



Wolfgang Sonnenburg is a mentor, speaker, author and thought leader. The former attorney and entrepreneur was the owner of a law office and partner in a tax consultancy firm and a real estate company. He established Winspiration Day in 2003 and founded the Winspiration Day Association in 2012 in order to lend the 7th of May, the day to focus on one's own power, significance worldwide and to promote the realization of the United Nations' Human Development Index.

He sees human happiness in a holistic approach, living by his Purpose-driven profit philosophy. In this approach as a mentor he encourages optimistic thinking and design and the identification and finetuning of one's own capabilities.

He describes the core of his philosophy as: "I encourage myself and others to take up our place in life. Only the interplay of education, health, happiness and financial security leads to true well-being."



„Wolfgang Sonnenburg uses the force of his exceptional personality to make the world a better place. I had the pleasure to speak at the first Winspiration Day event, and I instantly knew that it was a very special idea that would grow over time. I am very proud to call Wolfgang a long-time friend.“

— Bob Proctor („The Secret“)



Proceeds from the sale of this book shall go to the not-for-profit Winspiration Day Association in order to disseminate the idea of the Winspiration Day and the Human Rights Development Index.

[www.winspirationday.org](http://www.winspirationday.org)

WOLFGANG SONNENBURG

THE BEST IS YET TO COME!

Wolfgang Sonnenburg

# The Best is Yet To Come!

*Why creating a world of emotional and material wealth is inevitable*

**The Best is  
Yet to Come!**

**Proceeds from the sale of this book shall go to the not-for-profit Winspiration Day Association in order to disseminate the idea of the Winspiration Day and the Human Rights Development Index.**

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Wolfgang Sonnenburg

# **The Best is Yet to Come!**

„What the caterpillar calls the end of the world,  
the rest of the world calls a butterfly.“

*Lao Tzu*



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## *Foreword by Pero Mičić*

Would you want to live in the year 1900 rather than today? During the time of the German Empire? With a six-day working week of 60 hours for all? Without suffrage for women? When ten percent of mankind was still dying from tuberculosis?

Sometimes one has the feeling that everything was much better in the early days. But if you examine this more closely, hardly anyone would want to dispense with the current quality of life. On the whole we are much better off now than twenty or a hundred years ago.

There is also a down side – complexity and excessive demand everywhere. A climate disaster around the corner. When the oil crisis took place in 1973, everyone thought it would be downhill from there. Rivers were already polluted. Nuclear war was only a question of time. But things turned out differently. Better. We have improved a few things.

Will the future too be better than our presence? Is the best yet to come? If you have doubts, I understand you. People are as always short-term beings. We sacrifice our better future too often in order to feel good now. Debt crises, environmental destruction, hunger, obesity and lack of qualifications are only a few examples of the fatal consequences of our short-term orientation. Our reward system in our brains was created over a period of millions of years. Thousands of years ago we did not have to worry about the future. This is why it is so difficult to do the right thing for tomorrow. We are overly challenged by complexity.



But there are grounds for cautious optimism. We have better resources today and a better understanding of the world. Step by step we will also master the threatening and seemingly insoluble problems of our time.

In order to do so we need a good relationship to our „Future I“ and our „Future We“. We must measure our current thinking and action against whether it will have beneficial or adverse effects on the happiness of our Future I.

Will we have even greater affluence? This is a central goal in the under-developed regions of this world. The greatest needs disappear once material prosperity has been achieved. But we don't need more wealth in the literally saturated societies of the developed world. We yearn for a greater quality of life. This is what should and will be growing, without foreseeable boundaries.

Wolfgang Sonnenburg combines freedom and responsibility, this inseparable pair of values, in his own personality. He has taken his freedom and is assuming his responsibility. This book allows one to experience Winspiration in another form.

What can you do? What can we all do? Always look at the whole of life and not just the moment. Learn how to know and love our Future I. Learn how to know and love our Future We. Always reflect on the long-term consequences of our actions. Look longer and harder at the whole rather than at ourselves.

Then it will be true: the best is yet to come.





## *Greeting by Samy Molcho*

When Wolfgang first invited me to his Winspiration Day, I thought: oh, another motivation event! This was very popular in Germany at the time.

I was very surprised to experience something completely different than I had expected: the presentations were different, the atmosphere in the hall was different, the enthusiasm was different. It was clearly Wolfgang who had understood how to define and implement the difference between motivation and inspiration.

Motivating someone assumes that the person doesn't feel like doing anything, but one should nevertheless motivate him or her – often with some sort of reward system.

Inspiration is something else. It is a spiritual power of creation, an invisible creative power, which is in each and every one of us.

Wolfgang has acknowledged people again and again during Winspiration Day, who have been successful due to their internal power and vision, despite physical or other limitations. These people have stood on the stage and have showed us what is possible if one only believes.

Our visions are realized if we engage our own power, if we reflect on what we can really do well.

Dear Wolfgang, I hope you find many readers who say: "I want to join in."



The gift that Wolfgang gives us all with this day is to ignite a fire in us, to awaken the courage and strength to realize our visions. Dreams should not remain dreams – they should become reality.

Thank you.

## *Introduction – Thinking ahead*

Three words were enough to galvanize a whole nation. Three words that became a synonym for inspiration, because they inspired people and gave them hope in a future full of opportunities: “Yes, we can.” After being elected 44th President of the United States, Barack Obama stepped on stage and fulfilled a dream that Martin Luther King had once painted for the future. Sometimes dreams need 40 years or more to come true. Then they open horizons and happiness rains down. This proves to me that the power of thought, the belief in justice and a good future will dominate over time.

Many years ago I sallied forth to look for happiness. I talked to philosophers, natural scientists, to clergy of various religions. I listened to politicians and allowed the life stories of impressive people to influence me. And always the ultimate insight was that happiness consists of an abundance of knowledge and freedom, of the will to make the best of this life. If the political framework conditions are right, if all facets of human rights are guaranteed, a large space opens up for this timorous feeling of happiness. I would like to add another value to these criteria – vision. It gives us the strength to believe in our capabilities, because it promises us in only three words: “Yes, we can.”

I want to invite you to play with the idea that the United Nations has published a report for over 20 years in which it asks: How does one measure human happiness? The architects of this model be-

lieve it is with the values of education, health, life expectancy and financial security. I am fascinated by this attempt to explain happiness across borders, because it places people in the center. It shows that happiness has many faces and is significantly more than a mathematical formula.

Push your doubts and old doctrines aside for once. Open your thoughts to the idea that every human being possesses very special and individual capabilities – from the day they are born onwards. Our task is to discover these capabilities, to safeguard them as a valuable treasure, in order to be able to say at the end of our life: I was happy.

I know that there will be critics who ask: "Where will we end up, if everyone does what they want?" I answer with a smile: "Very far. Farther than we can imagine today."

We live in a democracy that allows self-fulfillment and is open to individual ways of life. Never before has the world been so close together, thanks to modern technology and an understanding for art and cultures. Never before have there been so many opportunities to build one's own paths. So what is keeping us from approaching our goals with a light step? Why don't we look for those tasks that make our hearts beat faster and fire our imaginations?

Probably there will always be people on this planet who bash each other's heads in, who behave unfairly and who injure others for base reasons. Laws cannot prevent, only punish, this. These realities, too, are part of life. But should we stop, therefore, and deviate even a single millimeter from our own dreams, from dreams that allow us to grow beyond ourselves like lovers do? I don't think so.

We need people who can exert their own power, who can discover their capabilities and enrich the world. We can bring about many things, both large and small. Everyone can be an ambassador for happiness and satisfaction. That is what this book is about.

Engage in the vision of the Winspiration Day on the next few pages. People throughout the world celebrate this day on the 7th of May. I would like to encourage you to take the plan for your own happiness in hand and work on it – at major events, at vision parties or in a small group of friends. I invite you to learn more about my type of inspiration in the next few pages. I will recount minor episodes from the past ten years and an overall picture of this day, which can bring about so much, if people consolidate their energies, will form in your mind.

A year ago I founded a not-for-profit association in Zurich with a team in order to give this day even greater significance, to make it a set day in the calendar similar to Valentine's Day. The time was ripe to write this book. It became an inspirational book. At times reflective, at times personal, at times polarizing.

I am also publishing this book in order to attract you as a member of this association and ask you for donations, so that we can spread the idea of Winspiration Days around the world together. A single person can only do so much, but many people together can improve this world quite a bit. Many people together can give happiness in society larger, more important space, by for instance asking politicians to give more attention to the wonderful idea of the Human Development Index. Not gross domestic product, but human growth, is central. The focus is on soft values: education, health, freedom to style one's own life. In my opinion – in total they



are a guarantee for happiness. Politicians should read the annual report of the United Nations and put it on their desks as a working document. They should leaf through it until the corners are dog-eared and consider how these values can constantly fit into their thoughts, actions and programs. At the same time I would like certain entrepreneurs to gain a greater awareness of the happiness of their employees, most teachers to have a broader view of their pupils' talents, parents to attend to their children with benevolence. I have written this book for all of them. I want to provide stimuli for ideas as part of the daily routine and once a year for concentration on what really counts in life.

I am really proud that the personalities that I was privileged to encounter are speaking out. They have all achieved great things. Such as Pero Mičić, Samy Molcho, Muhammad Yunus, Manfred Spitzer, Felix Finkbeiner, such as Joana Zimmer, Dagmar Riedel-Breidenstein and all those who impress me again and again. Because they spread their knowledge and passion and simply say: "Yes, I do."

Yours,

Wolfgang Sonnenburg

## *The Idea – Getting back to basics*

Just imagine- if the prosperity of a country would not be measured by its balance sheets alone? What would it be like, if people were not consumed by a crisis phobia; instead, their hearts were filled with hope for the future?

Wouldn't there be spontaneous constructive growth and more justice in this world?

It is already 20 years since the United Nations has been trying to broaden the national standards by encompassing education, health and happiness levels. It has declared way back in 1990:

*"People are the real wealth of a nation. The basic objective of development is to create an enabling environment for people to enjoy long, healthy, creative lives. This may appear to be a simple truth. But it is often forgotten in the immediate concern with the accumulation of commodities and financial wealth." (From HDI, Objective 5)*

The Winspiration Day Association supports this objective of the United Nations. It organizes an annual one day event to comprehend this Human Development Index as a personal opportunity. The index is aimed at bringing people together, encouraging them to follow their own path and breaking free from the shackles of old and limiting beliefs. This day must enable each person to create a plan of happiness for life. Imagine the tremendous energy that would be created if people all over the world participated in this endeavor! The Winspiration Day is celebrated on 7th May on

stages, in homes, on the internet. It shall fire your dreams, ignite your visions. It shall touch people's hearts and exponentiate a million times to massive power.

*Baden-Baden, 2006. The sun is shining over the white rocks. At last, you are beginning to experience a whiff of the impending summer. It is the day on which I have sent out invitations for a fourth time for Winspiration- a formidable agenda has been outlined this year. The press has already covered it. I was interviewed in the run-up. Everything has fallen into place exactly the way any facilitator wants it to be. Now I am standing in this empty, elaborate hall at the Baden-Baden resort. All alone. I am slightly nervous. But then, some nervousness is as native to a speaker as the tinkling of champagne glasses at twilight, when the curtains are drawn. I throw a glance outside. Colorful flowers grow hazy in front of my eyes, and I start to visualize the images from Yokohama. It was in this big Japanese town just a few weeks back that I got acquainted with little Rex. And this encounter moved me to the depth of my soul. This young boy entered the world nine years back with a major disability. He could not see, could not hear; he could hardly move. And it was evident in the first few years of his life itself: Little Rex was autistic as well. But he had one talent. His mother discovered his talent and nurtured it with immense love and devotion: Rex can play the piano. Just like that. He can memorize the compositions of the grand masters, and then recreate them. Without being able to read music. This gift seems to strengthen his hearing capability, improve his concentration, help him move better and fill his heart with joy. His disabilities seem to disappear into insignificance in the presence of melodies. He releases them to fly off to a faraway land. Until the last note slowly melts away. Rex represents very much what one would call a wonder child, the specia-*

*lists opine. But I call it his talent and hard work. He practices for hours, days, and loses himself in time and space. Tonight, I shall welcome him along with his mother to an audience of thousands of guests and award them the prize. I believe that this young boy has a message to spread. His mother captures it in her own words: "There is something hidden in each one of us. We all have our strengths. We all have our weaknesses. But if we are passionate about our vision, then we shall discover our unique abilities. Rex shall greet everyone with loud abandon in the hall: "Happy Winspiration Day!" No one has ever said that before. And me? I will probably turn towards the audience and ask them: "Rex plays the piano. And you?"*

<http://may7.org/ugfe> – Cathleen Lewis wrote the book: „Rex: A Mother, Her Autistic Child, and the Music that Transformed Their Lives“.

### ***The economic crisis as a value crisis***

Close your eyes. Detach yourself from the outside world for a few minutes. Redirect your power for a moment towards yourself. Paint it in a light color and think of one single sentence: We have never been more prosperous.

How do you feel? Strange? Irritated? Well, this is normal. Most of us are programmed to complain, to fear, to hark back. We are susceptible to catastrophes. That was our grand evolutionary design: A flight response to danger was one of our biggest challenges. The brain has not yet forgotten these roadmaps and this is the very fact that is endearingly taken advantage of by the media: They dart for misfortune, dissect it till it reaches a painful thresh-

hold and then present it in a continuous loop; till the audience becomes insecure and turns away. Let us take the example of the incident that happened in the spring of 2007. Little Maddie disappeared. She had been with her parents on a holiday at a resort in Praia da Luz in Portugal. Till one evening, her parents found her room empty. They alarmed the police. Newspapers competed against each other to catch the reader's attention. For months, media exploited the fact that bad news give them better profits than good news. And in addition to this benefit, so to say, journalists also achieved something else that was more subtle and it slowly and stealthily made its way into the daily routine of the reader: A feeling of in-depth insecurity was created. Mothers started over-protecting their children, did not trust them to go to school on their own anymore, and forbade them to play in the park with their friends. The negative messages were not forgotten after reading the last sentence; instead, they assumed even greater proportions in their minds and feelings. There was an urgent need to catch hold of the culprit to finally end this drama and return to a routine sans worry.

Journalists did realize how the readers seemed to have lost their balance; in spite of this, they blatantly continued with their speculations. Their coverage created an image of an enslaved, dangerous period in time; as if children were being kidnapped in this manner all the time. This negative reporting distorted the contours of reality; and reality was that actually, life has indeed become safer and better for many years. It is highly probable that, at the same time and in parallel to that dreadful event, a mother has given birth to a healthy child, an adolescent has just completed his degree with the best mark, a surgeon has saved a life by ope-

ration, a company has averted insolvency, nations have signed a convention against violence for conflict prevention, a head of a state has released innocent prisoners by amnesty. The criteria of the millennium contract have probably been fulfilled to a larger extent. But yet the headlines report about track hounds in Portugal and talks of Maddie's parents with the press and the pope. And thus created further sadness and fear.

### ***Responsibility instead of apathy***

We have the media that we deserve. As long as vapid and parasitical C- and D-list reality show celebrities make more money than a road worker who slaves away with bent back for himself and the community, more than an intense care nurse who provides care for the ill, apathy will keep drifting through the country and there will be a lack of enriching life models. People need stimuli rather than dullness and apathy at the microlevel.

We live in a society where we leave imprints on our behavior when we nourish our minds with an abundance of bad news. But the issues and the tonality can be changed simply if the individual corrected his attitude by adopting the approach of facing reality with optimism. Our thoughts influence our actions; so is it any wonder then how insidiously our values are altered when hope dies and fear grows?

