

6215001-Benjamin Zander - conduct, speaker, author

ORCHESTRATING POWERFUL CHANGE

Not just anybody gets to address the world's great minds at a gathering as prestigious as the 2008 World Economic Forum in Davos, Switzerland. Or, for that matter, gets them belting out Beethoven's *Ode to Joy*. But Benjamin Zander can. And this month he and his partner Rosamund Stane Zander are in South Africa to share their philosophy of leadership and life

Boston Philharmonic Orchestra conductor Ben Zander may sometimes have a tough time understanding the South African accent, but he and his partner - who together penned *The Art of Possibility* - have a very real connection to South Africa and its people. "We're for the spirit and the soul of South Africa," Rosamund told DESTINY.

WHAT IS THEIR MESSAGE?

Roughly translated, their philosophy is about living with energy, enthusiasm and direction. "Art of Possibil-

SOUTH AFRICAN ROAD TRIP

With our country plagued by crime and corruption and, more recently, xenophobic violence, it may be hard to sit back as a South African and retain that sense of hope. Which is, in part, what brings the Zanders here. "We're coming to contribute," says Rosamund.

Organiser Louise van Rhyn of Symphonia is herself a force of nature whose vision will expose people who typically couldn't afford to listen to these high-profile speakers. And this isn't a money-making trip. "We're simply covering

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ity is a way of being," says Ben. It's also coupled with a belief in the vision and power of positive, inclusive leadership. During his Davos speech, Ben spoke about his concept of leadership: "The conductor is the last bastion of totalitarianism left in the civilised world. Everyone has to obey me."

But after 20 years on the conductor's podium, he did have a "wow" moment: "I realised that the conductor of an orchestra doesn't make a sound. He depends for his power on his ability to make others powerful. My job is to awaken possibility in others."

costs with the income," she says.

During the Zanders' three-week visit (their eighth to South Africa), Van Rhyn hopes more than 7 000 people will be exposed to their message through more than 30 events. Musicians around the country will also get the opportunity to work with Ben, while Ros will run accomplishment groups with women and community leaders in Cape Town.

Despite the challenges that face this country, Ben believes "South Africa is one of the most exciting stories in world history. South Africans must never lose sight of that." **D**