

Acta Laurus et Perceptum

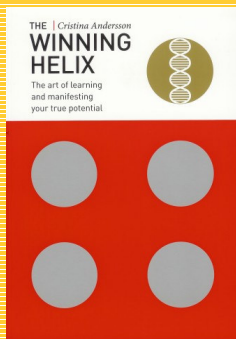


April Talk:

The Magic Of Thinking Big

Special Interest Articles:

- Science project of the month: Ambience-Design
- Andres Skliarevsky translates the Winning Helix into Spanish
- Sasha Mäkilä to assist Kurt Masur



Coach yourself to win! Buy the Winning Helix from : www.amazon.com

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A Journal for Brilliant Thinkers, Winners and Dynamic Action-Learners

“Big thinking precedes great achievement.”

— Wilfred Peterson

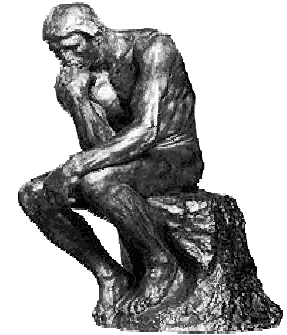
Winning is a mindset

You are most welcome to read the new e-Journal about winning and learning. The title “Acta Laurus et Perceptum” is Latin and means The Journal of Winning and Learning. It might sound a bit pompous but my meaning is to emphasize the importance of learning and experiencing those unique moments of winning in life.

Thinking big, even when the faith is at it’s weakest, is winning. I remember reading from the “Art of Archery” that if the archer desires to hit the bulls-eye in the middle he must aim high and

estimate the arc of the flying arrow right.

The Winning Helix describes how you can establish a winning mindset, a mental winning ambience, with the help of the mental virtues, willpower and coachability skills. This framework of winning was created in my own learning process together with my coach Collin Hansen and while observing the hockey-team Jokerit striving towards championship - and naturally using the traditional research methods as well.



This magazine introduces you to fascinating people and beneficial ideas about how you can learn and win and become happy in your life. I believe you are great and can bring about any result you desire!

Many blessings and love

Cristina

Ps. The Winning Helix is published in the USA www.fepint.org you can also find it from Barnes & Noble.

We proudly present:

Eli Davidson

Coaching Hollywood stars to shine

Eli is a fabulous woman. From a party with Michael Douglas and Catherine Zeta-Jones she rushes to share words of eternal wisdom and to help us “ordinary” women to become fabulous. Eli’s book “Funky to Fabulous” is a magical journey into the secrets of self-development and fascinating life. Read about Eli: page 4



Ville Matvejeff

A thriving pianist and a musical multitalent

Brett Hull said: “on the age of seventeen Wayne Gretzky was heading for greatness whereas I was heading for donuts”. At the age of twenty Ville Matvejeff has already achieved results that definitely are milestones on a path to greatness and big success. Read about the Finnish “wunderkind”: page 2.



Ville Matvejeff - a Rendezvous on a Shore of the Sea of Greatness



Ville celebrates the performance of his orchestral work 'Seaside Rendezvous' in a summer festival in Southern Finland.

Ville Matvejeff

- Studies piano at the Sibelius Academy in Helsinki with Matti Raekallio, professor of piano at the Juillard and Sibelius Academy
- Studies composing at the Sibelius Academy with professor and composer Paavo Heininen
- Performed and collaborated with orchestras conducted by Jukka-Pekka Saraste, Tibor Boganyi and Susanna Mälkki.
- Several compositions including orchestral works and concertos for different instruments.
- Several recordings including his own compositions and choir music.

Everything is possible! Everything is inspiring!

These are the two main feelings when discussing with the young multit talented musician Ville Matvejeff. Ville talks with great enthusiasm not only about composing and piano playing but also about opportunities that a life in music has to offer.

Ville's enthusiasm is infectious and I must ask him from where is his enthusiasm laden. "Music itself", Ville says, "when I start to play a piece or to compose, the music over-whelms me with inspiration."

A competition

The true and deep devotion to music manifested greatly in the Finnish national Jyväskylä piano competition in the beginning of March 2007 where Ville won the third price. Pianist Raija Kerppo, who commented the competition in the radio said: "Ville Matvejeff is a perfect musician who has every element of music in the right place. His emotional approach is astounding, not only does he play *with feeling* but he *feels* and the audience feels with him".

In the finals Ville played the very demanding concerto from Ilmari Hannikainen. How did you prepare for the competition? "I rather think of the competition as a concert. Of course a competition is long with it's different phases but otherwise it is like any concert where I must be able to give and show my best talent, skill and competence".

