

“An entertaining musical seminar that offers a fresh and useful perspective on the power and possibilities of purposefully applied values”

VALUES FOR VALUE

What happens when you align your convictions and beliefs with your everyday activities?

- Your words reflect what you feel
- Your actions reflect who you are
- You live what you love
- You are motivated and mindful
- You are you

THE SAME IS TRUE FOR ANY ORGANISATION.



WHAT?

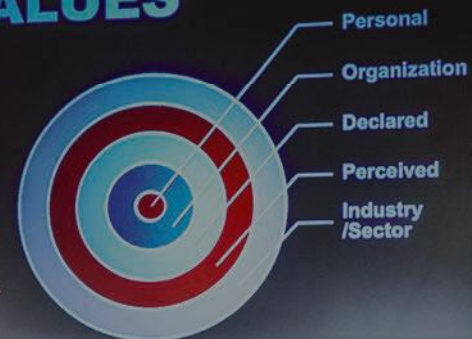
I combine my musical talent, sharp sense of humor and public speaking skills to convey a serious message in a fun, interactive, and memorable manner.

I educate audiences on social capital, the intrinsic power of values and the possibilities of purposefully aligned beliefs and convictions.

I teach how to identify, attune and seize this latent asset for social innovation, employee engagement, more relevant CSR, improved HR, sincere PR, and a heightened sense of community.

Most importantly, I inspire individuals to develop a value-driven, socially and environmentally aligned perspective of day-to-day activities and strategic objectives.

VALUES



HOW?

I rely on personal stories stories and enlighten through comedy.

I use live-music to illustrate how a perk can become a core value driver.

I use my 15-year experience working with artists in music and entertainment to explain organisation values, credibility, motivation and how they affect internal dynamics and external perceptions.

I use my knowledge of PR and campaigning to highlight the importance of authenticity and resonance.

I rely on my commitment to activism to prove that purpose is a priceless asset.

I show people how to help themselves and provide insight on how to harness values into positive change immediately.

I ALSO MAKE PEOPLE SING AND DANCE, BECAUSE IT'S MORE FUN LIKE THAT.

INTERACTIVE MUSICAL SEMINAR

....an entertaining mix of music,
comedic story-telling, and sound
academic ideas.

The objective of my performance is to push the audience to realise that the human touch we enjoy in our personal lives has a place in organisations; that their own personal values can be tapped to spur innovation and bring about many changes and benefits for themselves and their organization.

THE FUNDAMENTAL PILLARS OF THIS MESSAGE ARE:

1. You can't define "priceless" in terms of money – and that's tough for businesses to understand.
 2. Social capital is a real "resource" in every sense of the word – it will provide a competitive advantage if you use it to your advantage.
 3. Your core values define who you are and how you relate to others – you can either align them, or face the risks.
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An average session lasts about 2 hours. Thorough consideration is given to each case; length, content and subject matter are tailored specifically to the needs of each organisation. I enjoy diverse audiences and easily adapt to challenging circumstances.

THEMES & SUBJECT MATTER

Each seminar is specifically tailored according to the needs of every individual organisation and the subject-matter that resonates with them.

Personal Story:

How I understood that music can do more if you see beyond the financial dimension

"Social Dimension":

More than Social Responsibility, PR, and public hygiene

"Social Capital" as a tangible resource : Valuable connections that provide a competitive advantage

The "Alive vs. Survive"

conundrum: why money can't buy you love or a sense of purpose (D. Pink, Maslow)

"Antinomy" (Margolis & Walsh):

Why we can't measure the benefits of Social Responsibility with money alone

"Monetization of Social Relations"

(M. Sandell): Why our society is stuck on measuring and operating in terms of monetary value.

