

Inspiring New Business



NEW BUSINESS is a mastery training program for sustainable entrepreneurship by changels

The first NEW BUSINESS training program is in full swing. In September 2014, 6 courageous entrepreneurs and changemakers started this intense further education with Matti Straub-Fischer and Jørgen Smidstrup. Meeting for 3 days every month to share current challenges, learn new perspectives of how to create regenerative and sustainable business structures that are fun and refreshing for all involved and to design and plan next steps together, this brings the participants close together. Learning from the 8 directions of the Medicine Wheel has created a foundation for joyful growth and personal learning for each of the entrepreneurs. Learning to trust our own instincts and make use of all we have learnt so far in life, connecting the dots to create new meaning, has been an important part of the journey.

On the following pages is a collection of some of their dreams and NEW BUSINESSES.

NEW BUSINESS #2 starts in May 2015

The next mastery training program by changels will start at the end of May with an intro-module of 3 days. Learning about the 8 directions and what they have to offer to create a sustainable and attractive NEW BUSINESS will be a deeper foundation for the decision to start the entire 9 x 3 days training program, beginning in September 2015. It is designed for people who want to change their world and either create their own business or transform the way collaboration looks like in their current environment.

Info-event: Friday, March 13th, 18:30-19:30h at Innovationsdorf Bern (as part of the Open Doors Day).

**More information and signing up: www.changels.ch
Blog: changelsnewbusiness.wordpress.com**

NEW BUSINESS: Thom Buchmüller

I am Thom, I'm an engineer, project leader, biker, alpinist and former software architect. My socialization took place in and around Berne, as a boy scout and with a mentally handicapped brother. I started my studies at ETH Zurich after and because of the nuclear disaster at Tschernobyl.

What is your NEW BUSINESS dream?

To make important projects happen, to be innovative as an entrepreneur, facilitator or project manager and bring in my whole personality for the good. I like new challenges, changes and producing great outcomes in an unconventional but sustainable way.

What has called you to the NEW BUSINESS mastery training program?

Probably my heart. I felt that I had a need to start over and do projects and business not in a over-structured and administrative way but by conviction. And I wanted to strengthen my abilities in that field. As an experienced IT project manager I know that projects are made by humans, may be (re-)defined successfully during their lifetime, and will always benefit from a vital cooperation during the project lifetime with its stakeholders.

How has this training helped you so far?

The NEW BUSINESS is a great space for me to get new tools, perspectives, and ideas, to profit from others, from the trainers, my classmates and the KaosPilots – and hopefully vice versa. And it is really a great space, making possible new experiences and motivating me to do, to try, to fail, to exercise and to succeed.

What are you looking for now?

I am looking for new challenges and need partners and opportunities. Let me know!

What are you intending to offer now with your NEW BUSINESS?

One of my projects is to build a community to facilitate the Energiewende in Wohlen and do innovative energy projects ... will you join?

And where can we meet you?

You can meet me tomorrow on the bike in Bern or in the mountains e.g. signing white slopes with fine tracks ;-). If this fails, drop me a message at thom@mykolab.ch or at +41 78 620 24 54.



Karin Ehrler

NEW BUSINESS: Karin Ehrler

I am Karin, born and grown up in Switzerland. I love the variety life offers and see myself as a curious and playful treasure seeker. My career so far has been similarly colourful, starting as a dental assistant, jobbing at the airport whilst running a fruit import business and then turning to a classic commercial career accompanied by part time studies in business administration. I have been working in various different industries and company sizes from IT to airline industry, to retail in food, furniture and the near food area, mainly in a procurement function for almost 12 years.

What is your NEW BUSINESS dream?

Finding an occupation or perhaps several that are fulfilling and fun to work with. Getting to know new free-spirited methods of how I can establish change in stuck situations in my current position and also in other future occupations. I want to create a light and experimental atmosphere, transporting my passion to others and using inspirational locations to invite people to join in and try it out.

What has called you to the NEW BUSINESS mastery training program?

I was extremely curious about the model and philosophy of the KaosPilots. I heard about them for the first time about 20 years ago and ever since I have been searching for an opportunity to get in touch with that spirit in the structure of a part time study.

How has his training helped you so far?

The open atmosphere and active exchange with the other NEW BUSINESS members, the teachers and the KaosPilots have created a space for me, which has enabled me to bring my passions and dreams on a paper and create a first project out of it. The evolution from a daydreamer to a dreamer and then to an entrepreneur (one of the statements from one of our teachers).