### ***Fear makes for a bad counsellor***

However, it would be unfair to blame only the politicians and media for people's fear of the future. It's not the media that invents

bleak scenarios, nor only the politicians that create the problems; rather, it is every individual that affects the mood of the country. Each adult may elect his own political representatives, can bring issues to the legislature, can make requests and become involved. Everyone is responsible for morality. No single person should be told how to live it. If a person in office is accused of personal gain and his reputation is ruined even before a judge can pronounce a judgment, if the quota come before a person's right to protection of privacy and this person does not know how he is ever to regain a foothold in his life, then I believe that it is shameful; and on the other hand, it is an indication of how volatile morality can be. Christian Wulff [once German President from 2010-2012] was once celebrated as a glamorous political star. Then he fell in disgrace before the sensationalist media. Rarely have I seen a person age faster. How power slips away when one's personal space becomes the central stage for a tragedy.

I am sure that we can achieve much if we can avoid such situations. We should reflect on our strengths and on the purpose of making the best out of this life, beyond complaints and malice.

What if we provide an impetus on one day of the year to reach our goals and to fulfill our desires? What if we declared a special day in the year, dedicated to our life plan, as a holiday?

We would sense our potential. Together with others, with family, friends, colleagues, neighbors, we would reflect upon where our strengths lie and how we could use them. I know from many encounters, from lectures, discussions and coaching sessions, and from ten years of Winspiration Day, how strong this force can be. You can reduce or even eliminate poverty, allow wealth and happi-

ness as well. If we enumerate what we want, when we say it, write it down and place it in the middle of the room, then it can grow into our lives and into the world.

### *The future of our children*

What we need is positive thoughts for our future. To form them, we must very deliberately jump out of the rat race and say yes to moments beyond our careers or everyday duties. When was the last time you sat on the floor next to your child and built a tower out of blocks? When have you been out in nature jogging a lap, once again feeling that you have the oxygen to chase down the smallest pathways of the brain? When you have simply enjoyed a good laugh? When you have looked a man passing by in the eye and smiled at him? Each positive moment leaves a trail of happiness in our brain. Are you a collector of these precious little moments in everyday life?

We need moments of happiness, and sometimes, a more casual approach to life. We should find a balance between the major areas of finance, education and health, as described by the Human Development Index. Futurologists predict: Prosperity, as it has never existed before, is imminent. The promise of new technologies and new concepts of life; both will be game-changing. But we also need children to become confident, intelligent adults who will face the challenges of the future by acting responsibly, rather than just reacting as the teachers want them to. Creativity cannot be excluded by the closing of the classroom door. When teachers send children out to the hallway because they are interrupting lessons then nobody should be surprised that the little



ones stand mute before authority. Such punishment belongs in a prior century; yet this is still being done at local primary schools. A more fitting educational approach should be according to the saying: "In the center stands the child with his creativity."

Children want to talk and not be silent. They want to discover their abilities, in their own way. They are not complacent and far from being tired of life. They take their future in hand, such as Felix Finkbeiner, who with his organization "Plants for the Planet" as a 12-year-old in 2007, called to plant trees to generate clean air. He spoke before the United Nations; he is the UN Child Ambassador for Climate Justice, and wrote the paper entitled "It's All Good – How Kids can Change the World". Today, the world is richer for his dedication to 12.6 billion trees. Winspiration Day once had him up on the stage and gave him an award.

### *120 years of life*

He who speaks only when asked leaves no traces. He tiptoes through his time and submits to rules, rather than challenging them. One thing is certain: No one has infinite time, but everyone has the opportunity to use his own time well. More than two thousand years ago, Seneca said, "How long I live is not under my control; but whether I really live, while I live, depends upon me." And one fact is indisputable: We are living longer.

According to a recent OECD study, the average age of people in developed countries is 77 years. In Germany, the life expectancy is around 82 years. So we must think, feel and choose 82 times 31,536,000 seconds per year. And we are not far from living to 120

years or more; and thus to the sum of our life expectancy has increased by 50 percent. The prospects for a long and fulfilling life have never been better. They rise with the health, education and the happiness that everyone must feel when one remembers to make the most of one's life. Pessimists cry out, forecasting the writing on the wall, "For heaven's sake, who is supposed to pay for this? We are already stretched with the bailout for Europe; how will we even feed the old people?" I say, "Those who have learned to rely on their own skills, to design their lives with creativity and vision, shall independently prevent poverty in old age." New occupational and pension concepts will emerge. The retirement age is no longer limited to 65 years. Just 20 years ago men and women in their prime retired early at age 56. What a waste of knowledge resources and energy! Today politicians are calling for a retirement age of 67. We move forward in small steps.

Who keeps us from thinking big again, to toy with vision? Complaining makes the mind and body tired, and warps one's attitude to life. And it leaves traces in the brain that slowly but surely trample flat the views of the good. We must find alternatives to overcome the lack of courage; only this will generate flexibility for the future. Just think of the crisis scenarios of overpopulation in Europe in the recent past. They proved to be incorrect. Today, researchers predict that Europe's share of the world population at the end of 21st century will only be five to eight percent.

By the creation of crises, only one thing is achieved: fear. This never leads to growth and vitality. We should not allow ourselves to be like an uncontrolled ship on a stormy sea, left to the waves of media and pessimists. It seems much more sensible to me that

a person should remember one's own responsibility with a good dose of self-confidence. Winspiration Day on May 7 is a day of focus. And with a bold look forward to every other day the insight may arise that: My goals are defined by me and not by the politicians, not by the media, the teacher, nor the boss, nor anyone else. The premise remains that you should do what you are passionate about, because this will lead to personal success and to the success of society. Already in the 12th century, Bernard of Clairvaux of the Holy Cisterian Order knew: "Passion is greater than knowledge."

### ***Fate does not mean despair***

Since the first Winspiration Day in 2003, many other ones have followed in various formats. They are all shaped by people, who do something special, and by encounters you will never forget, such as the one with Jim McLaren.

*I met Jim in a Starbucks Coffee Shop in Santa Fé. It was his eyes which captivated me. I saw this curiosity in his eyes, capturing each second of life around him. Among umpteen guests, I noticed the intensity of his charisma. Here was someone who looked extremely disabled. He was sitting in a wheelchair. His hands were so cramped that he could not even unscrew a bottle of mineral water. But everything about him certainly seemed to say yes to life. I watched him, and I quickly looked away again if he noticed. I drank my coffee more hastily than usual and left the shop earlier than usual. I stopped on the street and thought about it. "Why didn't I speak to this man? Why didn't I tell him how impressed I was by his aura? There arose within me the unpleasant sensation*

*of having missed the chance of a particularly special conversation. I turned around, walked back, and it seemed as if he had anticipated it. He nodded to me, and thus began our friendship.*

Jim McLaren was once a sport idol in the USA until he was struck by fate, until he was lamed from the cervical vertebrae downwards by two severe accidents. At the time I asked myself: How is that possible? How can I meet a man, who had been deprived of everything that had been important to him up until the tragic accidents – his agility, his speed and his fascination of sport – in a sensitive, life-affirming manner? The answer I found astonished me: Jim McLaren saw purpose in his fate by attempting to sharpen awareness in society for people with disabilities and to help them tangibly and mentally.

Jim's organization ensured that disabled men, women and children were no longer shunned worldwide. They received help. In his intelligent, quiet and self-confident manner, he fought to break down internal and external barriers. Owing to Jim McLaren, disabled people have a lobby, and they found a place in society and a new self-image. Development assistance should begin with the weak.

In 2006 I presented the Winspiration Award to Jim McLaren and 10,000 Euro for his foundation Choose Living. He commented on the award with words which splendidly describe the idea of the Winspiration Days: "People with the same desire got to know each other. They did not make a great plan to change the world. Instead, we want to reach and help individual people. You have helped me. I felt your energy – and I am not just saying that easily.

Who knows what the future has in store. I find it very exciting and thrilling. Thank you very much."

Jim McLaren died on August 31, 2010. Thank you Jim for your motivation in giving disabled people courage and a media response. Thank you for your words: "Being alive just means living. That is something good."

■ <http://may7.org/kqyu> – Jim MacLaren (video)

### *Businesses need values*

Minorities often lack media response, as journalists prefer to massage managing board egos at institutions and corporations, leaving much to be desired. Vanity and profit, however, cannot remain the sole motivators in the long run. People who work just to hoard money lose touch with the meaning of life and eventually end up in depression. Businesses that strive solely to issue invoices, but fail to observe quality standards, will not attain a good reputation in the long term. In his book, "Strategische Unternehmensführung" (Strategic Governance), Professor Hans Hinterhuber concludes that, all things considered, only companies that offer solutions for societal problems will have a future because, "People are more important than strategy." How very true!

It is not enough, if companies adopt mission statements merely for the sake of pretty words. Values become real only if employees can feel, breathe and share them. This happens when, meeting its responsibility, a company stimulates its employees, promotes their skills and gives them space for individual fulfillment and per-

sonal responsibility. This is a sure way to prevent individual burnout and collective collapse. It allows people to work on a higher plane, with joy resonating, because having a passion for a vision, inspired individuals can achieve truly great things. In this event, anxiety about the future, deprived of fertile ground, cannot thrive any longer.

### *Seeing the future*

There is no reason for anxiety about the future. We are about to achieve a degree of prosperity, which we cannot even begin to imagine today. Futurologist, Mathias Horx, never tires of pointing out that we tend to harbor unjustified fears. To this day, students are reading in their textbooks that, due to an imminent global population boom, energy and food demand will be impossible to satisfy in future. On another note, let us recall a prophecy proclaimed loudly within esoteric circles about the end of the world coming in December 2012. Such unspeakable warning was derived solely from the fact that the Maya calendar would end at that point in time. Many an editor, toying with interpretation, set out to scaremonger and spread panic. Domsday movies flooded the market. A gloating tourism industry made the most of it, maximizing holiday packages for Mexico, Guatemala and Honduras. And yet, to this day, the Earth is still moving.

In the Seventies, the energy crisis was worrying us. Car-free Sundays and mandatory driving at walking pace, when approaching a red light, were measures imposed to remedy the problem. However, the crisis never came. Scenarios have been drafted, where robots alone would perform surgery on humans. Yet, to this day,

surgeons are performing the operations, while human relationships continue, and confidence in human ability prevails. On the other hand, the global village is closing ranks. Digital media provide information; denounce injustice and human rights violations that occur in the more remote parts of the world. New technologies are stepping up the pace. We cannot afford to blind ourselves to the fact. Rather, we would be well advised to educate ourselves and recognize the benefits of such new technologies.

Fifty years ago, it was absolute luxury to own a color TV set. Today, touch screens grace the walls of living rooms and eyeglasses feature chips that provide access to the virtual world at any time. Less than 180 years ago, the first train ride in Germany, from Furth to Nuremberg, caused a sensation at a speed of 36 kilometers per hour. At the time, the doors were nailed down for safety to prevent 200 passengers from panicking in the coaches. Today, ICE intercity highspeed trains crisscross countries at approx. 300 km/h, while travelers read a book, or take a nap snuggled up in their cushions. Tomorrow, they will be gliding on rails in rocket-style, high-tech trains, controlled by computers and entirely unaffected by weather conditions.

### *The power of thought*

We need to learn how to tap into future realms and embrace, rather than deny, innovation at last. In doing so, we preserve our energy and add a touch of curiosity to life. Neurophysiologists found that up to 80,000 thoughts cross our minds every day. Yet, we are consciously aware of a mere six percent of all these thoughts. Moreover, such paltry recovery consists of stale, old paradigms, which

have a counter-productive effect on one's personal life plan and hamper societal performance. With time, brain activity slackens and our senses are dulled, much like a muscle that is not being exercised. Thanks to methods of modern brain research, we know today that the human brain can form synapses right up into old age, provided that is being exercised. We need to generate stimulation, stretch limits, design visions. Winspiration Day intends to contribute toward such aspirations. Feature film, *The Secret*, is based on this insight: Through the power of our thoughts, we can become more successful than we could ever have imagined. All we need to do is seize the opportunity and get back to basics – once a year and, indeed, on each and every other day, similar to Valentine's Day, when you take your lover out to dinner and make plans for the future. On May 7, we think ahead! We invite friends and family, neighbors and peers. We meet privately, or in public, and gather momentum, thinking big ... and bigger, yet.





## *The Purpose: What life is worth living for*

An apple isn't a pear. And no amount of cultivation can change this. The fruit always maintains its own nature at the core. Its appearance and taste can, however, be refined, if conditions are right. It can mature in peace and develop to ripeness. The same is true of the gifts that people carry within. They, too, may not be ignored, so that they can develop into true talents. They must be identified and nurtured. Only then does self-actualization occur. I call this Purpose. It is important to identify this Purpose and to strengthen it in order not to have regrets at the end of one's life and in order to be authentic and happy. A focus day can help – once a year on the 7th of May.

How quickly we suffocate our talents due to deficient education, by choosing the wrong profession for which we toil 60 hours a week and finally collapse with burn-out. I am not impressed by statistics on working hours and proof of performance. Far too often they conceal a personal dilemma.

Statistics are popular in German-speaking countries. In business, especially, every area is examined and described in terms of numbers. As a result they are lent an ostensibly serious note. They describe a treasured truth, which can shake one awake or tempt one to yawn – depending on the topic or perspective.

The Federal Bureau of Statistics indicates: Germans work too much and for overly lengthy periods of time. What do such statistics say about one's personal fate? They calculate the quantity

of work, not its quality. In my view the efforts of a nurse in the ICU count more than a teacher's scheduled teaching. Statistics measures professions in terms of figures, not vocations. The joy of working and life's self-fulfillment are ignored. So at the end we have the number of 60 working hours a week that the statisticians remind us of. This leads to debate, in fact, global debate: pessimists wrinkle their foreheads and warn us: "Ethics are in danger. We need a new guideline or we will work ourselves to death." Optimists roll up their sleeves and rejoice: "That's a good sign. It shows that ever more people feel their profession is a vocation, that not time, but a good feeling at the end of the day, is important."

I believe: We do not need working hours with a limit, but an activity that we value and love and of which we know: we are passionate for these tasks. Then overtime hours become superfluous and the 5 p.m. mentality takes care of itself. This topic engrosses Europe and the US. Books on new working structures have become the trend. The old Bismarck retirement age of 65 is finally being dismantled and aligned with demographic changes, the excessive observation of which is unlikely to be constructive in terms of quality of life. Because only the Purpose should be the guide, without an expiration date to limit one's performance. Where would we be in a society with an aging prognosis, if people of 60 + should rust away instead of mixing their life and profession into an elixir of power?

### *From 65 to 100*

For people who find satisfaction for themselves and a purpose for society in their work, the motivation to perform does not stop at

65. This limit is a relic of the century before last, when noise, filth, monotony and wear and tear forced people to age prematurely. Framework conditions at work have changed ages ago. Modern technology and an awareness of such dangers provide health standards nowadays as never before. Working longer is possible. Life-long learning is the magic formula for challenging tasks, for flexibly accompanying the demands of the market and of time. Today no one is still guaranteed a job from their education to their retirement. And this is a good thing. For choice means liberty.

Thanks to hygiene and interdisciplinary research, nutrition and education, people in the Western hemisphere are living longer and longer, so long that the President of Germany was in a position to congratulate 68,104 citizens who were over 100 years old with birthday cards. 100-year-olds are no longer an exception in our society. The elderly are staying fit and alert longer. They want to take part in discussing and shaping the future, to pass on their experiences. What a pool of the spirit of the times and wisdom that subsequent generations can draw from. We need a sensible mix of old and young, of mutual inspiration, in our society. And life-long learning attains a special quality against the backdrop of this development. Empty sayings such as "You can't teach an old dog new tricks" have been scientifically refuted and are not sustainable from a social perspective. Rather, the saying should be: "You can teach an old dog new tricks." Times change, so do insights.