"Shared Value" (M. Porter):

Looking beyond social responsibility and accepting the social dimension as a business opportunity

The organization as an anthropomorphic being:

Why people relate to people and not to machines

How to build a credible group identity:

Learning from bands and artists to connect internally and with a fan-base

Perk or value driver?:

When "human touch" accounts for a good part of your business

Values resonate:

Why each person is driven by different things

3 step approach:

1. Articulate personal values
2. Align organization values in line with personal values
3. Reach beyond the organization

Your organization can be more than a place you just work at:

Inspiring people to change the world from their workplace

TESTIMONIALS

"The seminar Jurgis delivered was professional, focused and hugely engaging. It expanded the boundaries of our understanding of social capital and its interrelationship with our daily lives and business. Incorporating music into the session made it great fun - overall, top marks, highly recommended."

- Alex Gibb, Head of Sustainability, SEB Baltic Division

"Creative and incisive, Jurgis Didzulis combines the mind of a creative with the rigour of a business scholar. His presentations inspire and educate and his approach to social innovation is original."

- Phil Tulba, UK Social Enterprise Consultant

"Jurgis's performance was an excellent choice for the end of our conference. It was a dynamic synthesis of theory and music, topped by Jurgis's charisma. It was an great example of how an audience should be engaged."

- Giedrė Dauguvietytė, HR Development Manager, SBA

"Jurgis Didziulis inspired us as an innovative and enthusiastic artist and as a speaker. He helped us create and apply the "Internal Value Audit" application, and collect useful information about values and virtues of our colleagues. Jurgis is a positive, integrative, intellectual person – great to work with."

- Rokas Kasperavicius, Partner at KPMG Baltics

"Different, fun, engaging, involving, smart, powerful, humble, knowledgeable, instructive, shaking and rocking performance."

- Saulė Balčiūnienė, Head of HR at Omnitel

VALUES
FOR
VALUE

MORE THAN SATISFIED CLIENTS

MAXIMA

S|E|B

CSC

Kitron

SKS

Telia

STATOIL

Danske Bank

ktu
1922

VILNIAUS DUONA

sba@

Nestlé

EVERSHEDS

INL

WU
WESTERN UNION

KPMG

db DEVBRIDGE
GROUP

aims
international

SANOFI

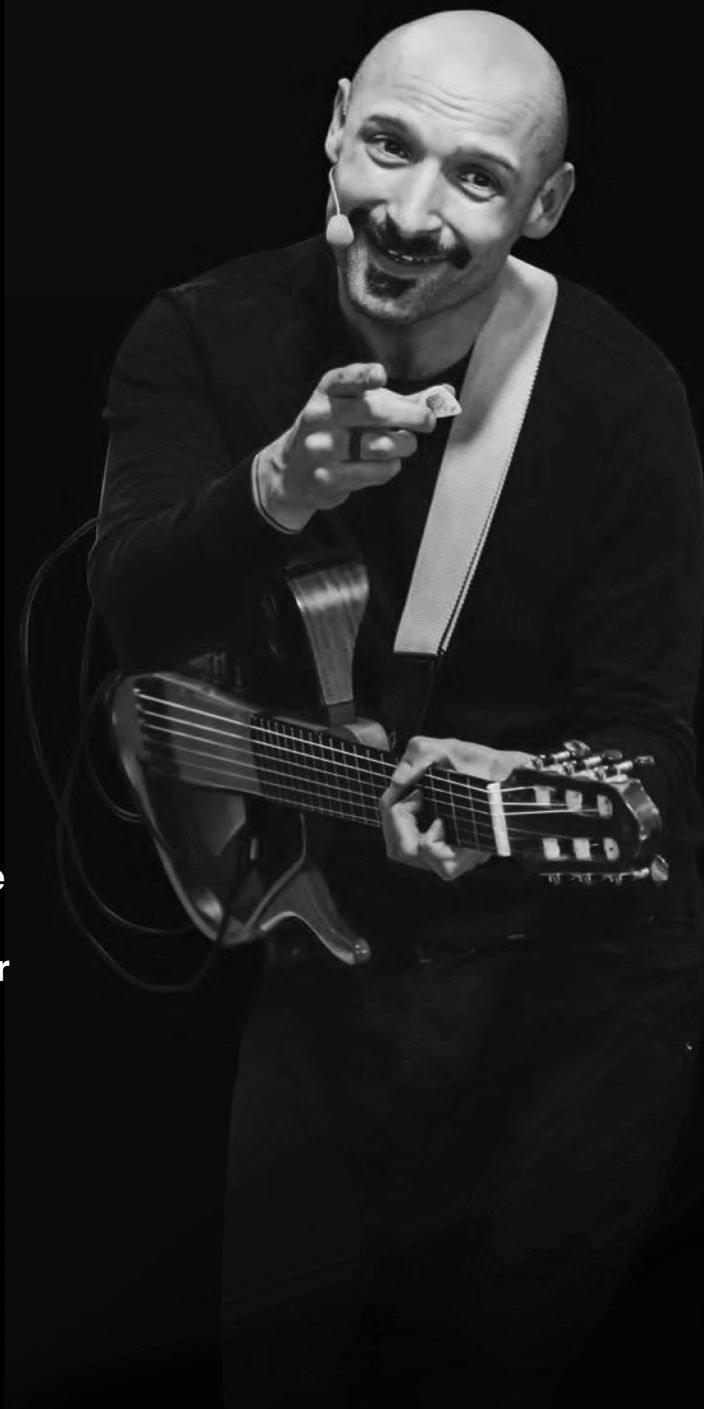
AND MANY MANY MORE...