What are you looking for now?

First of all, I have to take more time in order to realize the first project. I also feel that I need to improve my skills in using more of the social media tools – maybe someone could give me a crash course in learning to use them in exchange for support that I can provide?!

What are you intending to offer now with your NEW BUSINESS?

I am offering cooking workshops for people looking for inspiration and who want to practice preparing their own food – quick, simple tasty and healthy – free from convenience. The philosophy is to touch and work with the food and experiment with tastes and ingredients and also to experience various possibilities from low carb to veggie to vegan. Most likely there are more ideas and projects to come, but I am also open to bring in my energy and life experience into other emerging businesses.

And where can we meet you?

Workshops can be booked on an individual basis (for now). Please contact me on karin.ehrler@bluewin.ch. The courses are taking place (for now) in my own kitchen in Eggenwil (Aargau).



Thom Buchmüller

Inspiring New Business in the making

NEW BUSINESS: Adrian Zimmermann

Ich heisse Adrian Zimmermann und lebe mit meiner Frau und meiner Tochter in der Stadt Bern. Bern ist immer meine Heimat und mein Lebensmittelpunkt geblieben, auch wenn ich mehrfach im Ausland studiert und gearbeitet habe und immer gern und oft gereist bin. Ich habe Archäologie und Kunstgeschichte studiert. Nach der Promotion habe ich in der Archäologischen Sammlung der Universität Zürich gearbeitet. Dort betreute ich die umfangreiche Sammlung von Gipsabgüssen und wirkte in der Lehre und der Forschung mit. Als vor 16 Jahren unsere Tochter zur Welt kam, entschieden meine Frau und ich, die traditionelle Rollenteilung umzukehren. Ich wurde Hausmann. Die Tochter so nah aufwachsen zu sehen und begleiten zu dürfen, ist etwas vom Grossartigsten, was ich in meinem Leben erfahren durfte. Dafür bin ich unendlich dankbar. Ich habe meinen Ausstieg aus der Archäologie nie bereut.

Wie sieht dein NEW BUSINESS Traum aus?

Ich will die Fotografie zu meinem Beruf machen und mir damit meinen Bubentraum verwirklichen. Rückblickend kann ich sagen, dass mich die Fotografie seit meiner Jugend immer und intensiv begleitet hat, gerade auch während meiner Zeit als Archäologe. In den letzten Jahren habe ich mich hin und wieder gefragt, warum ich eigentlich seinerzeit nicht Fotograf geworden bin.

Was hat dir das Training bisher gebracht?

Natürlich haben wir in den Kursmodulen viel konkretes Wissen und hilfreiche Werkzeuge vermittelt bekommen. Für mich ist aber wichtiger, dass durch die ganzheitliche Arbeitsweise und den regelmässigen Austausch in der Gruppe und mit den KaospilotInnen ein Erfahrungsraum entstand, in dem ich auf spielerische Weise vieles klären und neu herausfinden konnte. Im ersten Modul hatte ich es noch kaum gewagt, meinen Berufsraum zu formulieren. Heute habe ich angefangen, mich an den eigenen Talenten zu orientieren und mich von meinen Träumen leiten zu lassen.

Wonach suchst du gerade?

Im Moment beschäftigen mich vor allem: Wie kann ich meine reiche Bildersammlung besser strukturieren und professionell nutzbar machen? Und mit welchen BerufskollegInnen kann ich mich austauschen und vielleicht künftig bei grösseren Projekten zusammenarbeiten? Und natürlich suche ich KundInnen, mit denen ich tolle Projekte realisieren kann.

Was wirst du mit deinem NEW BUSINESS anbieten?

Fotografische Dienstleistungen, die geprägt sind von einem klaren und liebevollen Blick fürs Detail und für das, was unter der Oberfläche liegt. Wie sagte doch der Fuchs zum kleinen Prinzen: "Man sieht nur mit dem Herzen gut." Aufgrund meines archäologisch-kunsthistorischen Hintergrundes habe ich eine besondere Affinität zur Fotografie von Kunstobjekten, aber auch von Architektur, Interieurs und Landschaften. Es ist für mich immer wieder ein Erlebnis, mich im Gespräch und mit der Kamera behutsam einem Menschen zu nähern und sein Wesen zu erforschen. Ich bin für alles offen, was nicht mit einem übergrossen Material- oder Personalaufwand verbunden ist.