## *Don't whine – move*

The demographic transformation conceals a huge potential of experience. We are on the right path to recognize and exploit this. And I venture to forecast for the future: Europe could succeed in emerging from the financial crisis, which is simply a banking crisis, as a strong region. For the crisis is in my opinion an occasion to reflect on what we need to do to grow together. This is a task and an opportunity at the same time. This will influence the entire planet Earth, even if the population of the old continent will comprise only eight percent.

In order to master this crisis in Europe, three conditions must be fulfilled: the diversity of cultures and languages must be appreciated, democracy must be lived, the entire range of art or entrepreneurial models must be utilized. Think of the major thinkers of the Enlightenment, such as Descartes or Humboldt, of the initial inklings of democracy that emanated from England, of artists such as Dürer, Beethoven, Goethe, Rodin, Picasso, Beuys, of successful family business that combine tradition and innovation, of the endowment culture.

If Europe grows together, if it acts as a reliable partner and always presents its philosophy of freedom as its mission, then a flourishing future is assured. No other part of the earth lives in peace so reliably or has a greater democratic understanding. But this is a fragile commodity. The pressure from the right in Hungary shows this at the moment. In my opinion the 27 countries must coordinate more closely, act jointly and design an idea of the future that includes its citizens, rather than makes them uncertain.

Europe needs programs for education, for health, for happiness and, moreover, for the greatest possible economic freedom, beyond restrictive guidelines and regulations. The brain researcher Professor Manfred Spitzer summarizes this premise: "If we don't change Europe, we will soon be manufacturing T-shirts for China."

### *Happiness as a basic right*

Not only politicians are responsible for the success of the grand project, Europe. Rather, each and every one can contribute to its success. Everyone should ask: What can we do for politics in our country? As John F. Kennedy once encouraged: Don't put your hands in your lap and wait for help from above, rather take your life in your own hands and maybe look past your own garden fence to see how your neighbors are doing. Anyone who lives happily, true to their own capabilities and life views, will render services for themselves and others. Not money, but only personal happiness, should be the engine here. I know men who drive luxury limousines and are worried at the end of the month whether they can pay the rent. When I ask why their car has to be so expensive, they answer: "It's my status symbol." I think the price is too high, though. It restricts action and thus personal freedom. One's head has to remain free for the truly fulfilling tasks, the true opportunities in life.

We all know the great models who reach the very top. Such as Paul McCartney. He has music in his blood and could never imagine doing something else. With or without the Beatles, as soloist or song-writer – everything he took on, he did with passion. Today he is the most successful musician of all time. I am convinced

that each individual has an inherent strength, which stubbornly persists in leaving its finger print behind, its traces – even if money is not an issue and abundantly available. Wealth could never prevent a Paul McCartney or a Michael Schumacher from making music or racing cars.

Discovering, developing and living this strength may never be sacrificed to the demands of others. Not in one's profession and, much earlier, not at school. The short fable "The School of Life" talks about this:

*"Once upon a time, animals had their own school. Lessons consisted of running, climbing, flying and swimming and all animals were taught in all subjects. The duck was good in swimming, even better than the teacher. It was average in flying, but especially hopeless in running. Since it got such bad grades in this subject, it had to stay after school and miss swimming lessons in order to practice running. It did this so long that it was only average in swimming, too. Average grades, however, were acceptable, so no one was concerned about this other than the duck. The eagle was considered a difficult pupil. He beat all others during their climbing lesson, always the first to reach the tip of the tree. But the eagle was harshly and strictly disciplined, since he insisted on using his own method. The rabbit started out being the head of the class in running. But he had a nervous breakdown due to all the additional tutoring hours in swimming and had to leave school [...] At the end of the school year a somewhat unusual eel, who could swim well, run a bit, climb a little bit and even*

*fly a little bit, came in first and ended up valedictorian. (Extract from: "The School for Animals" by Georg H. Reavis)*

I find nothing more life-threatening than losing a sense of one's own capabilities. On the 2005 Winspiration Day in Berlin, I related an incident that took place in San Francisco:

*I sat in a small bar at the harbor in order to relax and watched the fishermen. One of them noticed my rapt observation and spoke to me: "The pelicans almost became extinct." I jumped like someone jolted from a short daydream and looked at the old man questioningly. He raised his arm and guided my glance towards the open ocean: "We barely go out anymore. It's not worth it. This was almost the end for the pelicans. Because they ate the fish intestines that we threw into the sea for them. At some point they forgot how to take care of themselves. They simply couldn't do it anymore. They became thinner and weaker. We were worried. Until one of us had the idea of getting a pelican from far away. One who still knew how things were supposed to work." The old man removed his cap from his head and twisted it between his fingers. He seemed to be searching for words. He looked me straight in the eye. His features softened: "Can you imagine? We got a pelican from the other end of the coast. He actually became an example for ours, who had forgotten how to fish. It was as though this pelican woke what was in the others with a kiss." He cleared his throat and whispered, moved by his story: "Since then we know: everyone in nature has its place. And its capabilities. We cannot suppress this. "I laid my hand on his*



*shoulder and answered, deeply moved: "Thank you. Thank you for this wonderful story."*

## ***Human dignity***

Just as the duck in the fable can swim the best and the eagle fly the highest, people, too, have different inclinations and talents. It is a long-term task for each individual to promote them. Top athletic performance is only possible due to training and fine-tuning special strengths, stamina and envisioning a specific goal. Only an individual program strengthens our physical strength and brightens up the life of society on the whole. Teachers, too, should have this awareness and later professors and, of course, also employers. It should not be bonuses that entice performance. Studies show that the risk of heart attack rises with job dissatisfaction. People experience tasks that do not fit them as a top stress factor. Over the years they destroy themselves. The fashionable term, work-life balance, does not change this.

■ <http://may7.org/hpnr> – The Nonsense of "Work-Life Balance" (German)

There is no compensation for the suffocating feeling of accomplishing tasks that are not in line with one's own destination. Nevertheless, companies believe they can keep their employees in a good mood with appealing mottos. They formulate guidelines such as: "We assure a work-life balance for our employees." "We appreciate each of our employees." "We train and foster our employees. But such sentences don't have any impact if they are only written down. Only actions bring success; companies must

observe very closely what makes their employees tick. Each individual should be able to formulate his or her personal expectation of his or her profession and deploy his or her talents correspondingly. We don't need equality; we need different talents for a variety of tasks. We need our view of life, our Purpose, in order to create a vocation from a profession, in order to create a life's work from our daily routine.

But how do people discover their Purpose? The seed is planted in childhood. From there it can grow and blossom. And, with a great deal of luck, a child will experience loving supervision and basic trust and the words of parents and teachers: "You are fine as you are. But never tire of making the effort of doing your best. Learn with discipline; reach your goals. I will help you if you wish. I think that this is the interpretation of Article 1 of the basic right "Human dignity is inalienable". To live up to one's own potential, not to tire, to get the best from oneself – this is protection against suffering, depression and burnout. It is the method of choice to protect oneself against lack of autonomy. Everyone should know, however, where his or her own personal limit is, so as not to get lost and to afford protection from artificial goals.

### ***Rhyming like Ringelnatz***

During puberty, children want to set their boundaries, want to learn who they are and what they want. School, however, wants conformity – with respect to the class, the rules and, especially, the study plans.

At age 14 I thought it was ridiculous to recite the rhymes of Ringelnatz, the clapping rhythm of which took precedence over the content. I thought it was superfluous to stand in front of the class quoting Christian Morgenstern. How should I know what he thought about the seagull Emma while composing the poem? I didn't want to interpret it. I didn't see the sense in it. He admitted himself that he only wrote this nonsense for the rhyme. His weasel poem says: "A weasel sat on chisel in a stream's drizzle. Do you know why? The calf in the moon told me at a quiet time: the refined animal did it for the rhyme." So there...

I wanted company, stimulation, ideas for discovering my ego. So I was considered a grumbler, a trouble-maker. I withdrew. I remember standing at the foot of the stairs to the school.

*The bell rang. And before I could go up the steps – never skipping a step, since I was in no hurry to get to class – hundreds of pupils came towards me, running, talking, laughing or in silence. They came towards me and the individual disappeared in the crowd. They all ran down the stairs at the same rhythm. I thought: if one of them were missing, it wouldn't be noticed. This made me sad and at the same time I realized: I don't want to walk in step. I want something else, something out of the ordinary that belongs only to me, that makes sense to me.*

Now I know, I was looking for my own thing, for my Purpose. Teachers, however, don't see this, even now.

It would be decades before I would find my destination as a mentor. As so many young people, I had no clear idea where my journey was headed. There were detours, for I did not have the courage to discover my paths all by myself. So I tromped down broad roads.

I did what my parents liked, what friends chose. Initially I studied electrical engineering. More on this topic later.

Young people at the threshold of the professional world usually lack orientation. How great it is to know at age 18, 19, 20, where the professional journey will take you. I became an attorney and entrepreneur. I grew wealthy, flew throughout Europe in private jets. I did not find happiness in these flights. On the contrary. My soul was sick and sad, I slid into depression because of the small spark of long ago, when I refused to recite the rhymes of Morgenstern, when I didn't want to drown in the pablum of school education, this small spark never stopped smoldering. But at the same time this was lucky for me. In my sadness I realized: whining doesn't help. Whining means standing still and, in a worst-case scenario, unconsciousness. I needed to get moving to achieve my three major life goals, which are no different from the seven billion people on this earth: to be healthy, happy and financially independent.

I realized: for a long time I had directed my attention only to the last wish – I equated my happiness with monetary wealth. The two other coordinates, health and happiness, had disappeared and my view of life had been drained of color. Since then I have become convinced that the human drive for self-preservation is of such enormous strength that anyone can pull themselves out of a crisis. This feeling saved me. At some point I had a brainstorm that suddenly changed my interior world: often adults visit the places of their youth when depressed. They want to remember the strength of their younger years, they want to feel like people

whose future is at their feet. I did this, too. I drove to Berlin at the lowest point of my identity crisis.

*Where would my thoughts rest? Where would I be able to reawaken my joy in the future? While I strolled the streets of Berlin, wondering at the haste of the pedestrians and their inconsiderate pace, I was drawn to the University, to the cafeteria. The loud clanging of dishes, the chairs sliding, the laughter and talk of students rushed towards me, absorbed me in this room of concrete and steel. It looked, sounded and smelled the same as always. Time appeared to have stood still. Students ate breakfast, talking with their mouths full. I sat down with them and became a listener right away. "That's the end! I'm quitting. The sentence sounded very decisive and led to a vehement discussion at the next table. "Are you crazy?" "So close to your goal? In a year you will have passed the state examination!" The fellow students opened their eyes wide. "What do you even plan to do?" "I've thought about this a lot. I don't want to be a lawyer. I don't want to start a fight and I don't want to settle one either. I don't want to get into a fighting arena and fix what others have messed up. That's not how I want to earn money." "That's occurred to you rather early! So what do you want?" "To stay at home and be there for our baby. Silent bewilderment. And during this break the young man who was in the midst of ending his career, before it could start, provided his statement: "My wife and I decided together: I will be the house-husband and have her back. She will work in crisis zones as a reporter." Somewhat impolitely, but having become curious, I turned around, looked the future university dropout and house-husband in the eye and congratulated him spontaneously on his clarity and courage. And this gesture was in part for me. For – I and I alone can give my life sense. Not doctors, not psychologists, not discussion partners and*

not friends. Only on his own can one discover what is essential in life.

*The little spark from the past ignited once again. It could no longer be ignored – I wanted to live my special capability, my strength. I wanted to work with people, support them in discovering their capabilities. As mentor, as speaker. I was finally able to put in a nutshell what I was hearing within: Drop the job. End the career that brings you money, a great deal of money, that allows you to have a private jet, a yacht and a life of luxury. Be radical at the height of your success and throw everything that makes you heavy or sad overboard. I did it. And even if someone had told me that I would live off unemployment insurance for the rest of my days, it wouldn't have stopped me. For too long I had fought as an attorney for clients, for too long I had forgotten my own Purpose. And with this decision ideas were ignited in me that felt good. I smiled for the first time in a long time. Not just with the corners of my mouth, but with all my heart. This felt right. Perhaps the others, the pedestrians in Berlin, saw this too. They didn't seem as hectic to me; rather, they looked into my eyes and at times we nodded at one another in passing. I saw children who ran after their mothers and believed that everything would be all right.*

I wanted to work with people, to give them an idea for their lives, beyond Ringelnatz in school and beyond their parental home, those who lived off social security, later to become Hartz IV (welfare benefits for long-term unemployed), still remaining only a euphemism for poverty.

So I chose my other path. The decision was under the motto – there is life before death. The bestseller by Bronnie Ware: “5 things that the dying regret” shows how relevant this insight is today.

The author has touched a nerve with her book. The fear of wasting one's one life seems ubiquitous. At the end of their days, people who have not lived according to their destination regret each lost second: "I would have been happy to have the courage to live my own life and not be guided by the expectations of others." Or: "I should have granted myself more happiness and satisfaction."

This remorse can be avoided provided we think of the purpose of our lives on a daily basis. Plus once a year. If we combine our strength with others, we raise our energy by multiples. A vision of happiness can be created on this day of the year, the 7th of May. People close to each other on large stages with impressive programs, as well as in small spaces at home, have a common dream: that of a fulfilled future. This dream comes true with the belief that "The Best is Yet to Come."

## *The Human Development Index – A four-note chord of education, health, happiness and money*

People in Bangladesh are suffering – from natural disasters and the depletion of forests in the Himalayas. The trees that once regulated the water masses of the Ganges, Meghna and Brahmaputra rivers are no longer alive. Wealthy countries need wood. They burn it and process it. Since then the delta around Dhaka has flooded. Harvests are destroyed and sometimes houses and all worldly possessions.

The country is suffering from climate change. The Northern part of the world is blithely propelling it forward in a race for the best gross national product. But Bangladesh cannot sprint. Poverty is a paralyzing force. Nutrition and hygiene are lacking. Children toil rather than attend school. The future of girls appears similar to the role of their mothers. They have to obey. And if they dream of something other than the reality of work and obedience, this would have consequences. There are reports of hydrochloric acid attacks by rejected husbands and of so-called honor killings ever since fundamentalists have instigated these acts among the population. This is intimidating. Men and women who have never learned to defend themselves against despotism do not trust in change. They lack education and courage. Illiteracy rates in rural areas are almost 90 percent. Infant mortality is 97 for every thousand births. It was 1990, when the United Nations published its “Human Development Report” for the first time. An economist



from South Asia developed the criteria – one who knew the conditions and who knew: a country only achieves change, if it contributes to the happiness of its citizens. Mahbub ul Haq directed his research towards human development and his focus at South Asia around Bangladesh.

## *Vision*

Ul Haq had a goal: He wanted to be able to compare development among countries. He doubted that the sum of all products and services would be the right basis. He did not find the statistics moral, because these annual results combined statements of poor quality with tales of disease, catastrophes and strokes of fate. Together with his friend Amartya Sen of India and additional colleagues he designed a formula to measure human happiness. This formula is complicated, contains values that determine congruencies. For an action follows each intention and each action has a consequence for itself and others. This formula consists of coordinates, threshold values and lines on which indices are multiplied, divided and merged with one another again. This is the theory, the mathematical equation of happiness, that one can find in the UN "Human Development Report". It is composed of the values of education, health, nutrition, hygiene and life expectancy.