WHY?

"Our failure to coherently value that which we cannot put a price tag on is the issue that I seek to address."

MUSIC IS MY WEAPON OF CHOICE.

I have dedicated myself to understanding and addressing our skewed perception of value and how it ails our ability to be human in modern society. I also encourage others to understand the "social dimension" as a key to a vast cache of untapped resources, wealth, and innovation rather than a liability. Music helps me spread this message. I use it as a means of communicating ideas, therapy, building bridges, showing support and appreciation. I also use it as a catalyzer for interaction, education, and as a tool for forging meaningful ties. I believe that music can do much more than just entertain you at a show or play through your speakers, once you stop treating it like a peddleable commodity or service.



BIOGRAPHY

I was born in Bogota in 1979. My mother is as Colombian as they get, and my father is the son of Lithuanian immigrants who never fully overcame their expatriation during WWII. I was lured to Vilnius in the year 2000 by the green of the city and my Lithuanian roots. I have since led a successful and fulfilling musical career at the helm of numerous projects including "InCulto" and "The Ball and Chain". I have composed and produced several hits, represented Lithuania in the Eurovision song contest, won numerous awards and have shared stages with artists such as Mika, Gogol Bordello, Juanes, Fun Loving Criminals and many others.

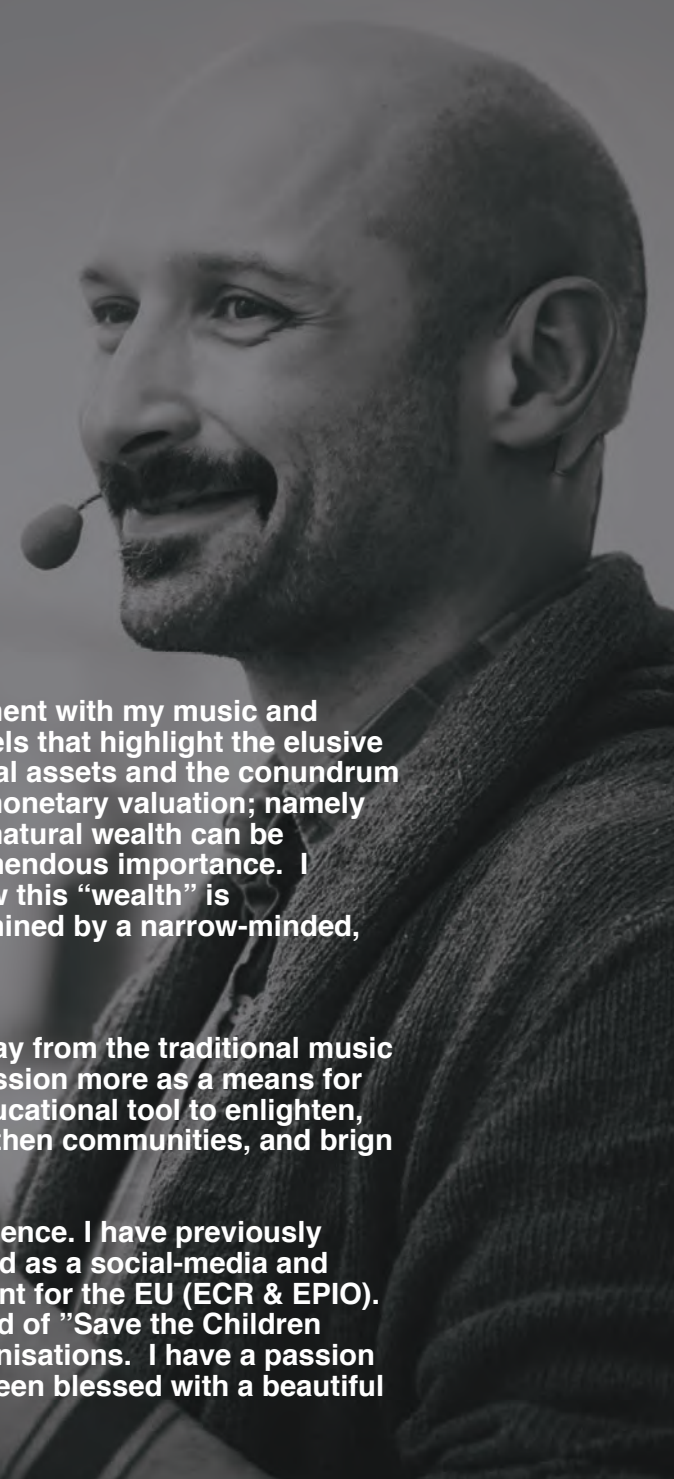
