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Recognizing Local Talent for Global Leadership

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DIRECTORATE OF EDUCATION & CULTURE DEVELOPMENT

Connecting Hearts Globally through Art & Business Interventions

The Directorate of Education and Culture Development at WAG International Artistic Organisation, Croatia, in Partnership with CKW UK Ltd. UK. presents CREATIVE ABI* - *Peace through Art, Business and Profit*

Elfi Sverdrup

Active Honourary Independent International Consultant, CKW UK Ltd.



ELFI SVERDRUP PERFORMANCE ARTIST, PRESIDENT, WAG NC, NORWAY, FORMER COHABITANT WITH THE DRAMMEN POET, TRIZTAN VINDTORN, SPEAKS NORWAGIAN AND ENGLISH

Elfi has celebrated the Brand called **YOU** by writing what she brings to CREATIVE ABI in a very creative and original way - around the 6 Principles - **B.E.T.H.I.S.**

Build - The circumstances that have «built» me and made me an artist is the impact of my parents, all the experiences in my childhood, all their friends. All my parents knowledge which they transferred to me. I was surrounded by paintings at home, and loved to draw and paint myself. When I was 6 they sent me to music school and to dance ballet.

Engage:

Becoming an artist include a lot of myths. I had to find out how to become passionate about working with art. That included a lot of struggle, and a lot of work. I went to different art schools during eleven years (*metal work and painting*). That gave me a platform from where I could start on my own with enough knowledge. I decided to live in extremely cheap places, and to work with nothing else but art, except some small jobs to get money, in periods of 14 days -1 month.

Transparent:

The fact that I chose to participate in a jewelry exhibition opened a whole new world for me. I started to work all day, almost all the time. But I was still in my own snail shell. I had to figure out how I could find a way so there could be more resemblance between my inner and my outer self. By accident I signed up for a shaman course, of pure curiosity. Here I learnt some old universal techniques to come in contact with my inner power, my inner knowledge, my playfulness and my self-esteem.

Honest:

I have always followed a strict rule in my life: always be honest when it comes to what kind of art I work with. Never follow trends that doesn't suit me. Never do things just for money. Always be sure that i follow «my heart» and my passion.

Integrate:

Because I have worked with different kinds of art for so many years, art has been integrated in my daily work, as a life style. There is no real difference between my art and my life.

Safe:

To be safe I work in many ways. I do readings of poetry (both my father Harald Sverdrup who was a poet, and my former husband (who also was a poet, who died in 2009). I do solo concerts. I do concerts with other musicians (from the 80-ties until now). I make exhibitions. I sell from different galleries and art centers. I make and do solo performances. I do performances with actors. I make vocal compositions. Almost all my exhibitions and all my performances has been invitations (lucky me!). This is a lived experience of Authentic Leadership - essential for the sustainable success of CREATIVE ABI.

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NB: CKW UK is a Multi-Site Overseas CMI Registered Centre for Leadership and Management Development since August 2004. It is also a CMI CMGR Approved Centre from November 2013. Additionally, in March 2013, all CKWUK CMI Accredited Qualifications received Professional Endorsement from the RPS - Royal Pharmaceutical Society of Great Britain.

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