## *Development opportunities*

In 2013 the report appears for the 23rd time. (<http://may7.org/mspb>.) It focuses a burning lens on the duties of the government

in promoting development, enabling education, guaranteeing trade and innovation and safeguarding rights. And it also guides the focus to citizens who wish to determine their own lives. Based on these reports we can tell that people are happier the more they are part of the discussion, determination and the mix overall. We learn how calming an effect social welfare has on personal crises such as unemployment and disability. Short-term support spurs people to get up after crises, roll up their sleeves and start on something new. People want equality of opportunity. India recognized this when it decreed by law that 25 percent of the desirable spots in each private school in the country be assigned to children from vulnerable circumstances. And Bangladesh recognized this with its programs to strengthen the role of women in society. Today the figures in the tables, the columns in the graphs show a completely different result than in 1990: The infant mortality rate is decreasing. The illiteracy rate is down. Women work in craft and industry. They are organizing themselves, led by non-governmental organizations, in groups, educating themselves in health, nutrition and hygiene. They even venture to take the step into independence, supported by Muhammad Yunus and his micro-credit program through the Grameen Bank.

The emerging countries of Brazil and India are undergoing similar developments. Together with China they will constitute approximately 40 percent of global production by 2050, according to the report.

You don't have to be clairvoyant to know that facts will continue to change. While England was once a world power, the former leader in industrialization is now quiet. Rolls Royce and Jaguar are now

owned by Indian families. iPhones and iPads started their success story in the US and are now being produced in China to a major extent. This fact shows: We are living together on earth. The Brazilian author, Paulo Coelho, is one of the most popular authors of the present and his words are not only literary, but also political. They substantiate the claim of the Human Development Index: "Ultimately it is about sharing. And this is part of human nature in my view. We don't just give money: our goal is independence – and we get a lot back for that."

■ <http://may7.org/ndle> – Interview with Yunus/Coelho (German)

## *Relationships*

The South and the North are moving closer together – this harbors wonderful opportunities: The Best is yet to come, once people understand that not profit alone should be in the forefront, but a 4-note chord of education and health, happiness and money. ul Haq speaks intelligently on this: "People unite around the world in a common effort: They want to participate actively and freely in events and activities that shape their lives."

This assumes that politicians will draw the framework for people's participation wide and generously and that the people on their part are ready to take over responsibility for themselves. For themselves and their families. It's not about putting your hands in your lap. I think that a mayor who hops from one party to the next, who comments on wasting billions in the new construction of the new Berlin Airport by shrugging his shoulders and, when difficulties arise, trades his Supervisory Board post with his then

vice-mayor, is not taking his job seriously. Political responsibility is not about sleight of hand, but honest confessions in clear words, such as: "That was a mistake. I apologize."

The affluent North in Europe is worried. Rather than uncertainty at all levels, rather than Euro doubts, we need the courage to persist and programs that place people's talents at their very core. Otherwise the risk arises that a downward spiral is created, led by fear: Then companies dismiss their employees. Then families dispense with consumption, education and sports. Then food is purchased because it is cheap and health gradually evaporates. The North, rich and generous, is showing small surface scratches. The formula for happiness can also be a seismograph for small downwards changes.

## *Responsibility*

Let us then reflect on our power to persist, to find creative solutions. Let us exploit opportunities to continue our upward trend. I think it is fascinating how developments change once thoughts of catastrophe are no longer the focus, but rather a belief in qualitative growth and qualitative wealth. This, too, is the idea of the Winspiration Days. Positive thoughts about the future have a greater effect than doom-mongering. There are always two perspectives for any goal. And I clearly prefer the positive one, the view of happiness. Life consists of change. Anything else means standing still. With a responsible attitude towards the changes that time brings, we can solve problems, create modern and free forms of work, refrain from an overly critical view of innovation and new

technologies. An African proverb says: "If different music is playing, a new dance comes, too."

### *Higher level*

I call the focus on what really counts „Purpose living“. An awareness of special talents should start early, in one's childhood years. A two-year-old feels his ego for the first time and has a sense of his own charisma. Parents who recognize this and strengthen it with a gentle hand are undertaking a wonderful thing. They are encouraging their child to feel joy. They laugh together. And – they allow sadness, not simply wiping it away with comforting words. Consolation is well-intentioned, but, if expressed too early, fails to take children's moods seriously. Good parents show: We see that you are sad and are with you. So the child can choose how intensively and how long his sadness should continue. He is always aware that he is right the way he is and the way he feels.

A child can discover himself with this self-image. He can learn to take his intentions seriously from when he is very young. He can expect praise rather than contempt for his actions. He grows strong in social and empathetic skills. Children who are parented in such an intelligent manner have no need to run riot at school as young people. And they will not end up on social welfare as adults. They will always maintain a belief in themselves in life, even in difficult situations. People are not born to be taken care of by the government or by companies. They are born to contribute their reason, to design their visions. They want to be part of a group, recognize values and contribute to society together with others in a moral understanding. People are the true wealth of this world.

And their claim to happiness is a universal one, even though it may be fulfilled in very different ways – sleeping on a bare floor is enough for a monk; an aid worker is moved by a grateful embrace; an entrepreneur takes pride in the distinction of being the best employer among medium-sized companies. No matter what an individual's goals are, they represent a striving towards happiness. Rank and title and a shy glance to ascertain the appreciation of others are no longer important with this outlook; the accumulation of money is experienced as a stress factor to be overcome. There is no question that money can create joy and can cushion the struggle for survival. But as soon as money becomes a purpose in and of itself, things go awry. So for me one sentence remains at the end as the essence of all thoughts on happiness: It is not about a decision between happiness or affluence, purpose or profit. It is about multiplying both at a higher level.

## *Values*

How can one measure happiness? Researchers into happiness say that it is not the chase for profits or the efforts for efficiency that are key, but rather knowledge of one's own strength, of the possibility of changing things and positively shaping the general good. It can be measured based on one's own satisfaction and that of others. The Kingdom of Bhutan recognized this when it announced approximately thirty years ago that it would prepare a report on gross national happiness every year. Employees of the royal super ministry survey the kingdom's population annually. A glance at the results, always tinged with Buddhist philosophy, could provide a prediction for a few politicians and entrepreneurs

in the rich countries of this earth. Perhaps the Schlecker family would have understood earlier that an empire cannot be built on greed. A company can only be successful over the long term if it nurtures a culture of appreciation and promotes its employees. Anything else is false and destined for failure. Maybe managers would have learned earlier that profiting oneself does not bring profit over the long term and avoided the legal restrictions on salaries. And perhaps the sad discussion on a quota of women would have become obsolete, since performance and dedication cannot be reduced to a number.

## *Faith*

Yes, I believe happiness can be measured. This is why we have designed a happiness form in the Winspiration Day Association and ask our members to fill it out. We analyze the responses and give every member feedback. The criteria of the Human Development Index are the basis for the happiness form. We would like to add another facet to this: one's own spirituality. This grows in us from the time of our birth. It can be a strength in adverse conditions and even keep us from losing our courage to live after strokes of fate. Aung San Suu Kyi, Burma's freedom fighter, spent more than twenty years under house arrest dictated by the military junta. She did not allow her will to be broken and kept her faith in a good future: "Let us join hands to create a peaceful world, one in which we can sleep in safety and awaken full of joy." There are visions that never lose their luster.

## *Opportunities – Crises are challenges*

As a monk he teaches modesty. As a spiritual leader, he spreads the word of compassion. He does not tire speaking about his Middle-Way Approach, which is to end in Tibet's religious, cultural and linguistic freedom.

Tibetans have been living under the control of China since 1951. And no voice among the international community has been able to change that until today. The Dalai Lama lives in exile. He gives his people courage with his faith in a return to Lhasa. He was honored with the Nobel Peace Prize in 1989 for his philosophy of non-violent dialogue. Since this act of respect the modest man has become an example for many who find themselves in hopeless situations.

When the Dalai Lama talks about the clarity of thought in lectures, about living in the here and now, then tens of thousands of people undertake the pilgrimage to listen to him, to think in silence. They hope to discover the purpose of life in these hours together. "Take happiness in the small things of life, the large things will come by themselves", he advises his listeners. Confidence and a healthy dose of patience, even surrender, can be heard through his message and whoever keeps this sentence as a mantra will guide his thoughts into a more positive direction. Because he is focused on the present, on the many small successes of each and every day. On happiness at the other end of effort. From Greenland to the Tierra del Fuego, all around the world people want to discover the



secret to happiness; perhaps it will be unveiled by the pure, undiluted insight that people live in order to be happy.

### *Forgotten happiness*

The first prerequisite for happiness is the end of suffering – this is a Buddhist saying. If it were only so simple. For many, suffering begins anew every day. They make their way to a job that they barely appreciate and this is precisely the crux of the matter: they don't like their tasks. They say to themselves: The money is not enough and there are no alternatives. They are, however, tapping right into this economic profit system – they don't want to, but there is nothing else on offer. Or is there?

*When I debated many years ago as a young man with my German high school certificate in my pocket how I would earn my daily bread to start with, I asked my parents for advice and looked over my classmates' shoulders to see what they were doing as far as education and studies were concerned. Two of them decided to study electrical engineering and took up a three-month internship at Siemens. This was mandatory before starting one's studies. Everyone nodded to me: "Engineer, son, become an engineer; they are always needed."*

*For lack of arguments and alternatives I applied with Siemens and started practical training. Nowadays it would be called a trainee program. It would be perfectly organized and peppered with learning goals, but in those days the path to being a production engineer led straight to the workshop. Theory gave way to practice. I worked at the conveyor belt from the first days, starting punctually at 6:30 a.m. My card was stamped every morning and every evening. In the meantime I*

*screwed together railway signals. I felt lonely in this monotony. The men were not happy to be here – that was my impression. They tried to shorten the hours, find some pastimes in order to outwit the attendance clock, by showering in the changing rooms rather than at home. This counted towards their working hours and saved leisure time. The restrained conduct on the part of my colleagues increasingly astonished me. It was only when a younger student trainee revealed to me: “They are always like that here. This is normal. They are afraid that you will become their supervisor after your training,” I took note. Was this what professional life looked like? Tricking the attendance clock and interacting poorly with colleagues? I looked around and saw their tired faces. They were stuck in a job that would never fulfill them. What a waste of life! The man who entered the workshop in the morning first, who operated the machines by pushing a button and thus drew a framework around the work was the technical engineer by the way. I finished my three-month internship and not a day more. But I never forgot the experience of how work can have a dulling influence.*

Making money does not mean forgetting about life. On the contrary, if one's profession becomes a vocation, then people blossom. I find the equation worded „To work means to find happiness“ much more appealing. I am happy to follow the United Nations in this position. They are endeavoring to measure the happiness factor in countries in addition to profits. As no other instrument does, the Human Development Index shows that countries are more satisfied the higher their health, education and freedom for individual life styles. And this intention almost sounds spiritual. In line with the words of the Dalai Lama to enjoy the moment, each of the 28,800 seconds of an average working day should be

seen as a transitory treasure. But this perspective of happiness is always forgotten when greed is the guiding factor. And money is never the Purpose.

Hospitals, the economic system of which consists in increasing subsidies by means of the volume of operations, lead the appreciation of the human individual ad absurdum. If medical students were to address their substantive focus towards maintaining health, rather than towards illness, as early as at the university stage, then the whole moral concept would be different. The scalpel would not then be used to compensate for administrative and financial deficits, but only to save lives. Operations would not become sources of funds. Advice, prevention and selecting options for maintaining and ensuring health over the long term would be the ethical focus. There is no examination subject called Health in the university education system. A 180 degree rotation in approach is required. The goal in a hospital with a high ethical mission statement should be to make operations superfluous.

### *Opportunities grow through self-initiative*

I would like to clarify this thought with a response from the Nobel Peace Prize recipient Muhammad Yunus.

Between 350,000 and 500,000 small children become blind in developing countries every year. The German emergency doctors of Cap Anamur raise the alarm. Bangladesh, too, laments this great suffering. Muhammad Yunus visits many families in rural areas. He had already recognized the link between this childhood disease and the poverty of the families early on. He developed his

program of aid for self-aid. He founded a micro-credit institute in order to distribute small amounts without delay directly to people who come to him with an entrepreneurial idea, wanting thus to escape poverty. Yunus offers them an opportunity that might mean only the cost of 27 dollars for a set of pots. For instance, he saved a man struggling for survival in so doing. From then on the recipient of the micro-credit has been cooking dishes and selling them from the side of the road.

Poor people should be able to build up a feeling of self-worth and rediscover their pride, lost as the result of begging, by working and earning their own money. Yunus has found many imitators and international recognition since with his Grameen Bank. Newspapers are full of praise for this type of development aid and the Nobel Peace Prize raised the professor of economics into the circle of globally valued experts. Yunus used these contacts when the rate of blindness rose. He sought information world-wide from experts in order to learn more about the reasons for this eye disease in his home country. Only a few letters and discussions were needed to initiate a research project with large pharmaceutical companies. They soon found out together – the reason is a vitamin A deficiency. Nutrition from rice contains too much carbohydrate and not enough protein and vitamins. The cornea softens and clouds over. Small children thus lose their vision. Furthermore, the conjunctiva dry out, weakening the immune system. For children who go blind due to such nutritional errors, there is no cure. They will never be able to see again; no operation can correct this. Often these children die before reaching school age.

Each member of the team was deeply concerned and wanted to help quickly and in straightforward fashion, offering to provide the children with vitamin A pills. This was supposed to take place without any bureaucracy, in fact without licenses. One could start a multi-year project was the common consensus. Yunus refused. To the astonishment of all, he said: "I don't want this kind of help." "Why not? You are well known in Bangladesh. Mothers trust you. With your help we will be able to reach the poorest families in rural areas and be allowed to treat their children." Yunus shook his head. "But we can get these families to take the pills every day. Why don't you want to accept such uncomplicated help? It will protect against further blindness," the Western researchers objected. The Asian stubbornness of the Professor was incomprehensible. But Yunus was not stubborn. He was worried. He looked farther into the country's future, thought of the dependency that would arise from this project. "This, ladies and gentlemen, cannot be the right solution. It is often better to not take only one step, but rather to take many additional steps in spirit and reflect on the consequences. We don't want charity. We want nutrition in our country." Sources of vitamin A include carrots, peppers and mangoes. Muhammad Yunus suggested cultivating all the fruit and vegetable types that form carotenoids in the villages. It would create jobs and give people the sensible tasks of sowing and harvesting, selling and commercializing. It would teach the families how nutrition works, how food chains arise and keep the body healthy. "Only then can true assistance exist, since people understand the value of their work, because they see a deep satisfaction in maintaining health. Only when we change our doctrines and question our behavior, adapting them to the times again

and again, can we make opportunities from crises.” Since then the economics professor has granted many micro-credits in the agricultural sector and has a story or two to tell. And Yunus achieved even more. The children’s blindness is known throughout the world. Readiness to help grows constantly. New concepts are introduced and tested. Why? Because the farmers are not holding out their hands, but working. Confidence that they can promise their children a better future is steadily building.

Using one’s own initiative is contagious. It is more beneficial than help imposed from one institution to another, by one government on another. Too easily dependencies can develop when the needs of the individual is not sufficiently considered. No matter how NGOs try to focus on the human being and his welfare, there is still a risk that projects will fail because donations are inadequate or that projects are approved only because they promise media resonance or sharpen a particular image. This feeling creeps up on me when institutions advertise their activities as helpers in the third world. There can’t be a third world in my opinion: Which was the first, which was the second world? There is no such thing. We live together on this wonderful planet Earth and have the responsibility of protecting it and handing it over intact to our children and grandchildren. I wish that every human being would discover what power is in inside him, what he can do for himself and the common good.

