



Brainswork Institute

Talents in Progress

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Abstract

The Brainswork Institute seeks to **find extraordinarily talented teenagers** in disadvantageous areas and situations and **support** them in the **development of their unique capabilities** to promote progress for humanity.

It is a global network of “brains”, working creatively and innovatively for today and tomorrow.

The Brainswork Institute would like to provide **all three forms of capital** to these extremely talented individuals – **financial capital, human capital and social capital** – and find the optimal way of managing these resources and ensure and maximize their effect in society. In order to make this possible, scholarships, fellowships, study visits, exchange programs, virtual learning and virtual sharing, networking and other, similar activities are all suited as possible tools.

Four distinguishable phases are defined as **necessary steps** in the process of efficiently helping individuals achieve sustainable effect with their extraordinary capabilities:

- ◆ Identify and locate (Pinpoint)
- ◆ Prepare and provide (Allocate)
- ◆ Support and develop (Nurture)
- ◆ Uphold and continue (Sustain)

In order enable these steps to materialize, additional funds and tools are necessary beyond the initial investment by Brainswork GmbH. **Partners, sponsors and friends** of the Brainswork Institute are **more than welcome**: every partner is treated individually and every investment adapted to his or her wishes. Support is available for individual regions, themes, and even individual “brains”.

The Institute is supported by a **Honorary Board** which will take over patronage for the Institute’s work. We are very proud to welcome **Dr. Muhammad Yunus, Founder of Grameen Bank and 2006 Nobel Peace Prize Laureate**, to the Honorary Board of the Brainswork Institute.

You too can support us in helping these young individuals get on the path of a better, networked future. Don’t hesitate to get in touch!

Many thanks on behalf of amazingly talented young individuals throughout the world!

Introduction

The Brainswork Institute seeks exceptional teenagers who live in underprivileged conditions and supports the development of their unique capabilities for the benefit of all.

We have left the 20th century behind us. In many ways, it was an age of true human revolution: the world's population had grown by more than 4 billion; exponentially, knowledge in technology, medicine and society had progressed to make this miraculous growth possible. We've also inherited all the challenges of the 20th century, aware that only with innovative, original thinking will provide the solutions. What the 20th century failed to achieve is to close the gap between those privileged enough to have access to resources, and those who do not: this remains a burning task.

In the networked, Brainswork vision of the world, we see **seven billion brains working together for sustainable progress**. Without nurturing, promoting and preserving traditional and diverse knowledge systems, this will not be possible. But it will also not be possible without providing access to resources – financial, human and social capital – for the shockingly large number of extraordinary individuals who live in extremely disadvantageous conditions. Knowledge is the driving force behind progress; knowledge is an asset, a tool for combating poverty, for solving pressing issues in the world today and tomorrow. **Knowledge is capital.**

While everyone can make a change, some individuals have the potential to impact the world in a very profound way. The Brainswork experience has been one of connecting – **people with visions, places with ideas**. When brought together and set in an appropriate setting, skills and potential bond to become even more powerful and more efficient. That is why networking – and nurturing the network of amazing individuals as a whole – is a key element to the Brainswork Institute cause.

This is what we see as our responsibility toward the world. We passionately believe in diversity and innovation, we have seen how networks can approach even the most demanding of challenges – and solve them. We are the **Brainswork Institute**.

Talents

“I truly believe in everybody can make a positive difference in and to this world.”

Selma Prodanovic

The Brainswork Institute was founded by **Selma Prodanovic**, an international management consultant with almost 20 years of experience in international business development and marketing. With her passion for networking, Selma founded Brainswork, a boutique consultancy to inspire, connect and support visionaries make a positive difference – from major banks and government institutions to start-ups and NGOs. The initial spark for the institute came after Selma met **Muhamed Mesic**, a polyglot and law student who had grown up in war-torn Bosnia, who by age 20, had already been elected to serve on his City Council and had network contacts in all but two countries of the planet, and yet was facing challenges in finding an environment in which to grow – and, among other things, make ends meet. Muhamed joined Brainswork to become a consultant on education and the experience of Selma and Muhamed –a unique synergy which helped implement a unique vision – is now at the heart of a vision to **assist numerous extremely talented individuals** all over the world. There is, in fact, very little knowledge collected on these individuals, let alone platforms for support and development.

