Moed B: 1.3.23 (1PM)

Background, Rational & Objectives:

Professional stage performers and musicians are constantly coping with various dilemmas and leading tasks. Could they give valuable insights to other disciplines to demonstrate leadership and distinctive presentation, emphasizing Science and Engineering?

This course will be governed by three core principles: **Experience, Research, and Implementation** to search the elements of those who leave a mark. In addition, the course will

enable the students to gain meaningful tools for impactful leadership, memorable presentations and creating a powerful experience.

Course Goals:

- Learning, Experiencing, and Implementing the "DNA" of leaving a Personal Mark
- Learning to create an impact through exposure to various leadership strategies that derive from the art world.
- Exposure to updated research on the power of performing arts in shaping new leadership styles.
- Gaining practical and influential public speaking tools relevant to the academic world.
- Attaining tools on creative leadership in uncertain situations: How can the performing arts discipline bring added value in problem-solving and disruptive situations?

Course Content:

The course will expose various examples of artists and renowned leaders from different artistic disciplines.

- Introduction: The 4 Questions of those who leave a mark: Who, What, How and Why?
- Content versus Experience: The uniqueness behind leaders who left an experience.
- Selling "products" versus selling "values"
- The DNA of Leaving an Impact (7 Habits)
- Defining your Vision- the Trap.
- Leadership as a nonverbal communication art: Reading, Writing, speaking versus Listening.

- Primary and Secondary Communication Means.
- Coping with stage fright and blackouts in presentations
- *Breaking the Rules*- Strategies in Impactful Public Speaking.
- Reverse Engineering of failure and success- active learning and personal feedback.
- Confronting large audiences- turning fear into an opportunity.
- From Mistakes to Opportunities- How to use improvisation as an active tool to overcome "failures" and "blackouts".
- Music as the Art of Problem Solving- Creating your creativity platform.
- *Play versus Game* in impactful Leadership.
- *The Power of Listening*- from Music to Leadership.
- *Who needs 500 CDs of Beethoven's Fifth?* - Forming personal stamp through individual interpretation- music as a metaphor for other disciplines.
- Artists that foresaw the future: from Bach to the Beatles.
- From Ensembles and Chamber music-making to Team Leaders.
- A conductor versus a leader- Traits and leadership styles (An active session).
- Exposure to interdisciplinary artists and their thinking patterns: Leonard Bernstein, Louis Armstrong, Keith Jarrett, Bobby McFerrin and others.
- Writing a CV with implemented vision and values.

Course – by lessons: (Subject to changes)

Lesson No.	Content	Reading & assignments
Lesson 1	The Four Question Model: Who, What, How & Why	Sinek, Simon. Start with Why. Penguin Books, 2009. (Chapter 3)

		Ted Talk: Leave the Keynote of Your Life (O. Wolf)
Lesson 2	From Content to Value: The 7 Habits of Leaving a Mark.	Covey, Stephen. The 7 Habits of Highly Effective People . Simon & Schuster, 2020 (Appendix A, pp. 209-219). Watch: Benjamin Zander Ted talk
Lesson 3	Artists and Leaders who anticipated the upcoming trends.	Watching Selected Videos + Read: Syed, Matthew. Bounce: Mozart, Federer, Picasso, Beecham, and the Science of Success. HarperCollins, 2011. -- Wiz. M. Ramona. The Conductor as Leader. GIA Publications, 2007.
Lesson 4	Personal Mark Questionnaires	Analyzing questionnaires. Read: Gardner, Howard. Creating Minds: An Anatomy of Creativity Seen Through the Lives of Freud, Einstein, Picasso, Stravinsky, Eliot, Graham, and Gandhi. Basic Books, 1993.
Lesson 5	Primary and Secondary communication means: Verbal versus Nonverbal communication means in transforming messages: Gaps, differences, and Critical Thinking	Burgoon, K. Judee; Manusov, Manusov, Valerie; Guerrero, K. Laura. Nonverbal Communication. Routledge, 2021. (Chapter 4: The Visual and Auditory Codes; Chapter 13: Influencing Others).