Wo kann man dich treffen?

Wo immer Sie möchten. Rufen Sie mich einfach an auf +41 79 681 12 87 oder schreiben Sie mir auf atzimi@me.com. Ich freue mich!

All photos of the New Business participants (except one...) by Adrian Zimmermann.



Adrian Zimmermann



Roger Ziegler

NEW BUSINESS: Roger Ziegler

Ich heisse Roger Ziegler und wohne in Spiegel bei Bern. Ich bin angeschwemmter Rheintaler. Ich habe eine Grundausbildung als Arzt in Humanmedizin; Weiterbildungen in Psychiatrie, Psychosomatik und Stressmedizin, Trainings und Ausbildungen in Philosophie, Mediation / Konfliktmanagement, Meditation und Kontemplation in verschiedenen Traditionen, Komplementärmedizin und Sterbebegleitung. Ich arbeite aktuell als Arzt, Dozent und im Krisenmanagement von Einzelpersonen und Teams. Zudem bin ich Projektkoordinator für die Sterbebegleitung "Passing Aware".

Wie sieht dein NEW BUSINESS Traum aus?

Sind es nicht vor allem Begegnungen mit Menschen, die uns zum Denken und Wachsen anstossen? In dem Moment, in dem ich jemandem ganz wach und offen begegne, gehe ich in die Bewährungsprobe. Warum haben gewisse Gespräche einen so tiefen Impact, und andere nicht? Seit Jahren fasziniert mich dieser Moment, wenn zwischen Menschen offener Austausch und Fluss stattfindet. Und genau danach suche ich: einen Moment von Präsenz zu erfahren, während dem sich diese zwischenmenschliche "Zone" öffnet und Innovation und Inspiration möglich wird.

Mein Traum? In einem PRESENCE_LAB – einer Präsenz-Werkstatt – dieser Kunst der Begegnung auf die Spur kommen. Verschiedene Traditionen der Menschheitsgeschichte haben Wege entwickelt, diese innere Präsenz und diese angewandte Integrität stufenweise zu entfalten und im Alltag anwendbar zu machen. Ein PRESENCE_LAB will Raum anbieten, wo dieses Gewahrsein erlernt, geübt und in einen modernen Alltag übersetzt wird, wo intelligentes Gruppenarbeiten erforscht wird.

Was hat dir das Training bisher gebracht?

Ich lerne eine Coaching-Methode kennen, die erfrischend anders ist als andere Tools, wende sie auf ein eigenes Projekt an und prüfe sie für mich. Wir arbeiten hier mit 8 Perspektiven, die miteinander jeden Aspekt eines lebendigen Prozesses beleuchten und somit ein organisches Wachstum einer NEW BUSINESS-Idee nachhaltig unterstützen. Wertvoll ist für mich auch die Mischung der Gruppe: alle kommen aus anderen Branchen, mit spannenden Erfahrungsrucksäcken. Jeder wächst und erfindet sich und seine Idee in eigenem Tempo, und dennoch ist es "Growth through sharing".

Wonach suchst du gerade?

Forschungs- und WegpartnerInnen.

Was wirst du mit deinem NEW BUSINESS anbieten?

Trainings- und Prozessmodule für Einzelpersonen oder Teams, wo Präsenz- und Intuitionskraft (Awareness in action) in modernem, schlichten Gewand, jedoch basierend auf jahrhundertlang bewährten Stufenwegen trainiert wird. So baut ein Mensch sich die "innere oder psychische Muskulatur" auf, die ihn oder sie eine Erkenntnis oder Idee organisch umsetzen und nachhaltig anwenden lässt. Diese neuen Techniken sollen nicht in einem Kurs erlernt werden, das gibt es genug. Sie sollen im Business-Meeting oder im Therapieraum erfahrbar werden und ihre Anwendbarkeit so unter Beweis stellen. "An idea or an insight has no value unless it is proven by appropriate action", sagte ein Zenmeister.

Wo kann man dich treffen?

www.we-dialogue.ch; Mail: roger.ziegler@we-dialogue.ch; Telefon: +41 78 822 13 31

NEW BUSINESS: Claudio Pacozzi

I'm Claudio Pacozzi. Presently I live in Boll, close to Bern. I have been married for almost 29 years and am the father of two adult daughters. For almost 16 years I worked as an airline pilot. However, after about 12 years I strongly felt that it was time for a change. I had the chance to take three months unpaid leave and join the crew of a British yacht race team battling across the Atlantic ocean. After this great experience I took a degree as a Corporate Development Manager. Then I joined the Federal Office for Civil Aviation FOCA. Apart from being an inspector for flight crew training and commercial flight operations I also led the overall reorganization project of the federal office in order to become a purely process oriented organization. Finally, in 2007 I had the chance to take a management position as the manager of flight crew training at an international business aviation operator. Today I still fly a business jet and I act also as an instructor and check airman.