The 21st century world needs solutions. It needs solutions from individuals and communities; solutions from leaders by vocation, by passion and by conviction: from extraordinary individuals who may or may not walk the classical leadership path. These individuals are **not described by their age, and they are not created by the communities they live in**; it is only the support they receive in the communities they live in that makes them recognizable, and gives them the tools they need to transform their potential into tangible success. It is common knowledge that many communities can offer limited support – if any at all – and that the difficulties of daily life can be much more than just an obstacle to success.

At the same time, we’re witnessing how some of the world’s wealthiest economies are seeking out new ways to ensure a more equal distribution of a variety of resources which ensure and enable such growth. The Brainswork Institute believes that, by targeting a specific group of high potential leaders and helping them unleash their potential, by providing them access to networking, knowledge and communication, the world can be a fairer, happier, richer place: **a big network of brains innovating and creating for today and tomorrow.**

The Brainswork Institute project is an educational, a cultural and a business project. But its unique advantage is that it goes beyond the conventional borders of these areas – it nurtures knowledge as a driving force in any areas. The **richness of networks is the diversity within them**, and the nurture of individuality a proven way of nurturing success.

The individuals we work with can best be described as **“out of the box people”** – who, as such, need “out of the box solutions”. They are talents who excel in school and those who excel out of school; classical entrepreneurs and those who are not; they may be creatives, mathematicians, politicians; they may be geniuses or simply deny classification. But they have one thing in common: to see original ideas and deploy them to improve the communities they live in and thus, the whole world.

Experience has shown that the teenage years are the time when individuals – and with them, their efforts and their talents – are best developed. Therefore, we work specifically with teenagers, but **welcome all extraordinary individuals**.



Mission and Standards

The Brainswork Institute wishes to encourage, support and provide resources to talented, high potential future and current global and local leaders throughout the world. Our goal is a happier, fairer, more educated and better developed world. We want to encourage global citizenship, and believe that increased awareness for the potential in every community will help not just sustainable development, but also reduce conflicts – **cooperation rather than competition**.

Diversity

Our commitment to diversity implies that Brainswork Institute supports **individuals in communities throughout the world**. The only relevant criteria are their extraordinary individual skills, abilities and capabilities, and the lack of access to resources which would help them implement their visions and ideas globally and locally. We approach leaders regardless of their gender, culture, nationality, origin, sexual, religious or political preference, family status or social position. Brainswork Institute undertakes to maintain diversity at all times in its work, as possible with the resources available to the project.

Respectful sharing

The Brainswork Institute will work intensively toward connecting all stakeholders into a network of responsible and **respectful knowledge and idea sharing to enhance visions** and their implementation, and to ensure that successful models are adapted across and beyond the borders of the conventional.

Sustainability

Leaders are identified by their creativity and innovation in seeking out long-term solutions at various levels; our aim is to sustain and support those which will set a chain reaction and unleash the potential for change in individuals in the broader context, and ensure that the **effects of their undertaking go beyond generational gaps**.



Mutual benefit

The services and actions by the Brainswork Institute support and nurture all the stakeholders involved in the project, including the **talented individuals, sponsors and partners**, supporting institutions and businesses, educational partners and the respective communities.

Intelligent network

The network we wish to build is one which **self-multiplies knowledge created within** it, but also integrates stakeholders from beyond the original network by means of the resources they provide to it: a company which directly benefits not only from the individual it has supported, but from the network as a whole.

Goals

One of the key principles of nurturing extraordinarily talented individuals is the increased need for **individual approach** – in fact, in “classical” education and economy, a lot of their potential is lost because of the application of the “one size fits most” principle: most does not include all, and often it is those who can achieve most that actually need the most special attention.

The approach of the Brainswork Institute includes **increasing all three forms of capital** for talents – their financial, human and social capital – and support in finding the optimal way of sustainably managing these resources and ensuring community impact.

