



WORLD  
GOETHEANUM  
ASSOCIATION



# EXPEDITION SOURCE

LEADERSHIP AND SELF-LEADERSHIP IN CONNECTIVITY

For shareholders, managing directors and executives of  
anthroposophically inspired companies and institutions

*Through connectivity into creative freedom  
Powerful by courage  
With trust into the new!*

Leadership responsibility and entrepreneurial development call for many tools and skills. Yet most essential is the connection to the inner sources within each person and to the spiritual sources in the world.

Expedition Source offers an associative space for learning and experience that embraces both dimensions: over the course of a year, attention will be given both to the participants' inner questions and to the exploration of the enterprises visited.

Each participant is invited to bring his or her own guiding question. What we offer is the opportunity to engage in a shared process of working toward solutions.

# Organiser

World Goetheanum Association  
in cooperation with the Goetheanum  
and:

NaturaSi, Italy

Ruskin Mill, Great Britain

Sekem, Egypt



# The Expedition

The expedition brings us into dialogue with outstanding entrepreneurs. Through personal encounters, it opens spaces of insight where participants can engage with their own entrepreneurial questions. Leaders and innovators invite us into the very places where they work—sharing the highs and lows of their journeys, their struggles, and their solutions. What inner stance, what motivation, and what sources of strength are needed to remain true to one's vision? What tools and methods help transform that vision into tangible, outward success?

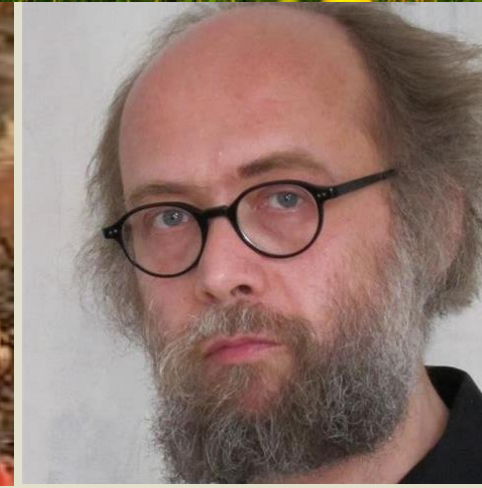
The enterprises we visit, and the people behind them, offer valuable perspectives. A key element is that each participant brings a concrete guiding question to be explored throughout the year. These lived experiences are deepened and made fruitful through reflection, always in relation to each participant's own inquiry.

As leaders and decision-makers, we can learn both with and from these entrepreneurs. Through critical dialogue and collaborative exploration, we can begin to discern the parameters of a future-oriented economic system. To reflect on these insights and to discover one's own path within them is the central aim of the expedition.



# Perspective and Focus

- 21-23 November 2025
- In collaboration with Tanja Baumgartner (Institut Arte Nova, CH), Stefan Brotbeck (Philosophicum Basel, CH), Ueli Hurter (Goetheanum, CH) and others.
- Themes
  - *Wide-Angle View – Spatial Awareness – Shift of Perspective*
  - *Focus: One's Own Question*





# Sekem

Egypt

- 29 January - 1 February 2026
- With Helmy Abouleish (CEO SEKEM)  
Thoraya Saeda (Director Carbon  
Footprint Center, Heliopolis  
University)
- Content
  - *Lighthouse in the desert*
  - *The whole/the focus/the network*
  - *Social impact for sustainability*
  - *Agriculture*





# Ruskin Mill

Gloucestershire, GB

- 22-24 May 2026
- With Aonghus Gordon (founder and Co-CEO Ruskin Mill) & Tara Gratton (Co-CEO Ruskin Mill)
- Content
  - *Combining research & work*
  - *Social understanding & acceptance*
  - *Succession in social enterprises*
  - *Economic issues between prices & people*





# NaturaSì

Conegliano, Italy

- 27-29 August 2026
- With Fabio Brescacin (CEO EconaturaSi) and Team
- Content
  - *Trade: new ways of dealing with stakeholders.*
  - *Supply chains*
  - *Logistics*
  - *Marketing from a human perspective*





# Reflexion and Integration

Conegliano, Italy

- 30 August 2026
- With Jörg Probst, Andrea Valdinoci und Friederike Mainz
- Themes
  - *The process from question to goal*
  - *Sustainable Anchoring*



*Learning is not the preparation for life or for a task;  
learning is life itself.*

# Time schedule

*The expedition takes place in English.*

Onsite and online meetings alternate. During the online meetings, participants reflect on the tasks they have set themselves and their own challenges in collegial consultation.

The module concludes with an in-person meeting in Italy, followed by an online 'harvest' meeting.

---

21-23 November 2025: Region Basel/Goetheanum. Kick-Off

---

10 January 2026: Online-Meeting, 1:1-talks according to demand

---

29 January -1 February 2026: Sekem (EGY)

---

14 March 2026: Online-Meeting, 1:1-talks according to demand

---

22- 24 May 2026: Ruskin Mill/Gloucestershire (GB)

---

27 June 2026: Online-Meeting, 1:1-talks according to demand

---

27-29 August 2026: EcoNaturaSi (IT)

30 August 2026: Abschluss (IT)

---

30 January 2027: Online-Meeting – Review and Outlook



# The Facilitation

**Jörg Probst** brings together deep engineering expertise in energy and sustainability with many years of leadership experience. As head of an engineering firm and through his work with organizations such as EWS Schönau, dm-drogerie markt, and social institutions including Haus Hohenfried and Stiftung Natur und Kunst, he has gained broad entrepreneurial experience—ranging from local initiatives to the founding of a company in Namibia.

His teaching at Bochum University of Applied Sciences helped shape the development of innovative learning environments. Today, his work focuses on developing seminars with the World Goetheanum Association and on coaching organizations such as Klinik Havelhöhe in their pursuit of climate justice.

**Friederike Mainz** explores the legal and human dimensions of transformation. As a lawyer, managing director, and practitioner with a focus on ownership structures, she has experienced both the potential and the limitations of such frameworks—and with them the decisive role of human factors in shaping their effectiveness. This tension has led her to extensive training as a mediator, a doctoral dissertation, and sustained practices of meditation and self-leadership, all of which inform her work today.

She is currently part of the World Goetheanum Association team and serves as managing director of a corporate group comprising a housing cooperative, a non-profit association, and an energy self-sufficiency company. She lives in Berlin with her partner and their four children.

**Andrea Valdionci** brings more than 20 years of experience in sustainable business leadership. After 14 years as a social banker with GLS Bank and GLS Treuhand, he became managing partner of Neuguss Holding Berlin in 2010, supporting entrepreneurs in succession planning aligned with the principles of steward-ownership.

A native of Rome, he now lives in Dornach (CH) and supports various initiatives, including the Evidenz Foundation in Basel and the Social Science Section at the Goetheanum. Since 2020, his main focus has been building the World Goetheanum Association—a network of enterprises committed to sustainability and social responsibility.



*Team: Jörg Probst, Friederike Mainz, Andrea Valdionci*

**Price:**

5.900 CHF (+ travelling expenses and accommodation)

**Projectboard:**

Helmy Abouleish, Fabio Brescacin, Aonghus Gordon, Ueli Hurter (Chairman)

**Team of the World Goetheanum Association:**

Jörg Probst, Friederike Mainz, Andrea Valdinoci

**Contact:**

World Goetheanum Association  
[association@worldgoetheanum.org](mailto:association@worldgoetheanum.org)