

WALDZELL

I N S T I T U T E

PROGRAM FOR
LEADERSHIP
EXCELLENCE and
SUCCESS

The Waldzell Leadership Institute

Waldzell is known for its outstanding, interdisciplinary dialogues bringing together leading-edge thinkers from economy, science, spirituality and art. Out of our decade of experience and the need of the time we are in, we created the WALDZELL INSTITUTE for LEADERSHIP, EXCELLENCE and SUCCESS.

In the transition that the world and therefore we are going through, there is nothing more fundamental than to understand and embody new concepts of leadership and success in business and corporations.



What was working before, does not work anymore. The strategy and the process of economy and business of the past are obsolete. They no longer produce wealth for the broader spectrum. Today we see the result of this development and we call it economic crisis. The global crisis is not an economic crisis it is a crisis of identity. Under pressure, we have misread the character of the time we are in and were therefore not prepared to adapt, change, and renew the capacity to be exertive and produce prosperity. The way out of this identity crisis and to ensure a path of success for business in the future, is to integrate the ancient wisdom and techniques of the East into modern economic concepts of the West.

Google and many other globally-successful corporations have embraced this ideal and have experienced firsthand how including yoga wisdom and yogic techniques empower the corporation and raise the quality of life of employees. In fact the effect is so exponential it reaches into the consumer arena and engenders sustainability initiatives.

Our vision is that the human being is ontologically complete and therefore able to reverse the current crisis with individual effort. As humans we are capable to sense the reality of the changing world around us, perceive the subtle facets of each unique event, and compute the opportunities that arise from the environment. We are able to deal with any given circumstance or adversity and create welfare and prosperity for ourselves and others. We can apply the mind to succeed in any field we focus on.

Our mission is to deliver and share the PSYCHOLOGY of EXCELLENCE®. It contains the practical know-how that can lead us out of our personal pre-conceptions. These preconceptions limit us to living a life of average. They prevent us from exploring the bountiful inner resources of energy, skills, intuition and courage that lie inside each one of us. These resources make possible what in the restriction of mediocrity we could not imagine to be.

PSYCHOLOGY of EXCELLENCE® allows us to be masters of the mind and become experts in what we are committed to. It is this process that makes us into true authentic leaders and co-creators of the reality around us. PSYCHOLOGY of EXCELLENCE ® is the logical and experiential study of the psyche that allows an individual to quickly move away from imagined disabilities and limits. It empowers us to be flexible and deal with life through the kind of applied intelligence, strategy and action that lead us to succeed.

PSYCHOLOGY of EXCELLENCE® is an applied technology, contained in the science of Kundalini Yoga as taught by Yogi Bhajan, which comes from teachings that are more than 7000 years old. Kundalini Yoga is a Royal Yoga. A spiritual discipline that in ancient times was intended solely for kings. It was meant to elevate, guide and support only those who had the responsibility of leading others. Today it leads us all to happiness and excellence.

The SCIENCE of MIND and APPLIED PSYCHOLOGY in LEADERSHIP and BUSINESS SUCCESS ® is a branch of Kundalini Yoga, specifically designed for those called to service in the world of private business, economy and corporations. It is a process to practically bring the spirit of higher consciousness, which is complete in itself, into very earthly matters: leading to profit that serves the welfare of all. There are unique teachings, techniques, and daily life tips to achieve desired goals and administer the achievements successfully.

The Science of Kundalini Yoga comes with a complete technology to experience and put in practice. The applied techniques create an interaction between functional and impersonal minds in certain proportions, resulting in different mental combinations, and allowing right action for every kind of need, task and situation. Meditations and exercises improve and refine perceptive and creative activity. The applied techniques can be practiced by everyone, also sitting on a chair, and require no special physical or mental abilities.

Fields of Application of our concept and technologies for individuals as well as for groups are:

- Manage stress and raise energy levels
- Focus, intuition and applied intelligence
- The art of successful communication
- The art of creation and deliverance
- Diagonal problem solving, the art to sense reality and foresee the future
- The process of vision, mission, strategy and the energy to do it
- Mastering leadership and the art of trust-based relationships
- Increasing the effectiveness of management and team work
- The anatomy and physiology of a healthy corporation

These fields represent samples of general topics. Our approach is to deliver custom solutions for the actual tasks our clients are confronted with.

Some of the results of PSYCHOLOGY OF EXCELLENCE can be summarized as follows:

- Improve stress resistance, be more concentrated and attentive
- Sharpen clarity and speed of thought, even when overloaded
- Increase radiance and magnetic attraction for opportunities
- Acquire ability to recharge oneself in just a few minutes
- Have more available time despite so many things to do
- Enhance one's own health and change undesirable habits
- Strengthen the capacity of intuition in every situation
- Consciously understand cause, orbit, impact and the consequences of our intentions, words, actions

Founders of the Waldzell Leadership Institute



Dipl. Ing. Gundula Maria Avenali,
aka Puran Sukh Kaur



Sadhana Singh

The focus of the Waldzell Leadership Institute is to unfold human excellence and to create a transformational environment within the individual. Out of this personal growth, a well-balanced, successful, authentic person emerges. One who sees the world through a higher perspective and positively affects their specific sphere of influence

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