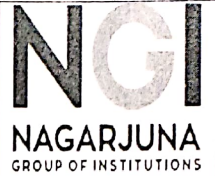




Nagarjuna College of Engineering & Technology  
(An ISO 9001-2008 Certified, NBA\* & NAAC 'A+' Grade Accredited  
Autonomous Institution under VTU, Approved by AICTE)  
Mudugurki, Venkatagiri Kote Post, Devanahalli, Bengaluru 562164  
Department of MBA



### Activity Report

**Date of Event:** 9<sup>th</sup> September 2022.

**Activity:** Webinar on "Dynamic Leadership Model"

**Details of the Resource Person:** Prof. Milan Krajnc, Academician and University Professor- Al-Khalifa Business School and European Centre for Peace and Development.

#### Event Details:

The renowned American President John Fitzgerald Kennedy or JFK as he famously known as, had once said that "Leadership and learning are indispensable to each other". This clearly makes it evident that if one has to be a successful leader who has to influence followers to do what he/she says, learning becomes a vital part of that individual. To bring about an understanding of leadership and at the same time, to ensure learning, the MBA department of NCET in collaboration with Centre for Advanced Learning & Development hosted an unique international online webinar on "Dynamic Leadership Model" for the benefit of its second semester MBA students on the September 9, 2022. The guest speaker was Prof. Milan Krajnc who logged in across the seven seas to share his insights on his current contribution to the management world- the Dynamic Leadership Model.

Professor Poornima welcomed the speaker and the audience. Mr. Poornakanth, 4th semester student read out Prof. Krajnc's profile. To give a summary of the guest, apart from an university professor, psychotherapist, he is a Noble prize nominee for the year 2021. It can be said it was indeed a privilege for the audience to listen to an individual of such a caliber as he started off by giving a short narrative of his journey by saying that he initially saw no future in physics, and then shifted gears to understand psychology. The theoretical understanding of the former made him come to a realization of "mirror of the mindset". This was related to projects that one comes across in nature as well as the business world and to highlight the concept of communication in organizations, a comparison was made to that of the flowing water.


After introducing his seminal work on the "Dynamic Leadership Model", Prof. Krajnc mentioned that the model included its components viz. Personal Transformation, Business Transformation, Communication and Project Management. He went onto further to shed light on the concept of "Psychological Garbage" wherein he reiterated that it was important as individuals to be continuously 'cleaning it' through 'psychological exercises'. This concept was an outcome of Prof. Krajnc's interactions with over a billion managers! A further need on bringing about equilibrium between the Physical, Mental and Emotional bodies.

To make students understand the need to borrow a leaf from his life, Prof. Krajnc called upon them to write or maintain tasks as a part of "business day". It was heartening to note that he has been writing from the age of ten and the testimony to the fact is that he has authored over 300 books till date! Apart from analyzing goals for the next day, maintaining the "business day" would help in creating psychological information. This was connected once again to the concept of "psychological garbage" wherein one could be continuously oneself as well as seeing to change in business processes.

Since this was held on the virtual platform, Prof. Krajnc opened the floor for discussions as well as Q&A session. Students were asked to provide feedback and their understandings of the webinar. Dr. Geethanjali, HOD MBA department got further clarity on the concept of "psychological garbage" when she asked about how one could overcome it. Prof. Krajnc answered all the doubts the students had on the said topic. Mr. Sivaramakrishnan of the Centre of Advanced Learning & Development called upon students to actively participate in the activities organized by the aforementioned body. Dr. Geethanjali G. rendered closing remarks and vote of thanks was proposed by Professor Poornima.

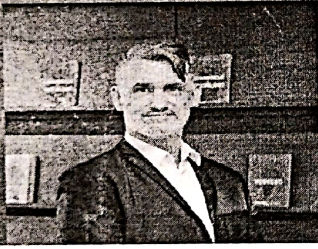
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**NAGARJUNA COLLEGE OF ENGINEERING AND TECHNOLOGY, BENGALURU**

**CENTRE FOR ADVANCE LEARNING & DEVELOPMENT,  
 IN ASSOCIATION WITH DEPARTMENT OF MBA,  
 PRESENTS A WEBINAR ON DYNAMIC LEADERSHIP MODEL**



**Prof. MILAN KRAJNC**  
 Academician & University Professor  
 Al-Khalifa Business School  
 & European Center for Peace & Development



**VENUE** - Main Block Seminar Hall  
**Date** - 09-09-2022  
**Timings** - 1:30 PM - 3:30 PM