True opportunities only become apparent in a crisis. Those who have been at the very bottom know: A small spark of hope can still be felt even in dark days. I have often experienced how fast one can go up again provided one identifies strength under one’s own

initiative or with the initial help of others. There are examples of such fates and they always touch us deeply. They give us courage, throw out an anchor in difficult times. I learned this especially in my Kids Coaching: sometimes only a small ignition is necessary in order to be able to see the future clearly and brightly. As soon as the courage to live is awakened again, as soon as responsibility for one's own effectiveness results in performance, success stories are created. It is immaterial where in the world this small jolt to the ego takes place; people recognize their opportunities. This applies to all continents; I experienced this in Europe, America, Asia and also in Africa.

### *A song in Africa*

Twice I got involved in "Kids Coaching". In 2005 I did so together with Bob Proctor. It was my wish to work with, talk to and provide topics not included in curricula in meetings and telephone calls with children and young people. What do you enjoy? What are you good at? How can you support others? I want to coach them far from school stress in order to give them an idea of their own life design, in order to discover their individual capabilities together with them. The quintessence of these years is: Children are happy to learn, easily enthused, performance-oriented. They don't need grades for this. They learn of their own free will. Because It's fun and because they recognize the potential inside them. Looking back I can say that social levels do not play a role and do not impair learning, if children are fostered according to their talents. They develop strengths and ideas and cannot be held back from their fantasies of the future. And this is the case all over the world.

*As part of an NGO project, the co-writer of this book, Gabriele Borgmann, traveled to Senegal. She was to shoot a film with a camera team about neglected children who were offered a school education as part of this project. These children lived close to Dhaka. They can be found quickly by car. The slums begin where the asphalted road stops, where a path with potholes narrows, the houses become shacks, the windows become holes and are covered in rags. Small children sit in red dust and a steamy cloud of alcohol permeates the heat. The fathers are drinkers. They steal and sell the goods in illegal markets near the slums. The mothers are prostitutes and collapse in later years. You don't need a lot of imagination to figure out where these children will end up some day.*

*In the middle of this misery a school project was started up. In part against the will of the parents, employees of a European institution dressed the children in school uniforms. They picked up the small ones for their lessons every morning and brought them home again every evening clean, well-nourished and with eyes shining. The children soon started to love this rickety school. It was surrounded by a wooden fence and had holes in the roof. It was their refuge. A small fountain was the meeting point in the schoolyard, old baobab trees provided shade.*

*Inside sat 50 small alert children in rows and stared at the blackboard with fascination. The team members were allowed to be guests in this elementary school near the slums of Dhaka for one day. They looked into the curious eyes of the children, stroked their wiry hair. They sat down with them, wondering at the tidiness of the tables and the care they took with their notebooks. At the end of the day the children said goodbye with a song. The little tykes, five and six years of age, sang "All my ducks" in a mix of French and English. They laugh-*



*hed heartily and boisterously – the world moved together a little more. The odd tear was gulped down.*

Children want to learn and perform extraordinary things. They are looking for their opportunities in life. It is the task of adults to do everything to ensure that they broaden their vision to this end. Children who are able to experience this develop resilience in life. They can adapt to the most varied situations later as adults, but they will never give up their own Purpose. They will always have the courage and the strength to reflect on what they can really do. They will contribute to the Human Development Index measuring the true coordinates for happiness: health, education, freedom in designing one's life.

## *The Freedom – Designing one's own life*

Freedom is a huge concept. Freedom in the context of the Win-  
spiration Day Association means that everyone may develop  
according to their capabilities and talents, that they take on re-  
sponsibility for themselves and for others. Freedom also means  
that misuse of power and compulsion are not permitted, that, ac-  
cording to Emmanuel Kant, the freedom of the individual stops  
where the freedom of the next person is restricted. And in be-  
tween everyone should realize their individual life plans, discover  
their Purpose from the time of childhood. With respect to the  
Winspiration Day Association, freedom grows daily with ideas and  
the courage to shine beyond mediocrity.

Even though I know that much has to improve, I still want to point  
out: The political and economic situation in the Western world  
offers fertile ground. We are not ruled by dictators. We can look to  
tomorrow without fear of despotism. Democracy and the rule of  
law guarantee this. Our system of a free market economy rewards  
performance and promotes affluence. This ground of peace and  
freedom extends before us for the first time in history. This has  
not always been the case. We don't have to look far back in order  
to appreciate the value of freedom, in order to nurture it as a va-  
luable commodity, to surround it with our full attention so that it  
never dies. We have only been enjoying freedom under the law for  
approximately 60 years. This time interval is like the blink of an eye  
in history and is only now arriving in our daily routine, in compa-  
nies, schools and families.

The Winspiration Day Association would like to provide stimuli once a year and to spread inspiration. It would like to offer a stage for freedom for self-realization. Once a year, on May 7th, it would like to focus thought on the enormous responsibility each individual bears for his or her own future and that of the children. On this day and beyond, it would like to encourage people to discover their own strengths and to believe: The Best is yet to come. How would it be to pause and reflect on the Purpose, on what really counts, for once? We know from quantum physics the intensity with which synergy works. How probabilities turn to good, purely due to the will of the observer. We know that developments take a positive turn, if we accompany them with good energy. There are innumerable examples of a whole classroom full of neglected and violence-prone children rising to a high-performance class due to the teacher's committed attitude.

If teachers believe in their pupils without pause and restriction, children will give their best. And then they will learn to keep their composure in life.

### *Happiness and money*

Today we can ask what we want and can develop what we can do. I will go one step further and say: each of us has a duty to emit sparks for ourselves and society as a whole based on our talents. "Where there are gifts, there are duties" – that's the formula for happiness.

Happiness is woven from light material. Not from the thought of money. We don't eat, after all, in order to increase the blood flow

through our body. Rather, we eat and drink, ideally the right things, in order to remain healthy and continue to participate in life with all our senses. It is similar in the case of working and earning money: whoever is active only in order to accumulate money is betraying his soul. Happiness and satisfaction fall by the wayside at some point. Companies who see their purpose only as raising the number of invoices issued, rather than paying attention to the quality of the performance and the point of commerce, have no future in the market. They bleed to death. Pero Mičić, futurologist and speaker at the Winspiration Day 2006 in Baden-Baden, writes in this respect: "We must design our companies in such a way that they are not sales growth junkies. We must be free of the addiction to and dependency on growth. [...]. If there should be persistent growth anywhere, it should be in quality of life, regardless of level. Of course with the proviso that we will not treat our planet in such a short-sighted and reckless manner any more."

Bankers who lose billions in order to generate personal profit cause an overall economic collapse, a crisis. It is high time to handle our freedom responsibly, under our own responsibility, and reflect on the consequences of our actions. Whoever really strengthens his strengths and plans his career according to individual criteria and morals, will achieve top performance and financial security. Then we no longer need strikes. Unions can finally change their language and issue a call to working for a purpose rather than the struggle to work. Perhaps they will even become completely superfluous. Nobody should allow themselves to be lured with promises of minimum wages, let themselves be restricted in their capabilities, be paid less than what they are worth. This would ultimately end in human catastrophe. It is much more promising to

plan and develop one's capabilities in grand style. Once unions have managed the transformation to structural change in which life-long learning can find a place, in which hierarchical steps are flat and people have a feeling of self-worth, then unions have arrived at their peak. Then train drivers who lay down their duties for one Euro fifty more in wages an hour and cause losses in the millions in this country will no longer be applauded. Everyone is free to leave their job if the conditions no longer suit.

New technologies, different working hour models, greater room for maneuver for individuals will impact the future and go beyond the eight-hour day punctuated by the attendance clock and salary increases calculated up to one's retirement. The best is yet to come, provided people open their eyes and become brave. Pericles already knew this: "The secret of freedom is courage".

### *Courage to achieve your goal*

When I created Winspiration Day in 2003, I wanted to tell stories of people who live for their freedom, who don't let anything stop them, regardless of the fate they may have suffered. In the words of Marianne Williamson: "There is nothing enlightened about shrinking so that other people won't feel insecure around you. And as we let our own light shine, we unconsciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others. "

The words still echo today and could be the credo for all young people to hold on to their dreams of life, to never give up, even under adverse conditions.

Difficulties for young people already start at school. Films such as "Coach Carter" tell the story. I became aware of this when I coached young people, together with Bob Proctor, in order to give them an idea of the future. The parents supported our project of motivating their children without grade stress and performance pressure. And what happened was so much more than working for good class work in a standard system. The young people lost their fear of learning. The discussions, listening, watching and discovering alone spurred them on to be better. "I have now realized that no-one in my class has goals. Not even the teacher," a fourteen-year-old boy explained to me. What treasures lie there sleeping and are covered up on a daily basis by the lack of imagination of our school curricula. When these young people stood on the stage on Winspiration Day 2006 and announced, upright and with refreshing openness, into the microphone: "It feels so good to know what I can do". "My grades are getting better. Not because I am learning more, but because others accept me." "I am standing here and simply say what I think. This is just great. Thanks!"- the parents were touched and had tears in their eyes. Working with young people and hearing about their ideas on life at some point, those are wonderful moments. And I hope that they can hold on to their idea all their lives, much like Nelson Mandela held on to his life's plan. We need such terrific examples.

One trigger for Winspiration Day was the comment of Federal Chancellor Angela Merkel in 2003 that two million children lived from social security in Germany, one of the wealthiest countries in the world. Children from poor families have more difficulties in kindergarten, schools and their jobs than children of rich families. Their parents have often given up on life. Communication bare-

ly takes place at home. Their vocabulary deteriorates. The creation of synapses in the brain cannot occur. Statistics show that children in conditions of poverty are average linguistically prior to the school holidays and dramatically below average at the end of holidays. Poor children escape into digital worlds more often than others and the downwards spiral is faster. Such children lack inspiration. Dr. Manfred Spitzer showed in his book on "Digital Dementia – How we are causing ourselves and our children to lose our minds" how speech and learning disorders arise. Manfred Spitzer received the Winspiration Day Award in 2010 for his research on brain-appropriate learning and a joyful life.

■ <http://may7.org/emhi> – Presentation by Prof. Dr. Spitzer (German)

Poor children do not learn how to fulfill themselves. Not at home and not elsewhere. Their space is narrow, limited by their circumstances. And according to my experience I know – we must change our educational content. And must do everything to lift these children out of the dilemma of poverty. Children need examples to show them that it is worth fighting for your own way. Joana Zimmer never stopped believing in her talent and diligently going her way. The young singer appears on international stages successfully nowadays. She is blind and never quarreled with her fate. Maren Opfermann put sports in the center of her young life. She believed in her breakthrough. She became world champion in wheel gymnastics and now coaches young people herself on the way to their goal.

It is wrong to show pupils in secondary schools how to fill out welfare applications. Rather, we need a new, free subject in the

curriculum to show young people how to conscientiously handle their responsibility and strengthen their individual capabilities.

### *Freedom as a school subject*

Our education system focuses on collectivism. Not on individual capabilities. Framework plans are viewed in the light of specifications, compromises and tradition. Each region mixes up its palimpsest, spicing it up according to taste. Young people are supposed to consume this. Without question. Mandatory schooling is packaged in a vacuum without an expiry date. It has been the same for approximately 200 years; but nothing changes more quickly than time. Multi-layered solutions have been needed for a long time now. A look at the US or France shows a vague trend: home schooling. There are success stories about children who have never attended school and received their education outside the classroom – at home, at relatives' homes, in small private educational groups. But they were still successful at work and in life. How big a step it would be in Germany if parents were put into a position of dealing responsibly with the subject "Freedom" and to pay attention more to life goals than to learning goals.

Or why don't we look at India – private universities have an elite status. Here the students graduate in record time, because they choose their modules themselves. Because the joy of research is in the forefront, not a sprint through a predetermined course of study.

The freer young people feel, the more the sense of the future will grow. We can fall on the way to our goal. We can experience failure.



re. But we should not be satisfied with the mediocre or set ourselves up to be poor.

### *Into the future with consistency*

I know the heights and also the fall: I was very successful many years ago. My attorney's practice and tax consultation business flourished, my real estate company took on huge projects. The façade shimmered on the outside. At the time I thought I had to continue on and on down this career path and became alienated from myself in this speed rush. This had consequences – I got entangled in my work. Running the rat race made me breathless. I lost the feeling for personal freedom. And at the end I stood there with a mountain of debt of approximately 2.5 million Deutschmarks. The downfall hit me hard.

At this nadir, I swore to myself: If the path upwards ever opened up again for me, then I would take it in self-determination and individualism. And I recognized my opportunities with this free vision. A change in perspective took place.

Since then I know – when paradigms shift the petty dance around the golden calf comes to a halt. Then earning money is not the purpose in life, but the effect that occurs when performance grows and promotes joy.

A change in perspective frees us from negative suggestions and allows us to formulate wishes again. We need creativity rather than competition. We need win-win, not lose-lose. So that growth can take place beyond restrictions. Steve Jobs started by tinkering in a garage. He was laughed at. He was driven by his vision.

And he never stopped burning for this vision. 20 years later, Apple is the most expensive company in the world and has revolutionized a number of areas of business. Jobs took the liberty of starting fresh and not failing due to rules and regulations.

The Winspiration Day Association wants to encourage not losing track of one's own life goal and thinking a long time ahead with the certainty that we still have the best before us. This is calming. But it is also everyone's responsibility to handle their freedom with awareness and to design it with courage and morality.



## *The Portrait*

Samy Molcho once asked me: "Why do you do this? Why do you travel once a year to cities, countries and across continents in order to award a prize?" The question was unexpected. It came from a man who has been inspiring people with his charm, humor and knowledge on body language for many decades. Escape from Samy's glances was not possible. So I answered without embellishment: "Extraordinary performance impresses me." He raised his right eyebrow. "But there are Nobel prizes for that." I recognized his intelligent word game, as he pronounced the word "noble, and joined in: "Yes, that's true. Every Nobel Prize winner represents a story of knowledge and research. This is wonderful. But, you know, Samy, with my prize I want to focus a light on men, women and children who improve the world a little with their visions. On people who perform the extraordinary despite physical limitations, strokes of fate or disadvantages. On people who inspire in a wonderful way, who burn with their idea and who tell us again and again through their knowledge and living their dreams: "Discover your capabilities."

I would like to introduce some of them to you on the next pages, some in discussion and some in the form of a portrait. Please follow me.



## *Professor Muhammad Yunus, Nobel Peace Prize Recipient*

*„There are poor women all over the world.“*

The discussion of whether money makes one happy or not is a verbal exchange among philosophers, entrepreneurs and politicians at a high level. It generally takes place in societies that have the luxury of time and goods in order to enjoy illuminating this topic. Participants in this discussion are well-educated, well-nourished and generally move among others of their ilk. A glance at, for instance, Bangladesh, would make some of them wince and pause and give this discussion another dimension. They would discover: Yes, money can make one happy, because it can change people's fates, even save people's lives, in just small amounts. The economist Muhammad Yunus can tell us a great deal on this topic. He founded the Grameen Bank, has distributed micro-credits to poor people in the country since 1983 and received a Nobel Peace Prize for this in 2006. I met Muhammad Yunus for a conversation which was to encourage reflection on money and happiness:

*You are saying that we want to eliminate poverty. Is this really possible?*

We can create a world without poverty. The gift that each human being has is unlimited potential, unlimited creativity.

We come packed with it; you cannot separate it out from a human being. But unfortunately we have created a society where many

of us never had the opportunity to unwrap that gift. If the society allows me to unwrap that gift I won't be poor, because I know I have the talent and I have the creativity and I pull myself up.