What is your NEW BUSINESS dream?

After almost 30 years in civil aviation I believe in the simplicity of a lean and efficient organization where everybody takes his responsibility. I'd like to assist companies in leaving the old pathways and in finding new directions to grow their business in a creative and sustainable way.

What has called you to the NEW BUSINESS mastery training program?

I was looking for an alternative to regular business schools. On top of the standard theoretical knowledge I was looking for practical learning and for personal development. I considered joining the KaosPilots for the regular training program. However, a full-time three year training was way beyond my possibilities. So when changels offered the NEW BUSINESS mastery training, this was the perfect option for me. I love the inspiring spirit, the great team and the demanding learning challenges – here I have to leave my comfort zone.

How has this training helped you so far?

I experience a holistic approach to set up a business case which evolves from a – in my case – quite vague idea. Furthermore the modular structure of the mastery program allows me to make a living for my family and me in my "old business" while I have the opportunity to set up my vision of "new business".

What are you looking for now?

In order to shift my main professional activities from being a pilot to becoming an entrepreneur, advisor and troubleshooter, I am now looking for companies I can assist. I'd also like to lead challenging projects inside and outside the aviation industry.

What are you intending to offer now with your NEW BUSINESS?

I'd love to assist companies in setting up lean and controllable processes and a robust structure in order to comply with the regulatory framework respecting the size and complexity of that individual company. KISS – keep it simple and straightforward.

And where can we meet you?

Well, I'm not Mr. Wolf, but I solve problems too... Mail to claudio.pacozzi@me.com or call +41 79 769 77 78.



Claudio Pacozzi



Fabian Leuthold

NEW BUSINESS: Fabian Leuthold

I am Fabian Leuthold and I live in Bern. In my teens I asked myself why all men were considered as offenders and all women as victims and why there was so much unfairness in the world. So I studied social anthropology, ecology and sociology at University of Bern, with a focus on gender studies and fair trade coffee concepts. I did an internship in institutional gender equality work and then engaged as a consultant for life domain balance in a private association. Besides that I have been following my passion for coffee as a home roaster and certified barista, organising events and reflecting on fair trade coffee models.

What is your NEW BUSINESS dream?

My dream builds upon two visions, both of them rooted in my strong sense of justice. First I imagine a society based on diversity, where for example the categories of "men" and "women" have lost their normative significance and thus are no further source of inequalities. Second I see a future coffee value chain that is absolutely transparent and gives the farmers a chance to make a decent living. In my dream I bring my passions for consulting and for coffee together, following my visions and offering a refreshing kind of services for both corporate and individual clients – with curiosity, empathy, creativity and fun!

What has called you to the NEW BUSINESS mastery training program?

When I met Matti, I was dreaming of a coffee roasting project and did not know how and where to begin. Some months after the first coaching session I quit my former job and headed for a professional reorientation. It then became clear that becoming self-employed was a valuable option for me, which led me to join the NEW BUSINESS program.

How has this training helped you so far?

I have fundamentally changed my perspective on what it means to create and run a successful business. NEW BUSINESS has offered me an alternative viewpoint to common beliefs about "serious business" that I had deeply internalised. The program has taught me to take my passions, potentials and dreams rather than limits and imagined deficits as my references. Our personal interchange in the group strongly supports me on my way and creates valuable new relationships.

What are you looking for now?

I am looking for consulting clients, companies intending to invest in their corporate development. I would also like to meet potential business partners. In the medium term I will need resources and partners to found a cooperative for fair trade coffee roasting.

What are you intending to offer now with your NEW BUSINESS?

I offer consulting in corporate development, especially in terms of corporate culture. I organise coffee events to promote fair trade coffee. And I bring both worlds together, with the concept of "coffee break consulting". Not only am I convinced that coffee breaks tell us a lot about corporate cultures but I also do believe that coffee in all its facets can add to consulting processes in creative ways.

And where can we meet you?

Are you interested? Contact me on +41 79 317 30 79 or f.leuthold@me.com.