I have hardly ever seen Ville playing from notes. Do you have an exceptional memory or some magical tricks that help you

memorize all that music?: "No, actually nothing special. I just trust my memory and believe that it develops along my own learning process. So far it has done so. Probably I also have a strong musical memory, I, for example, have a perfect pitch and they say that, that is also a matter of memory".

Victories

Ville Matvejeff has performed a lot as a pianist and his schedule for near future is becoming full rapidly. Furthermore Ville is also an accomplished composer who's orchestral work '**Seaside Rendezvous**' was commissioned and conducted by Jukka-Pekka Saraste at Tammissaari Summer Festival.

Performing and creating

What is the difference between a performing artist and a creative artist? "The difference is tremendous" Ville says "as a performing artist I have everything ready for me to play, whereas as a composer there is nothing but emptiness and emerging ideas. The biggest difference is that a composer creates also the structure which to the performer is given."

Ville's next challenge is to compose a major orchestral work for a Finnish orchestra.

More musicmaking...

Does all this make you go out of breath already? There is more!

Ville is also a singer. He has a beautiful bass-baritone voice and he has performed and recorded with some of the most important pioneering vocal ensembles in Finland

His next recording will be the Vespers by Serge Rachmaninoff, together with Talla Vocal Ensemble – a male ensemble with a curiosity of extremely wide range of voices. - Does singing help you in other fields of music?: "Yes it does. Singing gives me a different understanding about music. I feel that the music communicates best through sung music. In my opinion, each musical phrase is like human speech, and singing is the best means of exploring the variety and richness of musical characters. This ability is of course a great source of inspiration to my work with the piano and composition.

See you at the concert!

Is there something else you would like to share with our readers? "Yes, I would of course be very happy to meet you all in my concerts. I am also interested to find ways to make music and our modern and quite financially emphasized world communicate better. Don't hesitate to contact me if you would like to share your ideas with me!".



Buy and listen to Ville's composition "The Angel" on CD "From the Earth", "Maasta".
www.alba-records.fi



Andres Skliarevsky on Winning

It's great to win. To win, I think, it's one of the best and most comfortable feelings a human being could feel. It makes you feel safe, happy... and it empowers you to think big.

Actually that's how I feel. Recently, I've been into some projects that not only are time-consuming, but also make me feel like stated above. These projects raise from difficult moments I've been through. And that's how human mind works, in most cases: when in desperate moments of facing difficulties you have to do anything to go ahead.

In Aktiva Trading Co., one of my actual companies, we are developing

argentinean markets abroad. During the last year we have increased our business volume to 250%, more customers, more markets, more satisfaction. And we don't want to stop. We pretend to expand our services to more countries, thanks to a visionary management that think BIG.

Something similar happens at Medicinar.info, a B2B portal targeted to medicine professionals. Even though it's in an early stage of development (read: "Under Construction") we are currently visited and contacted by important doctors, laboratories and medical institutions. We want to give the professional the

opportunity to publish his/her works to the world. In order to do this job, we base our daily labour in Quality, Energy and Passion for work.

This said, what's left to do is to mobilize all the Energy that we have. Recycle the good things, eliminate the bad ones. That's how ideas FLOW and GROW every day.

Andres Skliarevsky is the founder and CEO of Argentina and Spain based company www.activatrading.com.ar

Andres also produces didactical fun to children:

www.educandodidacticos.com.ar



Andres Skliarevsky lives in Mar del Plata in Argentina. One of his many activities is to translate "The Winning Helix" into Spanish. We will follow Andres' work in upcoming issues. Andres is also an enthusiastic Wagnerian and a friend of Bayreuth!

The Ronald McDonald House 5 years helping families to stay together

The Ronald McDonald House in Helsinki provides accommodation to families whose children are patients in the Children's Castle or in the Children's Clinic. Children's Castle is a part of the Hospital District of Helsinki Hus representing the highest knowledge and expertise in health services in Finland.

The patients of the Children's Castle are usually severely ill. They have cancers, heart operations etc.

Finland is a country where distances are long. The purpose of the Ronald foundation is to provide accommo-

dation to the families in an affordable price so that they can stay together with the child.

The 14th of March Ronald celebrated the 10th anniversary of the foundation and the 5th anniversary of three beautiful houses in Helsinki.

Among the visitors were many people who have made different contributions to Ronald houses. Among them Mrs. Erja Häkkinen who purchased charity-shares for her two children Hugo and Aina.

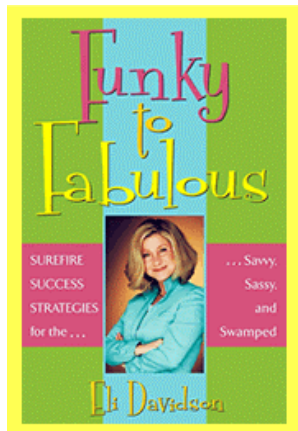


We all can help in many ways. Often when I mention that I cooperate with Ronald McDonald foundation I get derisive comments about its connection to McDonalds, the huge corporation with commercial goals.

