



# THE POWER OF NETWORKS: How to Build and Use Them!

23 - 30 June 2024

Gummersbach, Germany

## Abstract

### TOPICS

The liberal voice frequently finds itself in a minority when demanding civil, political and economic freedom and change. Worse yet, liberal organisations in the same countries or regions, often find themselves working against one another, or arguing with each other, despite these organisations working towards similar goals. When this happens, liberalism is the ultimate loser, and instead of seeing growing collective efforts towards a freer world, the liberal landscape becomes more and more fragmented.

Whether it is because liberal individuals or organisations are too shy or inward-looking, or perhaps too complacent or even vain, there is enormous progress to achieve when individuals and groups work together, building compelling value propositions, and supporting each other to achieve strategic aims, whether in politics, government, NGOs or business. Now, more than ever, and with greater skill than our popular or populist competitors, liberals need to grow and sustain formal and informal networks that provide us with crucial support, and that amplify our messages. Besides introducing and discussing methods for building and using these types of formal and informal networks, this seminar is also going to work towards developing the networking skills and approach of each individual participant, experiencing and practicing the traits and skills of a personal networker in order to apply a coherent and authentic networking approach for the strategic benefit of their organisation.

### TARGET GROUP

The seminar is aimed at senior to mid-level leaders of political parties and civil society organizations from grassroots to policy level. Participants should have a solid understanding of their organisations' outreach, they should have some internal decision-making authority, and they should be able to influence the strategic development of their organisations. Besides having first-hand experiences in developing networks for their organisations, they should be interested in growing their personal networking skills through engaging with other seminar participants. Participants will need to be fluent in English and willing to interact across cultural and age differences.

## METHODOLOGY

Besides short inputs from the facilitators and experts, the seminar will provide space for best-practice sharing and active exchange between participants from around the world. In order to enhance the individual learning experience and to emphasize the practical dimension of the workshop, the seminar will be built on innovative and interactive, non-formal methodologies, including group discussions, reflection exercise and other types of experiential learning opportunities. Moreover, participants will enjoy the opportunity to build personal networking plans for use after the seminar.

## OBJECTIVES

The seminar aims to achieve that participants have:

- Understood the strategic importance and value of growing and maintaining networks;
- Explored the values that drive our behaviour in networks and networkers;
- Established a thorough understanding of the role of networks in organizational and societal development;
- Identified stakeholders, and expanded the reasons and criteria for the selection of network partners;
- Carved out compelling value propositions of a successful network;
- Shared personal experiences, challenges and opportunities in building and maintaining networks;
- Explored their own authentic approach, preferences and skills towards building relationships; and,
- Developed a personal networking plan to be implemented following the seminar.

## Facilitators



**Rainer Heufers**

Rainer Heufers is the director of Siap Solutions Pte Ltd, a Singapore-based consulting firm that provides strategic counselling, public policy consulting, leadership training, and other services to international think tanks, political parties, corporations, and government agencies. He is also the founder and President of the Center for Indonesian Policy Studies in Jakarta/Indonesia and a member of the Council of Mentors of the Atlas Network in

Washington DC. From 1999 to 2011 he represented the Friedrich Naumann Foundation for Freedom in several Asian nations and supported the development of the Economic Freedom Network Asia. Prior to this he had researched China's economic and social transition towards a market economy. Over the years, Rainer has been coaching teams and individual staff members of FNF around the world as well as facilitating workshops and seminars of FNF and IAF on various topics including Leadership, Facilitation, Strategic Planning, Climate Change and the Economy.



**Marike Groenewald**

Marike is a leadership and organisational development consultant, facilitator and coach. After obtaining her Master's Degree in Law from Stellenbosch University, Marike spearheaded people development and training in South Africa's second largest political party for close to a decade, where she and her team built and implemented custom-made development programmes across the full spectrum of the organisation. In 2016, Marike

founded Anew, supporting its clients around the world with programmes and processes related to leadership, facilitation and programme development, organisational culture, change management, innovation, campaigning, branding and strategy development. Marike has a special interest in working with individuals, teams and organisations operating in the fields of democracy-development and furthering human rights around

the world. As an accredited facilitator of the Thinking Environment, and with extensive experience working with the academic foundations of the Ontological Coaching body of work, Marike is deeply committed to creating an environment where participants can think for themselves with ease, rigour and engagement, taking ownership and crafting the solutions most value to them. She frequently works with organisations that gather international, diverse groups, such as the International Academy for Leadership in Germany.

## The Foundation

We, the Friedrich Naumann Foundation for Freedom, promote individual liberty, free and open societies and free markets in Germany and throughout the world. To us freedom is the guiding principle in policy making. We believe that free and open societies are the only societies that allow human beings to decide for themselves what is best, to develop their full potential and to pursue their dreams. This is what we mean when we claim to value human dignity. And it is freedom that produces prosperity. Together with our counterparts – who all share a similar set of values – we support initiatives in Germany and abroad that serve to enhance respect for the rule of law, private property and human rights, that foster tolerance and that strengthen economic freedom rights and democracy.

The programmes of the Foundation's International Academy for Leadership (IAF) form an integral part of our international work and offer Liberals from all parts of the world opportunities to engage in dialogue, an exchange of ideas, networking and mutual cooperation. We aim to inspire.

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**Venue:** **International Academy for Leadership (IAF)**  
Theodor-Heuss-Straße 26  
51645 Gummersbach  
Germany

**Language:** English

**Registration:** 22 March 2024

**Registration fee:** 270.00 €