Lesson 6	Disruptive Innovation in Impactful Presentation and Public Speaking	Franks, Bill. Winning The Room: Creating and Delivering a Data-Driven Presentation. Wiley, 2022. -- Maxwell, John. Failing Forward: Turning Mistakes into Steppingstones for Success. Thomas Nelson, 2007.
Lesson 7	Coping with Errors and Mistakes	Wolf, Orit. "Winning Failures: Turning Error into Opportunity" Developing Leaders. Issue 16, 2014.
Lesson 8	Live Workshop: Leadership through Nonverbal communication- from Chamber Music mindset to Conductors in action	Emiliani, M.L. & Emiliani, Michael. "Music as a framework to better understand Lean leadership", Leadership & Organization Development Journal, Vol. 34 Issue: 5, 2013, pp.407-426. --- Ippolito, M. Linda. Music, Leadership and Conflict: The Art of Ensemble Negotiation and Problem Solving. Palgrave, 2019. (Chapter 2).
Lesson 9	Vision and Values in an Impactful CV- new tendencies	Class Workshop
Lesson 10	Mid-term Presentations	
Lesson 11	Mid-term presentations	
Lesson 12	The Art of Listening	Active Exercise in Class Reading: Harling, Becky. Listen Well. Lead Better. Baker Publication Group, 2020.

		Rutherford, Alexandra. The Lost Art of Listening. Harvard Business Review, 2006.
Lesson 13	Creating Value in the context of constraints	Reflective session & Live Concert. Reading: Hansen, Morten & Grosse, Robert. "Creativity Under Constraints: How Managers Use Constraints to Foster Creativity." The Academy of Management Journal, 2012, 55(6), 1263-1288.

Evaluation:

30% - **Mid-semester class presentation** (full instructions will be given up to three weeks before the active presentation- in pairs/ triplets according to the number of students in class.

70%- **Final Exam (American Questions).**

Attendance: Mandatory. (Attendance is mandatory due to the nature of the course, which is engaging, active and involves live examples).

Biography:

Specific reading will be given after/ before each session. Articles will be given with links by the lecturer.

Ailes, Roger. You are the Message. Doubleday Books, 1988.

Barner, Cam. What's Your Message? Vivid Learning, 2015.

Bechwith, Harry & Bechwith Clifford, Cristine. You, Inc. Grand Central Publishing, 2007.

Beeching, Angela Myles. Beyond Talent: Creating a Successful Career in Music. Oxford University Press, 2010.

Bilton, Chris. "Leadership, Creativity, and Innovation". Leadership, 2007 3(4), 477-487.

Burgoon, K. Judee; Manusov, Manusov, Valerie; Guerrero, K. Laura. Nonverbal Communication. Routledge, 2021.

Cameron, Julia. The Listening Path. St. Martin's Publishing Group, 2021.

Cameron, Julia. The Artist's Way. Tarchers, 2002.

Carnine, Gallo. The 9 Public Speaking Secrets of the World's Top Minds. Smartines, 2014.

Colvin, Goeff. Talent is Overrated: What Really Separates World- Class Performers from Everybody Else. Penguin Books, 2010.

Cornicer, J.G; Garido, D.C; Requena, S. ["Music and Leadership: The Role of the Conductor"](#). International Journal of Music and Performing Arts. June 2015, Vol. 3, No. 1, pp. 84-88.

Coyle, Daniel. The Talent Code. Bantam Books, 2009.

Covey, Stephen. [The 7 Habits of Highly Effective People](#). Simon & Schuster, 2020.

Csikszentmihalyi, Mihaly. Creativity: The Psychology of Discovery and Invention. Harper Perennial, 1996.

Duran, Pamela. Deep Impact Now: Leaving a Legacy for the Future Generation. Premedia E - Launch, LLC, 2019.

Emiliani, M.L. & Emiliani, Michael. ["Music as a framework to better understand Lean leadership"](#), Leadership & Organization Development Journal, Vol. 34 Issue: 5, 2013, pp.407-426.