I have always believed that a public profile is worth nothing if not used for the benefit of the community. I have taken part in countless social projects both as a spokesperson and consultant for campaigns covering recycling, environmental issues, AIDS awareness, HARM reduction, education and tolerance. I developed a knack for public speaking and have given talks to many; from school-kids to politicians, young entrepreneurs to seasoned businessmen, ordinary folk to discerning TEDx'ers.

In 2013, I acquired an eMBA from the "Baltic Management Institute" and a deeper understanding of business practices, CSR, and the importance of the social dimension. I then decided to apply the personal experience, knowledge and notoriety gained from my musical career more purposefully.

In 2014 I began to experiment with my music and alternative business models that highlight the elusive worth of social and cultural assets and the conundrum they present in terms of monetary valuation; namely how social, cultural, and natural wealth can be "cheap" despite their tremendous importance. I became fascinated by how this "wealth" is compromised and undermined by a narrow-minded, market-driven mentality.

Since then I've moved away from the traditional music industry and used this passion more as a means for social alchemy and an educational tool to enlighten, inspire, campaign, strengthen communities, and bring about positive change.

I have a BA in Political Science. I have previously worked for MTV, freelanced as a social-media and communications consultant for the EU (ECR & EPIO). I am currently on the board of "Save the Children Lithuania" and other organisations. I have a passion for photography. I have been blessed with a beautiful wife and 3 kids.



VALUES
FOR
VALUE

SOCIAL* IS AN OPPORTUNITY



MORE INFO:

www.jurgisdid.com
<http://jurgisdid.com/edutainment/>

VIDEO:

<https://youtu.be/FZlZPQokv-4>

CONTACT:

info@in.lt
+37064022127