I cannot find anything derisive of bad in this connection. On the contrary: thanks to McDonalds in Finland the Ronald houses can concentrate on their purpose and on what they can do best; provide a quiet and harmonious place for families that face a tremendous anguish and deep crisis in their lives.

We all can help and we must help. No matter what our circumstances, we can help.





Eli and Club Fabulous have taught and encouraged me to think and act big -- bigger than I ever thought possible. Not just dreaming about it out there somewhere, actually taking real-life actions toward living a fabulous life. Try walking around acting as if you have \$100,000 in each pocket and see if it doesn't change the way you think of yourself in the world!

- Cheryl Walker

Eli Davidson
Speaker, Author, Coach

Los Angeles, CA
www.elidavidson.com
www.funkytofabelous.com

[Eli's blog](#)
[Eli's videos: Youtube](#)

Eli Davidson knows how to think big and how to make fabulous dreams become reality

Funky to Fabulous is a fabulous book, thank you for writing it. Could you please share with us which was your main experience and understanding that you base the book upon?

One difficult grey day I was troubled by a challenge. As I walked through my living room I had a 'strike of lightening'. I knew from 20 years of reading self help books that the answer was 'to love myself'. LOVE MYSELF...BUT HOW???? I set upon a journey to write a book that wouldn't just talk about loving yourself, but give you the 'Hands On Tools' so that loving yourself is an action instead of a thought.

The book is magical. You can open any page and it helps.

Could you open the book and share a quotation with us?
WOW!! This is so wondrous. I am laughing. I opened the book to 'The Perfect Diet....for a Gerbil. "Do you rate your day by how well you wage your war with food? This is fascinating. As an American, I don't have the luxury of walking to work and to do my errands. (My sister lives in Italy so I spend a good bit of time living as a European.) As I woke up this morning I was feeling flabby and (shocking for me) thought to put myself on a diet. Wow. That is amazing. I hope you try it.

What kind of problems people you help with your coaching usually have?

I help people with finding their Authentic Success. That usually means helping them both finding a career they love and equally importantly to create the balance of creativity and joy in their life as well. My gift is to help clients

find their ways of self sabotage and help them find their way. At the end of the day it seems that we all get in our own way. It often takes someone with a fresh perspective to assist a person to heal that and go on and flourish.

You know many celebrities. How is it to work with somebody who is really famous?

Regardless of fame or wealth...we are all just 'folks'. Every one of my clients is a VIP to me. Certainly, I have felt 'who am I' to be coaching this legendary person. Regardless of how famous a person is they still have challenges just like everyone else. It has been an honor past any words that I could use to describe to be able to be of assistance to those I deeply admire. It is fantastic that they get so much value and I am so grateful.

Do you have ideas for a new book, or is it a secret?

Oh, yes. I have the next book outlined.

Secret reminds me of "The Secret". What would you add to the movie?

I am grateful to 'The Secret'. Jack Canfield and any of the contributors endorse my work. One of the most important SECRETS is to always ask the Universe "For The Highest Good of All Concerned. You don't want to just "open a catalogue and get more stuff". I worked with a man that had 13 Ferraris...and it still wasn't enough. If you are only look-

ing for possessions, you will end up empty. Asking for your vision "For The Highest Good of All Concerned" means that you are taking the planet and humanity into consideration. Selfish is never happy or fabulous.

How do you keep yourself fabulous and inspired? Do you have days when you could use some more fabulousness? What do you do then?

I wrote the book as much for myself to use as anyone else. I woke up this morning and was tired. So, I used some of the techniques from the book. Instead of rushing to my computer, I spent some time in my beloved garden. I enjoyed a walk and am taking myself dancing tonight. To get fabulous, I do things that make me feel more fabulous. Taking that first action is the key.

What are your plans for the near future?

I will be coming to Scandinavia this summer, and would LOVE to connect. Please come to www.funkytofabelous.com send me a Fab Mail. I would love to get to have the honor of new friends and colleagues on your side of the 'pond'.

What is the meaning of life?

Ah, now that is a question. You tell me! You are the Mayor of You-ville. The incredible journey of asking the question and discovering the ongoing learning is something FABULOUS I am exploring everyday.



Winning Literature

We all read books, many books. This page is dedicated to books that have made a difference to somebody. These are Cristina's choices. On the next issue we will learn about Collin Hansen's favourites.

The Magic of Thinking Big by David J. Schwartz

Set your goals high... then exceed them!