*But I also see that there is a lot of people who are stuck in poverty. Sometimes they have a hard time to go out and see the picture. So there is something that we need to change in the paradigm, the poor need to change something and the rich ones, the haves, need to change something.*

Most of the change must come from the outside, since poverty is imposed from the outside. Poverty is not created by the poor people, but it is created by the system, by the institutions, by the policies, by the conceptualization of things around us. So we need to change those things. I often say that the seed of poverty is in the institution. Why has it to remain busy with the rich only? We can create a financial institution completely differently, when even the beggars can go out and find the financial services. We didn't come in blank...

*No, you proved it.*

We do it all the time. This is nothing fancy, nothing utopian. This is our daily bread, this is what we do. But still the banking system has still not changed. And today we created that big crisis.

*Where you are involved in schools, do you have special education programs for the kids just to change the paradigms?*

Absolutely; when you are trying to change the system, that's where the system begins – in your mind. So the educational system has to adjust to these changes that we are trying to bring in and

to the concepts and we must share those concepts with the young people.

Then I talk about the concepts of business, for example. The only concept of business we have in the capitalist economic theory is to make money, as if a human being is a money-making machine. I say human beings are not one-dimensional beings; they are multi-dimensional beings. In order to justify the multi-dimensional view of human being, I often say that we at least need to introduce another type of business into the theoretical framework – this will be to do good to others rather than only benefitting myself. That's what I'm calling social business.

When we have the profit-making business and social business in the same marketplace, what will be different? We will be teaching our young people that you have a choice. The young people can decide or do both – what's wrong with it? They can make money here and use the money to do this. So that's what we are telling the young people. I ask those young people to figure out what type of world they would create. After all, you are not just a passenger on this spaceship. No, they are the pilot of this spaceship. Design the destination where it shall take you and then work for it! Go and do it. Today, young people are given the task.

Young people are taught in minute details how to run a business, but a business for what? Which destination do I want to reach? What do I want to leave behind, when I leave this planet? Today everybody is so busy.

It looks like we came from another planet to Earth to plunder it. Let's plunder it, until everything is exhausted, and then to go



home to the other planet. But there is no other home. This is our home. People forget it. And our responsibility is to make it a beautiful home which we can hand over to the next generation. Then it will be our home. We live as if we were the last generation on this planet and did not need to worry about it at all.

*You were just talking about companies that are only looking for money. It is nice to make money, but we are making a lot of money today with businesses that are destroying rather than creating something good. We are addicted to the speed of growth, and it's like cancer. The stupidity is that, if the cancer grows big enough, it kills the host. We have no quality really in our gross national product. So, in future I think all what we really need should be a social business and what is more luxury should be the money-making business.*

Exactly. You described it very well by using the word "addiction". Making money I understand as a means, but somehow it became an end by itself, as if that was the end result of life. It is not the end result of life. We make money for a purpose. Social business provides me that end –make money and use the money to create the world that I have in my dream. That's what I want to do. And I move piece by piece and I leave my signature on this planet: I was here and this is what I did. All human beings want to leave behind their signature – that I was here and this is my contribution. Maybe it was only a small one, but I did this, no matter what my capacity is, I did my best. If every one of us did that just that little piece the world would be such a better place. Today we've forgotten all of that, as if happiness means what a stack of money you are sitting on.

The stack of money doesn't give you happiness. Happiness is about what you contribute, what difference you make in the life of people and the planet. Our young people are not taught that way. Our young people are taught that it is about getting a good education so they can work for a good company and make good money. Or you can run a good company and make a lot of money for yourself. To do what? How many cars can you own? How many houses can you buy? It doesn't make sense.

So today, we have to get out of that narrow interpretation, of that very narrow interpretation of life and the economic system. Growth by itself doesn't do anything to me; growth is for a purpose, to go somewhere. Otherwise why do we need that?

*With your bank, you found out that it seemed to be easier to get this understanding with women. So what is harder with men? Is there a reason why it was easier with women?*

The reason why we focused on women comes from something else.

It's a battle that I began with the conventional banks. I was complaining, I was making accusations to them, before I began my work, that they are wrong by rejecting the poor people. And then I said, they are also wrong and unjust that they reject women. Even if she is a rich woman they don't pay any attention. To demonstrate that I was counting their numbers, I said: Look at your numbers. Not even one percent of the borrowers that you have happen to be women.

When I began I wanted to make sure that half of the borrowers in my program were women. My struggle began there. They were

scared about money and about going into business. They would say, give it to my husband!

Then, after six years we came to that level of 50-50. Then we noticed that money going to the woman was bringing so much more benefit to the family than the same amount of money going to the man. So, repeatedly, we changed our policy and said, let's focus on women, because it brings so much more benefit to the family. Today, 97 percent of our borrowers are women. We have seven-and-a-half million borrowers and 97 percent are women. The bank is owned by the borrowers, which means it is owned by the poor women. So, when micro-credit became a system and spread outside the borders of Bangladesh – it almost became synonymous, micro-credit as a credit for poor women. It's for hundred percent of women around the world.

*We see we have a great example, but we still have to learn a lot. Is there some sort of consultancy, if someone wants to set up a social business and learn? Or is it just the books? Can they contact someone like you and say, I want to learn it and can you support us?*

Yes, always welcome. We are trained to explain to the people, since we feel very strongly that this is what is needed for the world. In many countries, people are going into debates, intellectual debates and say: "Our country is not the same as Bangladesh. Our people are not as poor as in Bangladesh. Our people are not as trustworthy as people in Bangladesh. There one can lend money without collateral; we can't do that." And I say: "Everything is wrong what you are saying." People are people, no matter where they live. The people are at the very bottom because of the system

that pushed them into that situation and you can resolve the situation by removing the hurdle.”

Thank you very much, Professor Muhammad Yunus.



## *Dagmar Riedel-Breidenstein, Ambassador for Tolerance*

### *Suppression in the name of honor*

Hatun Sürücü dies on February 5, 2005. She collapses in bright daylight at the Berlin-Tempelhof bus stop, hit by three shots to the head. Her brother is her murderer. A cry of horror is heard through politics and society. It is rare that aggression in Muslim families is revealed so ruthlessly.

The young woman wanted to break away, refuse an arranged marriage, lead a life of self-determination. The so-called honor killing wiped out her wishes and yearnings with a single blow. And since then the violation of this human right has a face. It is modern and beautiful. How greatly everyone wishes that Hatun Sürücü had been allowed to shape her future as wife and mother together with the profession of electrical engineer.

While politicians and experts on Islam debate, while they put coercion, abuse and suppression in immigrant families on their agenda, one Berlin woman takes action. She focuses exactly there where the suffering arises: the guardians of female sexuality, the brothers. The sociologist, Dagmar Riedel-Breidenstein, has considerable experience in conflict resolution. She has headed the Strohalm (straw) Association for the past twenty years, which acts on behalf of the most vulnerable in our society, the children. The authoritarian attitude of certain immigrant environments towards women was enough reason for her to found "Heroes"

in 2007. Since then she has been dedicated to tolerance, to the peaceful co-existence of cultures. Her association is exemplary and has earned respect well beyond the borders of Berlin. With "Heroes" she wants to bring the ideas of freedom and appreciation to immigrant families, to effect a change together. And in order to achieve this goal, she works together with the sons and at times also the daughters.

### *Breaking down traditions*

Dagmar Riedel-Breidenstein and her team offer young men between the ages of 16 and 24 the experience of learning in seminars how women feel when they are suppressed. In role play they feel how hatred makes one helpless. They learn to redefine honor during one year of companionship. For honor is not shown by coercing their sisters. There is only one place for the honor of the man, they learn. At the end the young men stand up in the room and say, with a completely new self-image: "Honor is within me." This focus allows them to open up perspectives far away from control and towards their own life goals. This sentence makes them mild and ready to talk and permits respect for others.

"At the beginning, when we started the project, we were afraid that we would not find enough men from honor cultures for our training and workshops. But this was completely groundless. Young men seek us out on their own. They are curious and feel that something is not right with the old traditions that their fathers preach." Dagmar Riedel-Breidenstein looks around in the group. The men next to her nod and add that it is high time that a future of equality is formed. Some of their mothers and fathers,

however, were against the “Heroes” training. “But”, says the founder of “Heroes”, “they also felt the courage of their sons. They no longer hid behind yelling and threatening. They started to understand women and girls. The atmosphere in the family changed. New thoughts were followed by new behaviors. And they in turn had a positive effect on relationships in the neighborhood. There was another side effect: their sons suddenly had fewer problems at school.” Dagmar Riedel-Breidenstein adds enthusiastically: “It is a terrific achievement that the young men are accomplishing during their education. A true transformation is taking place. I am touched when we celebrate the graduation of a year of education in Neukölln, when prominent personalities hand them their certificate. This authorizes the young men to speak at schools as role models.”

### *The Price of Courage*

I am touched by this dedication in Berlin. By chance I saw the work of Dagmar Riedel-Breidenstein and her team on television. I was roaming through the channels one afternoon and stopped at a prize award ceremony for this exemplary integration project. I became curious. I researched the work and goals of “Heroes”. Ultimately I was convinced that this commitment to equality and appreciation, to tolerance in society, deserved the Winspiration Day Award 2010.

Dagmar Riedel-Breidenstein accepts the award for distinction from the audience and assures them that it will occupy a place of honor. Since then the trophy has been standing on a special shelf and it has a special significance for the heroes of Berlin. It sym-



bolizes the idea that the future can be good, if people follow their goals together in peace. "I like to look back at the award ceremony, at the philosophy of the Winspiration Day: to be pro-active, to move something and not stay in the same old rut. This prize symbolizes the future and prospects and raises the renown of our association." She smiles with satisfaction. She has achieved a great deal in the past six years since the foundation of "Heroes". Each young man she looked after has meanwhile received a technical training diploma and found a profession he likes. Some of them are also working as mentors and moderators in "Heroes" workshops in schools and leisure facilities. "Honor is within us" – this sentence is a promise of tolerance.

One can only hope that this exemplary project does not fail for lack of funds: "The applause of important personalities such as Queen Silvia of Sweden, actors and politicians unfortunately does not change anything about the fact that the Berlin Heroes need both recognition and money in order to continue to fight for human rights. Those who look Dagmar Riedel-Breidenstein in the eye can guess her motto on this topic: "Many paths lead to a life goal. We believe firmly in us and our task in the spirit of the Winspiration Days."





## Joana Zimmer, Singer

### *Yearning in her voice*

In 2006 Joana Zimmer receives the Winspiration Day Award. She is at the top of the charts. She reached no. 2 in Germany with her song "I believe"; appearances on the international stage followed. She was honored for her performance and her impressive path to this performance in Baden-Baden.

When Joana Zimmer stands in the limelight, concentrates and raises her voice, she appears both fragile and strong at the same time. She is submerged in her song, but present nevertheless. She sings her way into the hearts of the audience. They hold their breath and sense the yearning, the courage and the confidence of this young woman, as well as her talent.

Everyone in the hall in these minutes may follow the words that I chose for my introduction: "Joana Zimmer is a woman who cannot be stopped by anyone or anybody, who achieves her dreams with unusual strength, diligence and an unshakable faith in herself."

Joana Zimmer is blind.

*What does the Winspiration Day Award mean to you today,  
seven years later?*

It is one of my most important prizes. Since then I have received several awards, including golden records for chart rankings and

sales figures. I am happy and proud to receive them. But the Winspiration Day Award is different. It focuses on people, their fate and their calling. I enjoyed it quietly.

*What do you connect today with the 7th of May, Winspiration Day?*

The idea of reflecting on one's own strength one day a year still makes me enthusiastic. We can move so much. We can take people with us. We can send a message to the world that tells about opportunities. If I can contribute a bit to this with my music, it makes me happy. How often we are confronted by a task and shrink from it. This is a pity. It doesn't get us anywhere. I think that, no matter how trivial the task, one should take care of it with élan and enthusiasm and always with conviction. Success consists of small steps. Success does not come overnight. But every day we get a step closer to success, if we believe in ourselves and do not let hurdles stop us.

*Are you always enthusiastic about your tasks?*

Yes. I have never refused an assignment. Because I value my success. I am humbled by it. And I feel love; I am grateful for that, too. The people who accompany me, who make an effort for me – I don't want to disappoint them. I want to give back a lot, because I receive a lot. I have a great team. We are one. And that, too, spurs me on.

*What does success mean to you?*

I was excited when I had my first international appearance. But deep inside I also thought that now finally, after years of hope and persistence, I was getting something back. I dreamed of becoming a singer early on. When I heard Barbra Streisand in "Yentl" when I

was 13, this was a key moment. I knew that I wanted to touch people with music. And when I received the Winspiration Day Award, I thought about this wish from childhood. Not glamour and the red carpet are important to me, but inspiration and, beyond that, achieving my goal.

*You also run marathons...*

Yes, this is similar. If one really wants to progress, there is only one strategy: approaching one's goal with light steps and long breaths. I trained for half a year in order to achieve this task in Berlin. And I learned that I behave the same on the track as in real life. I don't think about the miles. I absolutely want to reach the home stretch, but I approach it step by step. It is the same with my career.

*Have you always had this attitude?*

I was raised very independently. I am a child of the eighties. My parents lived unconventionally, they weren't married, and they had their own design of life. They did not place a high value on following the beaten track. But they did value order and reliable structures. My parents always carried me close to them as a baby. I think this is good. It warms the baby and makes it feel secure. It strengthens one's trust in the world. If you experience love and trust as a child, you can always carry this within you. It is a huge gift. There are so many people who have everything, but succeed at little.

*You were educated in a boarding school. How was this time for you?*

I liked it. When I met my choir leader again and she said that I had been so cute earlier with my braids and timid glance, it was like

coming home. She was able to use me for all pitches in the choir by the way. We laughed about that. But back to boarding school: my days were filled with singing, sports, learning, shopping and organization. This has shaped me to this very day. I also learned that order is part of life. And taking the easy way doesn't get you far. It is better to climb the stairs than take the elevator. Now I believe that elasticity and strength of purpose are the pillars of success. In both sports and business.

*Has success changed you?*

No. I see what I can give other people due to my story alone. So I also see my success as a type of duty to give other people courage and to say: You can make it if you believe in yourself and are diligent and work on yourself. Everyone can transform a hindrance into an opportunity. This is what Winspiration Day is about and this is also my motto. And another thing: sudden success can disappear just as suddenly. I know this, so the attention does not affect me adversely.

*What are you concentrating on at the moment?*

I am writing my first book. I may be young, but I have a lot to talk about.

*Thank you, Joana Zimmer.*

■ <http://may7.org/xcvw> – Joana Zimmer receiving the Winspiration Day Award







## *Maren Opfermann, World Champion in Gym Wheel Gymnastics*

### *Strength and elegance at a high level*

Maren Opfermann was never happy with the either-or mentality in school. She winces when she thinks of the repressive doctrines that children hear every day: "Either you get good grades or you are not among the best, do not belong in the first row". Maren believes: "It is about so much more than these figures on paper, which reveal almost nothing about the child and its dreams. They only show performance in a standardized program. They actually prevent one from seeing talent."

Maren Opfermann freed herself early from these restrictions, made her own goals and creatively designed the steps to achieve them. She learned how to have teachers supervise her, but at the same time to perfect her autodidactic sense. "When I was six, I realized: First I need a goal and then I'll find a way. Earlier this involved small wishes, but over time they grew. At age 15 I wrote this greeting in my cell phone: „I will be World Champion in Gym Wheel Gymnastics.“ – Three years later Maren Opfermann was standing at the very top of the victor's steps, holding her medal and could have hugged the world from happiness. And pride.