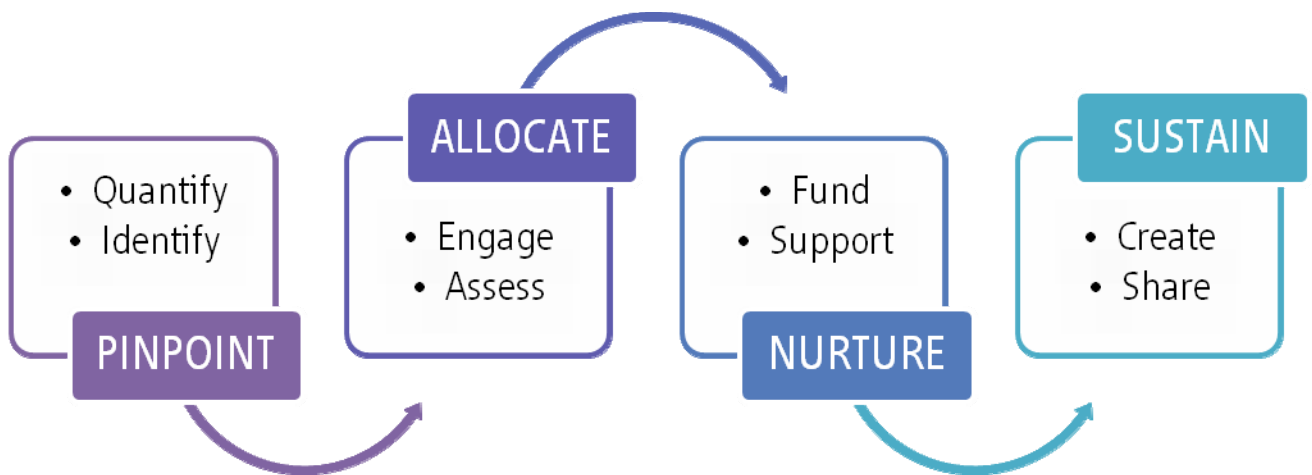
Possible tools for achieving these goals include **scholarships, internships and study visits, exchanges, virtual sharing and virtual learning, networking** and other, similar activities. Among the various support activities, research occupies a prominent place. Experts with worldwide standing and experience will be included in the planning, implementation and evaluation processes.

To facilitate the resource flow and organization within the Brainswork Institute, a **different target region** – and target topic – will be addressed **each year**. That relates, however, to the “active” part of the search for leaders: we wish to enthusiastically seek out individuals to help and sustain. But we also remain wholeheartedly open for those who find their way to us.

Approach

The Brainswork Institute takes a **four-staged approach in processes** involving extraordinarily talented individuals. While hierarchically ordered, these stages are only to be taken as a guideline, whereas the individual process depends on the individual's situations, skills, capabilities and wishes.

The postulate is that, even for out-of-the-box individuals, there are environments in which they – and their abilities – can be developed for their benefit and the advancement of their communities and the whole world. The **identification of these environments**, and the evaluation thereof, are key components of the integral approach.



These stages – pinpoint, allocate, nurture and sustain, are perceived as necessary steps in the process of efficiently helping individuals with extraordinary abilities achieve sustainable effect.

Pinpoint

Individuals are pinpointed – identified as such and engaged into interaction with the Brainswork Institute project. The Brainswork Institute actively scouts, rather than passively considers, **talents in disadvantaged communities**. This stage takes into account all the possible conditioning factors (increased global communication on the one, and extremely poor access to communication in certain communities on the other hand) and relies on individuals who have super-networks stretching deep into disadvantaged communities, and who have the appropriate skills in communication and human resource planning.

While every single individual is a talent in their own right, and everyone can make a change to the better, some individuals have the potential of impacting their communities and the whole world in a much more profound way – and exactly these individuals need nurturing to ensure exponential progress in sustainable development.

Pinpoint also makes use of specific tools designed and drafted to incorporate as many aspects as possible into **measuring potential and impact in both individuals and communities**. These incorporate high-standard academic research as well as contemporary media and platforms such as Facebook.

Allocate

The Brainswork Institute engages and assesses the individuals and **allocates them to a specific stakeholder range**: talents are connected to the best possible setting in which to achieve their growth. And in terms of the settings, the only limit is imagination.

By learning from the experience of other programs, it has become clear that support can only be efficient if it encompasses their whole talent scope and lets them manage their activities themselves. The allocation, however, also consists of looking not just at the talent as an individual, but also at the harmony with the surroundings in which they are to function.

Nurture

In this context, nurturing implies – quite simply – the **provision of resources in different forms** to the talented young individuals. More than any other stage, this one relies on the support by partners, sponsors and Ambassadors of the Brainswork Institute.

