



**PRESS RELEASE**  
**BGL BNP Paribas welcomes Jörg Reckhenrich to “Doers & Thinkers”**

For BGL BNP Paribas, the values of action and thought govern everyday activity. To promote and share those values, which are key to entrepreneurship and innovation, the bank has been organising its “Doers & Thinkers” lecture cycle since 2006. Twice a year it invites a guest speaker, alternating between a doer from the business community and a thinker from the academic or research sphere. After hosting Judy Leissner, CEO of Grace Vineyard and “Asian Wine Personality of the Year 2012” in March, BGL BNP Paribas is pleased to welcome Jörg Reckhenrich, a consultant from the Berlin art scene.

**“Are Artists the better Managers?”**

Based on the observation that artists have a good feel for reflecting on social situations, Jörg Reckhenrich raises the question as to whether this makes artists the better managers. Creativity is seen in this context as a requirement for a new kind of understanding of leadership. The consultant presents the four different perspectives on which he has been working:

- Dealing with complexity
- Orchestration of creativity
- Emotional commitment to change
- Anchoring the organisation in the society

Taking examples from the art world, Jörg Reckhenrich demonstrates how organisations can apply the latter to a leadership perspective and thus implement them in practical terms.

**Jörg Reckhenrich**

Jörg Reckhenrich is a Berlin based artist, Professor for Innovation Management at Antwerp Management School and member of the faculty at the Lorange Institute of Business in Zurich. He is also a visiting lecturer at IMD Lausanne, London Business School and Sotheby’s London. He was named as one of the “Top 25 Management Thinkers of the year” by the management journal ‘Business Strategy Review’ in 2009 and was mentioned as ‘Management Guru’ by the FT London. In 2011, Jörg Reckhenrich published the book “The fine art of success” with Jamie Anderson and Martin Kupp. In addition to working as a consultant and lecturer, he is also an artist. His most recent art project “Inflammables” was exhibited in Paris, Hamburg and Berlin.



**About BGL BNP Paribas**

BGL BNP Paribas ([www.bgl.lu](http://www.bgl.lu)) is one of the largest banks in the Grand Duchy of Luxembourg. It offers an especially wide range of financial products to individuals, professionals, private banking clients and businesses. BGL BNP Paribas is Luxembourg's number-one provider of banking services to professionals and small- and medium-size companies, and number two in services for individuals. It is also the leader for bancassurance. In 2012 the international magazine *The Banker* named BGL BNP Paribas "Bank of the Year" in Luxembourg for the second year in a row.

**About BNP Paribas**

BNP Paribas ([www.bnpparibas.com](http://www.bnpparibas.com)) has a presence in nearly 80 countries with 190,000 employees, including 145,000 in Europe. It ranks highly in its three core activities: Retail Banking, Investment Solutions and Corporate & Investment Banking. In Europe, the Group has four domestic markets (Belgium, France, Italy and Luxembourg) and BNP Paribas Personal Finance is the leader in consumer lending. BNP Paribas is rolling out its integrated retail banking model across Mediterranean basin countries, in Turkey, in Eastern Europe and a large network in the western part of the United States. In its Corporate & Investment Banking and Investment Solutions activities, BNP Paribas also enjoys top positions in Europe, a strong presence in the Americas and solid and fast-growing businesses in Asia-Pacific.

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