## *Getting up and carrying on*

Today Maren Opfermann is one of the youngest public speakers in Germany and Switzerland. She trains gymnasts of both genders. She coaches young people on the road to success. And she knows: Success only feels good when combined with one's talents. Diligence and the will to always get up again and carry on accumulate for this purpose: "A young person learns this in sports. When I fell performing the back somersault and hit my face on the floor of the hall, my head hurt. I could have cried. But I stood up, gritted my teeth and continued training. Why? I had a goal. I wanted to be World Champion in Gym Wheel Gymnastics. Any hesitation would have jeopardized this vision." Neither bruises nor a lack of free time could keep this young woman from turning the greeting on her cell phone into reality. Maren knows that children need goals, big goals, that do not end with getting good grades.

Children want to learn and perform. They need teachers with values who provide inspiration and promise again and again: "If you really want something, your dreams will come true." But in front of excellence the gods immortal have put sweat. Often Maren comforts the gymnasts in her squad at the end of a training session. Because they are afraid of failing to reach their goal. Because they doubt whether they can repeat their performance in competition to the dot. Then she smiles, refreshingly, broadly and openly: "There's no giving up. No excuses. After a defeat you just get up again – and win the next time." She speaks from experience. Although, there will be no more championship in gym wheel gymnastics for her. After having qualified in 2012, she knew: "It's enough.

It's time for a new goal." Decisiveness, too, is one of her strengths. Maren Opfermann learned this many years ago in Kids Coaching with Wolfgang Sonnenburg and Bob Proctor. He encouraged her at the time, far from school and the pressure of teachers, to listen to her inner voice and identify her roadmap in life. She can recall this experience. It helps her during decision-making phases. Maren remembers the moving moment when she entered the stage in Baden-Baden in 2006 with many other young people and called to the parents in the audience: "We feel good and know what we want: just to be ourselves, to be loved as we are."

The sentence for the future blinks on her iPad: in a thousand days, Maren Opfermann will own the horse that she rides every day. Then she will gallop across country bareback and without a bridle. She will hug the horse's neck and feel the kick of freedom. She will talk about this at international events, in front of employees in large companies, in Kids Coaching by the Win-Win AG. The world champion could not present a more authentic theme than "Setting and achieving goals." She is an example. We applaud her.



*Wiebke Sohst,*  
*Author of Children's Books*

*Trip to Tierra del Fuego*

Somewhere between the southernmost tip of Latin America and North Alaska is a light-house. It is high and round. Its red and white striped façade shows deep grooves dug by wind and waves over hundreds of years. This tower sends its light rays into the sky and shows seafarers the way. Just like all the other light-houses on the coasts of the sea. But this one is unlike all the others – it is special.

The author Wiebke Sohst traveled there. She departed for Chile and beyond to the Tierra del Fuego over the Magellan Straits. She traveled to the very last tip of the meridian at which Chile and Argentina meet. She crossed rain forests and semi-deserts to Puerto Williams and a little bit farther. The road there was shaped by wonder, by fascination with rare flora and fauna that she knew only from books. She enjoyed the hospitality of the people, was enthused by their stories. One in particular touched her heart: As she stood in front of that old light-house the islanders whispered to her: "It is precisely here, at this point – the end of the world." "Yes, and where does the world begin?" she asked with a laugh. Her new friends didn't know the answer. They shrugged their shoulders. From this point onwards Wiebke Sohst knew that she would write a book, a children's book, that talks about a journey to the end of the world and beyond to its beginning. For traveling has been her passion for ages.

To this very day, she seeks opportunities to experience excitement off the beaten track. Whoever has crossed the Amazon, slept in open huts in the jungle, and protected oneself from storms in deserts of West Africa, knows the diversity of this world and wants to inspire to experience adventure.

Wiebke Sohst published her children's book in 2010. She chose a cute skunk as the main character and the title "Tinga's Trip through Tierra del Fuego":

*Tinga tells his friend of this plan: "I want to see forests, lakes and mountains. And of course the ocean. I want to go to the end of the world! And of course also to this mysterious lighthouse. To the King Penguin! I want to ask him where the beginning of the world is. So I am starting on a research trip in other words", Tinga smiled proudly. The friend thought a bit and answered: "Don't you think this is a bit of a tall order for you? You're only a little skunk – don't forget that!"- "Oh, nonsense – little skunk. I am Tinga, the research traveler!" The friend looked at him with wonder. "Tinga, you're crazy...and very brave."*

And the author wants to give its little readers this courage to grow beyond themselves to carry with them. During the reading hour in kindergartens and elementary schools she has a huge inflatable globe float around. And when she points at Tierra del Fuego, where Tinga lives, then the children's eyes grow wide, because they realize in these moments how exciting it is out there. They would love to climb up the steps to the light-house with Tinga. The little seed of courage can become huge, if there are examples.

Bob Proctor has been a role model for the author. His idea of a paradigm shift in life impresses her. When he spoke at the Winspira-

tion Day 2011 in Zurich, she listened together with many hundreds of guests to his theses on breaking out of the old structures. She was inspired and since then has been using these impulses in her work as business psychologist and division director in a large German corporation – with great success. She has viewed many of her big projects with a different, broader vision since then. And she is writing a second book on adventure and friendship, discovering the world.

For Wiebke Sohst, Winspiration Day is a day of the year that spreads curiosity. That deals with courage and confidence. Just as her books do. She will also read aloud this year on May 7th, 2013, and ask: Who wants to go to Tierra del Fuego? Many of her little readers one day, we hope.





## *Felix Finkbeiner, Ambassador for the Future*

### *Plants for the future*

"Why is so little done for the future of children?" Felix Finkbeiner asked this question six years ago and turned to those responsible – the adults of this world. At the time Felix was nine years old. He asked teachers, neighbors, entrepreneurs. He asked politicians. The response was a shrug of the shoulders. And the story could have stopped there. Given the silence on the part of the adults, most children would have resorted to the hope that everything will be good. But the problems of the future are too enormous for one to close one's eyes. 30,000 people die daily from malnutrition. A billion people live in absolute poverty. And if climate change continues, then the ice of Greenland will melt, and islands will sink into the oceans. Felix would not be the dedicated, smart and, for his age, so intelligent boy, if he had been satisfied with this silence.

He thinks: If it's about formulating hackneyed sentences in contracts, then the adults on the international stage can talk into the storm of flash-bulbs. The sustainability conference, the Kyoto conference, the millennium conference – all are examples of lip service. But the problem is with implementation.

So Felix decided on his own to make the world a bit better. He looked for supporters of children and young people to set signs,

to plant trees. At age twelve, he spoke before the United Nations and more recently from the pulpit of the Erlöserkirche in Munich.

■ <http://may7.org/gczb> – Sermon by Felix Finkbeiner (German)

The adults listen to his words there, applaud and take his last sentence to heart: “Everything will be fine, if we wake up and do the right thing.” At this point he raises his polemic pamphlet. He smiles and spreads his youthful faith in the good in people. He hopes that everyone leaves the church with a different awareness after his one-hour speech, with a broad view of climate change and social justice.

*How did your idea, today a success story, start?*

It wasn’t really that spectacular: Six years ago I held a presentation on the climate crisis at school. I already knew a bit about this subject, since a few days before my grandfather had gone through Al Gore’s book “An Inconvenient Truth” with me. I also read about the environmental activist, human rights specialist and Nobel Peace Prize Winner Wangari Maathai of course: She planted 30 million trees in 30 years. So I thought: “If women in Africa can do this, then we children can also plant a million trees in every country of the world.” I never thought that a global movement would develop from the final sentence of my class presentation: “Let us plant a million trees in every country on earth!”

*Then this sentence became the purpose of your movement?*

Yes. My teacher had me repeat the sentence in front of pupils, in front of the principal, in front of other schools. And together with the neighboring schools we founded “Plant-for -the-Planet”

two months later. Our goal has been since then – we children and young people would like everybody to plant 150 trees, or 1,000 billion trees in total, on this planet. Since then, we children have already planted millions and, with the help of many adults, over 12.5 billion new trees. The world has become greener and healthier as a result. For each tree binds ten kilograms of carbon dioxide a year.

*This is your way of demonstrating for the future?*

Yes, that too. As long as governments do not realize that fossil fuels should stay where they belong, in fact in the ground, we will resist this with our campaigns. We demonstrate and plant. We show ourselves and stand up for our future. We, that's 100,000 children, who will not be quiet. We talk. With governments, too. We recently signed a joint agreement with the mayors and the premier of the Mexican state of Quintana Roo. 200 million trees are now being planted there – 150 for each citizen. This is quite a success.

*Who are your prominent supporters?*

In any case Prince Albert. He is our patron. The former Minister of the Environment, Norbert Röttgen, is among our group of friends and on our campaign posters: "Stop Talking. Start Planting." We children keep the mouths of a number of personalities closed. You can see this on our website

[www.plant-for-the-planet.org/de/campaign/stop-talking](http://www.plant-for-the-planet.org/de/campaign/stop-talking). It's too late for words. Time is getting away from us.

*Where does the money for the trees, the campaigns, the events come from?*

We don't receive any public funds. Private individuals support us with monthly amounts of five, ten or twenty euro. We find sponsors or, rather, they find us. We want companies to pay a Future Fee, 0.01 percent of sales, as a sustainability contribution for our future. For a year now we have been selling chocolate – really good chocolate. It is also called "The Good Chocolate". When no-one from the chocolate industry wanted to pay the Future Fee, we thought: Let's produce our own chocolate bars in Switzerland, with the best cocoa beans from Ghana and as a fair-trade product. We can plant one tree for every five chocolate bars sold. In the meantime, though, a number of confectionery companies are paying their contribution.

*What vision is being followed by "Plant-for-the-Planet"?*

We developed a "3-Point Plan for the Rescue of our Future" in consultations that children from over 105 countries participated in:

1. We want every human being to plant 150 trees – that's one thousand billion trees. We want to have achieved this goal by the year 2020. This can be done. This is how long it took America to send the first manned space-ship to the moon.

2. We must leave the fossil fuels in the ground and reduced carbon dioxide emissions to zero by the year 2050. This means – we will use only renewable energy sources and technologies that already exist today.

3. To ensure that the earth does not heat up more than two degrees Centigrade, we may only put in the air a certain

amount of CO<sub>2</sub> into the air, in fact, 600 billion tons. If we share this equally through the world population, this is 1.5 tons of CO<sub>2</sub> per person per year. Whoever puts in the air more pays those who do less.

And they can spend the money on medical care and feeding poor people. Or they can invest in new technologies.

We want climate justice and social justice. To fight for these these two goals, we educate one another in the children's academies. To date 1700 academies have taken place around the world. There we learn how to give presentations, how networks function, what is important in negotiations, how we design our future and how we can carry the adults with us. The Winspiration Day Association, too, supports this type of learning and sponsors our academies. Since we children received the Winspiration Day Award 2012 for "Plant-for-the-Planet", we know that Wolfgang Sonnenburg is a friend and promoter, that he represents our goals. On the prize award day in Winterthur in Switzerland on which we happened to plant trees in Switzerland to celebrate World Environment Day, we were surprised with the Award. This spurs us on. This shows us that adults are watching and listening and understand us.

*What will you be doing on May 7th?*

I'll be in school. And for sure, somewhere in the world, children will be meeting and – hopefully together with adults – planting trees. In places designed for this purpose, or even places that are not. This is very simple: dig, water, plant and then nurture.

*Do adults smile at your enthusiasm or do they support your goals?*

We are taken seriously. Perhaps we have a children's bonus. But when we speak and act, then a lot of people are astonished at how strong we are, how committed we are to the future.

*What annoys you most in the behavior of adults?*

When some say: "Climate crisis? There is no climate crisis." Then we say: "If we follow the climate scientists and find out in twenty years that they were wrong, then we haven't done anything wrong. But if we follow the climate skeptics and find out in twenty years that they were wrong, then it's too late to save our future."

*Do you and your friends sometimes think that the task that you have taken on is a bit too big for you?*

A single mosquito cannot impress a rhinoceros, but a thousand mosquitoes can make it change its direction.

*Thank you, Felix, and we wish you great success for the future.*







## *Holger Böhm, Master Maker*

### *Know one's own strengths*

Holger Böhm provides consulting to companies and company founders. He develops educational content for craftsmen at the threshold of becoming masters and coaches men and women who want one thing, to identify their own strengths and live accordingly. He sees himself as a partner at eye-level, as a companion on the way during an exciting period of time. His method is based on three pillars: creativity, strength and community.

*How do you find the strengths in your clients?*

Via a personal conversation. First we take stock. Then I find out using a special questioning technique what talents the client had as a child or when he or she experienced special attention. So this is how we approach the buried strengths. Very emotional moments can arise, which may churn things up, make them sad or happy. The range of feelings always depends on the client's temperament.

*Does this mean in a reverse argument: Whoever works according to his strengths is happy?*

Whoever makes his profession a calling is a happy person. This flows into all areas of life. This attracts happiness like a magnet. One can identify happy people by their posture, the shine in their eyes, the smile on their faces. They take care of themselves. They

keep social contacts. They are healthy. Their thoughts are positive, as is their charisma.

*All true insights are triggered by a crisis. Was this the case with you, too?*

My own professional path is an example of my thesis: I completed my education in advertising, concluded my business studies with a concentration in marketing and, almost by compulsion, founded an advertising agency. It was very successful. But I realized quickly that generating orders and sending out invoices wasn't enough for me. I didn't want to squeeze my ideas into communication strategies. I looked for a mentor in those days. I entered into a long process and discovered my true strengths – to carry people along and to create good communities. This insight brought about many changes: I sold my agency and changed my profession. Today I am a successful coach and lecturer. I weave in my marketing know-how when dealing with start-up companies or companies in crisis, but I am primarily focused on finding the strengths of my clients.

*Does this mean that a good community fosters personal development?*

People can achieve much greater things together than as individual fighters. So I bring people together whose strengths complement one another's and whose goals are similar. An enormous power can grow from this.

*The Winspiration Day fits with this thesis.*

Yes. A performance on a stage that is well moderated, with examples and touching stories, can be a great motivator. But small

formats, too, can have a great impact. The sum of ideas, the sum of energies make this day, the 7th of May every year, valuable. I will ask my master pupils at the Chamber of Trade and Commerce in Braunschweig this year: "How can you make your work really fulfilling?" "How can you turn dreams into reality?"

*But a day is not enough to make dreams come true. What do you think?*

That's correct. But every process begins with a stimulus before the first step follows. Perhaps we need to be accompanied by people who have our best interests in mind. This could be. But we never need skeptics. We need examples. Or a good community. I, therefore, offer conference calls in addition to my coaching lessons. Then we talk about positive developments, significant experiences during the week and our goals. We take every step together.



## Tilo Maria Pfefferkorn, Entrepreneur

### *Success through personal stock-taking*

Actually he wanted to be a priest. When other children dreamed of discovering continents as a pilot or captain, Tilo Maria Pfefferkorn saw himself preaching from a pulpit. The spoken word, values that were lived, the reliability of tradition and ritual – all this impressed him. But things turned out differently. He became an entrepreneur. And, according to his understanding of Luther, he established a family, planted a tree and wrote a book. By age 30, these tasks had been accomplished. So he asked himself: what now? Where are there more challenges? He found them as an assistant professor in business administration, as an entrepreneur in a multi-office service with several locations in Hamburg and today the „eco office centers“ of Hamburg. Tilo Maria Pfefferkorn is passionate about his tasks and expects the same from his employees.

*Among other things you accompany students and company founders on their career path. What are your guidelines for success?*

Learning. Life-long learning. And always ask again and again: What can I do really well? Or even better: What do I really love? What tasks fulfill me? Where do I want to devote my strengths? In other words, free up your head from the expectations of others. Listen to yourself with concentration for once in order to figure out what

life you really want to live. We have the freedom of drawing our own designs. This is a creative process. But we do not learn this creativity in school or at university, unfortunately. It is missing altogether. But it is decisive to one's own happiness and success.