Franks, Bill. Winning The Room: Creating and Delivering a Data-Driven Presentation. Wiley, 2022.

Gallo, Armine. Talk Like Ted. St. Martin's Griffin, 2015.

Gardner, Howard. Creating Minds: An Anatomy of Creativity Seen Through the Lives of Freud, Einstein, Picasso, Stravinsky, Eliot, Graham, and Gandhi. Basic Books, 1993.

Gililand, Steve. Making a Difference. Advantage, 2011.

Goldbard, Arlene. *The Culture of Possibility: Art, Artists, and the Future*. Watertight Press, 2013.

Green, Bary & Gallway, Timothy. *The Inner Game of Music*. Doubleday, 1986.

Hansen, Morten & Grosse, Robert. "Creativity Under Constraints: How Managers Use Constraints to Foster Creativity." *The Academy of Management Journal*, 2012, 55(6), 1263-1288.

Harling, Becky. *Listen Well. Lead Better*. Baker Publication Group, 2020.

Heath, Ralph. *Celebrating Failure*. Career Press, 2009.

Ippolito, M. Linda. *Music, Leadership and Conflict: The Art of Ensemble Negotiation and Problem Solving*. Palgrave, 2019.

Jaffe, Clella. *Public Speaking: Concepts and Skills for a Diverse Society*. Cengage Learning, 2015.

Knight, Mattew. *Leaving Fingerprints: Tales & Lessons Learned form A Remarkable Life*. MPC Color, 2017.

Lombardi, Victor. *Why We Fail: Learning from Experience Design Failures*. Rosenfeld Media, 2013.

Madson, Patricia Ryan. *Improve Wisdom: Don't Prepare, Just Show Up*. Bell Tower, 2005.

Mattone, John. *The Intelligent Leader: Unlocking the 7 Secrets to Leading Others and Leaving Your Legacy*. Kindle Edition, 2019.

Maxwell, John. *Failing Forward: Turning Mistakes into Steppingstones for Success*. Thomas Nelson, 2007.

Maxwell, John. *The 5 Levels of Leadership: Proven Steps to Maximize Your Potential*. Center Street, 2011.

Nachmanovitch, Stephen. *Free Play: Improvisation in Art and Life*. Penguin Books, 1991.

Pelic, Bibi. *Music and Leadership: Empowering Global Leadership for the New Millenia. Leadership through Music*, 2018.

Pink, Daniel. *Drive*. River sea Books, 2011.

Raessler, Kenneth. *Aspiring to Excel: Leadership Initiatives for Music Educators*. Raessler, 2004.

Robinson, Ken. *The Element*. Penguin Books, 2009.

Rutherford, Alexandra. *The Lost Art of Listening*. Harvard Business Review, 2006.

Sawyer, Keith. *Explaining Creativity: The Science of Human Innovation*. Oxford University Press, 2012.

Sawyer, Keith. "Improvisation and the Creative Process: Dewey, Collingwood, and the Aesthetics of Spontaneity". *The Journal of Aesthetics and Art Creativity*. Vol. 58, No. 2, spring, 2000, pp. 149-161.

Sinek, Simon. *Start with Why*. Penguin Books, 2009.

Sterner, Thomas. *The Practicing Mind*. New World Library, 2012.

Syed, Matthew. *Bounce: Mozart, Federer, Picasso, Beckham, and the Science of Success*. HarperCollins, 2011.

Tidwell, Mark. *Leave a Mark*. Looking Glass Books, 2013.

Zander, Benjamin & Zander, Rosamund. *The Art of Possibility*. Penguin Books, 2002.

Wiz, M. Ramona. *The Conductor as Leader*. GIA Publications, 2007.

Wolf, Orit. "Winning Failures: Turning Error into Opportunity" *Developing Leaders*. Issue 16, 2014.

<http://www.oritwolf.com/music/wp-content/uploads/2015/08/Winning-Failures-Turning-Error-into-Opportunity.pdf>