Sustain

At this stage, the talents will have created ideas that work and shared them in a broader context, within the Brainswork Institute network, with other talents and the involved stakeholders. These **projects ensure change and sustainable impact** either in the communities they come from, or at the global level or – what we firmly believe in – on both levels.

Individuals involved into the project, from this stage onward, also become actively involved in expanding it at a broader context, thus also increasing the capacity of the network to generate knowledge and of the applied tools to **pinpoint other extraordinary individuals** throughout the world.

All stages are accompanied by **intensive research** – primarily concentrated on establishing tools used in pinpointing individuals and environments – as well as the necessary overhead work. The necessary research, which comes as an initial investment by Brainswork, will make extensive use of the existing experience as well as of a vast network of experts in fields as different as human resource management and sustainable agriculture – in our view, all intrinsically related and exceptionally relevant to the establishment of efficient support systems for extraordinary individuals.



People

The Brainswork Institute was **initiated by Selma Prodanovic**, the world's pioneer Chief Networking Officer and founder of the Brainswork Group, a boutique consultancy for business development and social sustainability, which operates worldwide but specializes in the dynamic region of South and Central East Europe.

Muhamed Mesic, the Institute's executive coordinator, was Bosnia's youngest elected politician, has degrees in Law and Jewish studies, has taught at 15 universities worldwide and can communicate in more than 50 languages – at the ripe old age of 24.

The Institute is supported by an **Honorary Board**, which acts as the Institute's patron, the Advisory Board, supporting the Brainswork Institute in its daily work and strategic outlook, and the Ambassadors of the Institute. We are very proud to welcome **Dr. Muhammad Yunus, founder of Grameen Bank and holder of the Nobel Peace Prize 2006**, to the Honorary Board of Brainswork Institute.

Funding

The initial investment for the Brainswork Institute comes from the Brainswork GmbH.

However, we welcome partners, sponsors and friends to the Brainswork Institute, as further investment is necessary to ensure success for the programs in the regions. **Each partner is treated individually** and every sponsorship package is prepared as to fit the wishes, interests and needs of the partner. Sponsorship is also available for individual regions or topics – or even individual leaders.

Partnerships

Catering for extraordinary and unique individuals also asks for unique and visionary solutions. At the Brainswork Institute, we take the same approach with sponsors, donors and partners, firmly convinced that truly good ideas are ones which benefit all. There is a variety of ways in which you too can support the work and projects of the Brainswork Institute, including:

- ◆ **Donations** – financial contributions for the ideas and activities of the Brainswork Institute
- ◆ **Individual Sponsorships** – support an extraordinary young individual in developing his talents, skills and abilities, help them overcome the challenges of their underprivileged surroundings, and help us achieve the dream of a better world together
- ◆ **Country Sponsorships** – support a Brainswork Institute project in a country or region of your choice – from Moldova to Mali to Micronesia
- ◆ **Topic Sponsorships** – nurture a Brainswork Institute project helping extraordinary talents in a given field of human activity, such as music, mathematics or molecular biology
- ◆ **Research Support** – help the Brainswork Institute carry out research on tools, models, structures and networks which can be used to support unique young talents and allocate resources to them in an optimal manner
- ◆ **Institutional Partnerships** – the Brainswork Institute welcomes partnerships with institutions working in and on education, sustainable development, civil society and leadership throughout the world
- ◆ **Volunteers** – our global vision would be unachievable without a network of committed volunteers

Take part in changing the world and implementing unique visions. For a tailor-made package, please contact us!

Contact

The Brainswork Institute is a project of Brainswork GmbH.

Brainswork, as founded in 2005 by the networking expert Selma Prodanovic, already developed to one of the most successful agencies for professional networking and New Business Development in the region.

Started in Vienna, Austria, Brainswork has grown to an international business development consulting group with an independent office in the United States and a number of carefully selected partners throughout the world.

Brainswork consults clients on 4 continents around the world and has a special focus on South Eastern Europe, which is the continent's most dynamic and fastest growing region.

Brainswork is aligned to support and consult unique visionaries, whether they are start-ups or well-established trades who want to make a positive change, looking for sustainable development.

Brainswork is about people and their relationships, about expanding and connecting their visions and businesses. Its expertise is very much based on the capacity to transfer knowledge from wide and diverse fields of experience, connect them and create entirely new and innovative results.



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