*You promote a subject called creativity in the school schedule?*

Absolutely. The focus at school is more on a school sprint rather than finding one's own personality. If I were able to change anything, I would have children go to school at age four. This would give them more time to discover themselves and develop. Four of my five children learned classical Greek after they learned Latin according to the humanistic tradition. At first glance there is not much one can do with this dead language. But at second glance huge potential opens up. The children become quietly absorbed in this task and discover the power of concentration. They learn that creativity grows slowly. It needs space. Almost incidentally they learn what it can mean to do something outside the main stream. I think that many parents and teachers forget to allow their children time to play, to learn, to discover themselves.

*And the sprint continues at university?*

Yes. And there is another thing that I find fault with: the curricula are obsolete. I note some good approaches, for instance, children are already learning in elementary school how to present a subject to the class – show and tell. This helps them later at university. But on the topic of managing people, about how to deal with one another, they learn almost nothing. The mainspring is alas not to ask like a good pastor: What moves you? What would you like to achieve or change? How would you like to enthuse people

later on? Why do you want to do that? Rather, it is: How do I reach my goals as efficiently as possible and earn money as a result? This question is permitted, but it does not make much sense to ask it in cases in which I am doing something that doesn't move me.

*So thinking about career and money is wrong?*

When I hire a new employee, of course I look at their C.V. and references, but the question of whether the man or woman will fit into my company is a much greater part of the decision. Knowledge is only of secondary interest to me. This can be easily added to. But character, personality, dedication, attitude to life, self-worth and a feeling for happiness, that's what I have to feel. So after an initial interview I give the applicant the book "The Big Five for Life. What really counts in life" and ask him or her to read it and discuss it with me in a later telephone call. I want to learn what moves him. After that I will know whether the tasks will suit, whether personal goals will be fulfilled in this place. And again and again, even if they are not hired, the applicants thank me and say: "I've never thought so intensively about myself."

*The 7th of May, Winspiration Day, is also a day on which people can reflect on themselves and identify their strengths and what visions are guiding them. What do you organize in Hamburg on this day?*

We document happiness. For four weeks we write down an answer every day to the question: "What was the best part of your day?" For: regardless of how stressful the day may have been, we can identify one special, pleasing moment. Because we have them every day. If we focus our view on that, it will stay bright.



Top performance grows better in light and warmth. So we ask an individual every day about his or her best work experience and ask them in turn to ask another. So on the 7th of May there will be many people who can report on their happiness. On the 7th of May we will look back on experiences and developments and events that inspired us on this day and on the path to this day. We notice that there are grandiose moments every day. We will experience gratitude and sharpen our expectations of the good things to come.

*What is your personal vision as entrepreneur?*

To open up wide playing fields for my customers; to encourage them to design working spaces that are sensible and modern. Not narrowness, but independence and joy in one's work, counts. I want to take away their fear of dealing with freedom. And freedom to me also means – throwing off dead weight, giving up tasks in order to concentrate on the most important, on core competence. I offer results-oriented solutions that I will continue to fine-tune until they suit every single customer with my multi-office service. I want to provide ideas and companionship – to be a reliable innovator in the area of office services. We create free spaces.

*Thank you, Mr. Pfefferkorn.*

## *Perspectives – Thinking ahead with dreams*

*“People with small dreams will remain small throughout their lives.” - Robert T. Kiyosaki*

There is a dream that is universal. It covers the longitudes and latitudes of this Earth and fills people with yearning. Regardless of skin color, age or gender, it unites nations across all language barriers. Its stuff is flimsy in consistency, cannot be squeezed into a formula or ordered by law. It can only be fulfilled by thoughts and images that are created in people's heads. I am speaking of happiness.

The great thinkers – philosophers, the literati, artists and natural scientists – attempted to explore happiness, to formulate it as the essence of religions and spiritual history. Intelligent thinking has guided the world since, allowing room for freedom and self-fulfillment. Nevertheless, ever new aspects are added, because each person leaves tracks in life. So the dream of happiness will never end, from birth to death, and then it will start again from the beginning in the next generation. Defining happiness remains an ongoing task that everybody has to undertake on his own, so that at the end he can say: “Life was good. I have no regrets.”

### *So that we have no regrets at the end*

In 1968 Robert F. Kennedy stood before the students of the University of Kansas and caused concern among his audience: “Our

gross national product is now 800 billion dollars a year. But this gross national product includes air pollution and cigarette advertising and ambulances that remove the consequences of blood-baths on our highways. It includes special locks for our front doors and the prisons for those who break into our front doors. It includes the destruction of giant redwoods and the decimation of our natural wonders due to chaotic urban sprawl. [...] But our gross national product does not take into account the health of our children, the quality of their education or their joy in playing. It does not include the beauty of our poetry or the strength of our marriages, the intelligence of our public debates or the integrity of our civil servants. It does not measure either our common sense or our courage, our wisdom or our education, our compassion or our devotion to our country. In short, it measures everything but what makes life worth living.”

Where is the courage to uphold the themes of happiness and to drive out the greatest hindrances to this happiness – fear and doubt? When Martin Luther King issued a call for a non-violent movement against the discrimination against blacks, his followers were the greatest hurdle. They had experienced suffering and suppression for too long. They doubted that everything would ever get better. 40 years later the US elected its first black President.

The world is turning towards the good. We must only perceive this and accelerate it with our energy. We can demand from politicians that they weave the enormous wealth of medical and technical knowledge into everyday matters, rather than allowing obstructive lobbyists space or stirring up fears that jobs could dis-

appear. This doom saying is completely misplaced. One thing is sure, though: In the future tasks and demands will change. This is a good thing, since it offers new perspectives.

Influential economists preach that attention should be directed towards people and their satisfaction rather than a welter of products and a focus on profits. The great, really great, players have understood the secret that happy employees give of their best.

It is often the companies that combine tradition and innovation that ask themselves constantly: How can we adapt our products to requirements; how can we eliminate defects? 90 years ago, Otto Bock wanted to facilitate the lives of the war-wounded with his wooden prostheses. Nowadays the company provides high-tech prostheses from fiber composite materials borrowed from the aviation industry: Heinrich Popow sprinted to a 100 meter victory in London with Otto Bock's prosthetic leg. He became a model for a whole generation. McDonalds has changed its nutritional guidelines: armed with the knowledge of poor nutrition offered by fast food, the company is now relying on bio foods. And the founder of the dm-drogeriemark drugstore chain, Götz W. Werner, with his employee-friendly philosophy and meticulous business ethics is setting standards that should provide an example to many. World renowned managers are still amazed at the modern approaches in Semco of Brazil, the machine manufacturer: Employees elect their bosses, determine their jobs and tasks and even their salaries. They are applying business doctrines in topsy-turvy fashion and yet performance is strong.

We yearn for awareness images for our abilities and for business models that foster employees beyond all measure. Then we can

abolish the petty brainstorming of politicians on the minimum basic security of citizens to where it belongs: in a cabaret program.

### *A Bonsai can grow*

No-one should have the right to keep a person small just as those Japanese trees which are cultivated in mini-format. A bonsai, too, can grow if it is no longer supported and surrounded by wire. In our society growth starts in kindergarten. Children hunger for knowledge and development by the age of three. We must ensure that best teachers supervise the very smallest in order to show them every day that they can feel and permit emotions, that they can discover themselves with care and freedom in play. Systems of value are created in this early period in life. There will never be a time when they form their character with greater intensity and establish their confidence. Personality developments begin in these first years of life and continues through the phases of being a pupil, student, father or mother, employee, as a contributor to our society.

### *The Skills of the Future*

I don't need to be a psychic to describe the capabilities that will determine careers within the next few years. Experts have defined future skills such as cross-cultural thinking. Countries are coming ever closer not least due to the speed of media. Deep understanding for one another will shape markets in all industries. In addition mathematical intelligence will become established, for new technologies can be beneficial on a day-to-day basis by transla-

ting data quantities into specific concepts and comprehensible applications. Adaptive thinking will be in demand, for we need to create solutions rather than complain about problems. And I believe personally that language, whether spoken or in writing, is the symbol of the future. It encourages. It motivates. It maps the dream of happiness with words. It awakens various areas in the brain. I don't mean the self-help books, millions of which are tossed into the market every year and which inflate small theses and ultimately can only present tired methods. We don't need the ten thousandth manual on time management. Rather, I mean texts that transmit a true message, because they inspire and allow us to reflect on our life and on what we want to accomplish with a wink in the history of time.

### *Accomplishing the Best together*

The Winspiration Day Association wants to measure happiness in life together with you, provide life with perspectives. So that at the end we have no regrets, but transmit the best we can achieve to our children. Every individual can contribute according to his discretion and capabilities and on his level. Perhaps a first step is to sit down in peace and quiet, removed from the day's hectic pace. Choose a place that gives you a sense of well-being and write our five personal life goals down. These are your top five. They will lead you through the days and years. Share them with us. We will add them to our formulas for happiness and inspire others. We can move a great deal together. Pero Mičić is correct when he writes: "We need a good relationship to our „Future I“ and our „Future We.“"

As President of the Winspiration Day Association I was able to encounter impressive people. All of them have a message. They are sources of inspiration and true examples, because they contribute a bit to a better world with their actions. They are already thinking about tomorrow today and do not stay mired in the sad positions that our media like to celebrate. They think into the future. Such as Felix Finkbeiner, who has assumed the task of keeping people and nature in harmony together with children from all over the world. Such as Dagmar Riedel-Breidenstein, who makes it clear to young immigrant men how criminal so-called honor killings are. Such as Professor Manfred Spitzer, who shows in his capacity of scientist how learning changes our thinking, in fact, how learning allows the center of happiness in our brain to switch on and release the hormone dopamine. Happiness is fleeting, but can always be invoked by developing one's own capabilities. Such as Muhammad Yunus, who explains: "Do we all want to become beggars? – No. It is better to have people work." It's not about the distribution of charity. It is about helping people to help themselves. Such as Jane McGonial, who invented a digital game on happiness and entered the hearts of hundreds of thousands of men and women. Her directions for happiness are based on the regrets of the dying as published by the nurse Bronnie Ware in her book. McGonial transforms the five important sentences into a competence for the future, directions for happiness. I think they are fitting precisely at this point in the book and they are roughly as follows:

1. Have the courage to live your true self.
2. Connect profession and calling.
3. Show your love, your emotions.

4. Nurture your friendships.

5. Decide to be happy.

### *From Dream to Reality*

The Winspiration Day is designed to place the focus on happiness once a year. I have been initiating this power day since 2003, always on the 7th of May. Since then, people in Germany, the US, Romania, Switzerland and other countries get together. They organize a major show or decide to celebrate quietly, feeling their own potential in a small group. I encourage them to design the future and send an image to the universe by means of presentations, workshops and vision parties. Because I am convinced that once expressed, visualized or even formulated in writing, we can consolidate our thoughts purely on turning our idea for the future into reality. Energy fields will shift towards the positive. Awareness of one's own perspectives on life will grow – I call this Purpose.

Finally I am leaving you with a wish on my part:

Write your politicians specifically about what you expect from them: not more nor less than a framework for happiness as provided for in the Human Development Index. Collect signatures. Organize meetings. Send mailings to people, organizations, enterprises. Give color to your ideas once a year on May 7th. We of the Winspiration Day Association support you.

Thank you for accompanying me to this point. I would like to continue our discussions.

The future is open. You can decide yourself what it will bring you.





## *Acknowledgments*

Stories begin with conversations, with encounters and sometimes with a few lines: in December of 2012 I received an email with an idea for a book. I wish to thank the writer, Gabriele Borgmann, for our cooperation, for adding the words to my thoughts in this text.

The artist Simon Hofer gave graphic life to the philosophy of the Winspiration Day Association. He designed the logo. Thank you.

My thanks also to all those people who participated in the events, who shared their inspiration and visions.

Together we have achieved a great deal. All will be well, if we continue together.



## *The Author*

Wolfgang Sonnenburg is a mentor, speaker, author and thought leader. The former attorney and entrepreneur was the owner of a law office and partner in a tax consultancy firm and a real estate company.

In conjunction with his organizations, Win-Win-AG and the Nikken Network, as well as the Winspiration Day Association, Wolfgang Sonnenburg wants to inspire the business world to look far beyond profits. For him, it is all about thinking for the future, living in the here and now with a sense of tomorrow. He sees human happiness in a holistic approach. His motto is: "Purpose-driven profit". In this approach as a mentor he encourages optimistic thinking and design and the identification and fine-tuning of one's own capabilities.

He describes the core of his philosophy as: "I encourage myself and others to take up our place in life." Only the interplay of education, health, happiness and financial security leads to true well-being.

Wolfgang Sonnenburg established Winspiration Day in 2003 and founded the Winspiration Day Association in 2012 in order to lend the 7th of May, the day to focus on one's own power, significance worldwide.





Winspiration Day 2005: The program on stage in Hotel Estrel in Berlin inspired hundreds of spectators.



Standing ovation for magnificent artists at the end of the show in Berlin 2005



Actress Claudia Wilde has supported the Winspiration Day for many years. In 2005, she joined Wolfgang Sonnenburg on stage.



"Happy Winspiration Day!" Little Rex Lewis is happy about the award and the applause on the big stage in Baden-Baden in 2006.



Singer Joana Zimmer during the final rehearsal for the Winspiration Day 2005



Sponsor and friend of the Winspiration Day 2010 in Berlin: Dr. Thomas Jäger, Director, BNI Berlin



Maren Opfermann, world champion in gym wheel gymnastics first participated in KidsCoaching. Today she motivates other young people, as a presenter and trainer, to achieve their goals in life. In 2010, she delivered an inspiring speech.



In 2010, professor Manfred Spitzer received the Winspiration Day Award for his research into brain-friendly learning.



Ambassador for Tolerance, Dagmar Riedel-Breidenstein, is being honored for her work with the Winspiration Day Award 2010. Together with the "Heroes, she changes the behavior of men with migration background. With that approach she tackles hostility towards women and so-called honor killings.



In 2010, Claudine Krause introduced the youth emergency relief society, Jugendnothilfe Jung und Jetzt e.V. in Berlin. The Winspiration Day Association supported the foundation of this society.



Preparations for the Winspiration Day 2011 in the Renaissance Zürich Hotel



The guests looked forward to a program which would be stimulating and provoke thoughts about one's own dreams in life.





Nicolette du Toit, Marketing Manager, Microsoft Switzerland stepped up for the Winspiration Day 2011 in Zürich and looked forward into the future, with "The New World of Work"



Silence and contemplation in the room: opera singer Fredrik de Jonge captured the audience with his voice.



Pro bicycle racer Franco Marvulli has won many titles: World Champion, Vice World Champion, and Olympic Silver. In 2011, he stood on stage on Winspiration Day.



Finalist of the Swiss Talent Show, Julia Star, sang and set the audience as well as the guests on stage on fire with her youthful spark.



Bob Proctor travelled all the way from Canada. For many years he has been a friend and companion of Wolfgang Sonnenburg. At the Winspiration Day 2011, he delivered a brilliant 2-hours workshop, "Create your own Economy."



Ideas with future: Students present their business project at the Winspiration Day 2011 in Zürich. From canvas, they created bags which became very popular. They were branded and have established themselves in the world of fashion under the label "backbord".



At 97 years of age, she still has dreams: Jennet Robins talked about her wishes for life and touched with her esprit many hundreds of spectators. Also after her death in 2012, her book, "A Quest for Love" still remains worthwhile reading. <http://may7.org/ebxx>



Humor meets beauty: Clown Shiven and Nadine Vinzens, Miss Switzerland 2002/2003, got along perfectly at the Winspiration Day in Zürich.