The magic of Thinking Big by Dr. David J. Schwartz is a classic among self-help books. It outlines a clear and practical programme to live on a grand scale.

The book contains a lot of wisdom. Here is one of my favourites:

Broadcast good news

(page 200)

"You and I have been in many situations when someone burst in and said: 'I've got good news.' Immediately this person gets 100%

attention from everyone present. Good news does more than get attention; good news pleases people. Good news develops enthusiasm. Good news even promotes good digestion.

Transmit good news to the people you work with. Give them encouragement, compliment them at every opportunity. Tell them about the positive thing the company is doing. Listen to their problems. Be helpful. Encourage people and win their support. Pat them on the back for the job they are doing. Give them hope. Let them know believe they can succeed,

that you have faith in them. Practice relieving worries."

Networking is the big issue of these days. The networkers that broadcast good news and positive attitude are the winners in the web!



The Magic of Thinking Big
David J. Schwartz Ph.D
Simon & Schuster UK Ltd,
2006. First published 1995.

*"When you feel your progress is slowing down,
THINK BIG"*

Discover the survival skills you must know to have a positive divorce outcome. Seven Secrets to a Successful Divorce by Christina Rowe reveals the step by step plan to save thousands on attorney fees, protect yourself financially and maintain your current lifestyle.

The Einstein Factor by Win Wenger

"The Einstein Factor is a winner. It should go to every man, woman and child in the land ... thanks ... a fine, yeasty book and all those edges you keep on pushing out." —Lynn Schroeder, co-author of *Superlearning and Super-Learning 2001*

Win Wenger is definitely one of the greatest creative thinkers of our times. He has published over 40 books about learning, creativity and thinking – issues that make our brains evolve and develop. "The Einstein Factor" is translated into several languages and is a must reading to everybody want-

ing to enhance the capacity of the brain. In his book Dr. Wenger has identified the tools you need to reach greater levels of sharpness, insight, and overall intelligence.

Using Wenger's techniques, you learn to bypass inhibitions and access the supra-normal capabilities hidden in your own subconscious. Discover how you can:

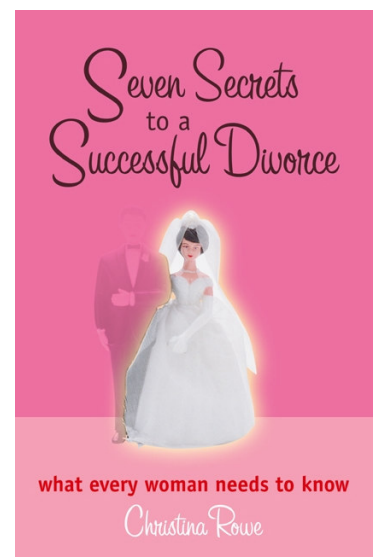
- *Read faster and learn more quickly
- *Solve problems like a genius
- *Score higher on tests
- *Build self-esteem

- *Improve your memory
- *Induce a state of total creative absorption
- *Access powerful subconscious insights through visualization
- *Increase your intelligence

The good news is, that the Einstein factor is already within every one of us. The great news is, that this factor within each of us is so easily contacted, engaged and put to good use. This book will show you how to unleash this hidden power.



The Einstein Factor
by Win Wenger, Ph.D. and Richard Poe



More about Christina Rowe and her book in the next issue of Acta Laurus et Perceptum.

Buy from www.amazon.com



Heidi Richards interviews Cristina Andersson

Heidi Richards is the founder and the chief visionary of www.wecai.org.

The Vision of Wecai is:

"To promote the development of the economically empowered woman, connect and support the growing web presence of women online, customers and women running e-businesses around the world through our Educational and Networking Programs both online and offline."

4. What are some of the trends you are noticing in your profession/industry?

I believe the biggest trend is that education and motivational speaking is combined more and more with entertainment. My way to do this is to combine a song recital with my lectures, often also a piano recital performed by my partner Collin Hansen, who is a truly great artist and a wonderful pianist. His "Liebestraume" by Franz Liszt puts tears in eyes each time!

Cristina Andersson is the author of the Winning Helix. Cristina and Heidi met each other in the internet. This interview was first published in the Wecai E-monday newsletter in March 2007.

Cristina Andersson is the author of the Winning Helix and the editor in chief of this Journal. This interview introduces you to two wonderful ladies who met each other in the web. This interview, first published at Wecai, is an example of the power of networking. Enjoy!

1. Tell us a little bit about yourself.

My name is Cristina Andersson, the author of the book "The Winning Helix" and also an educationalist, speaker and a soprano-singer. I have two sons Nicholas and Tomi. Nicholas studies economics and Tomi music and acting. I live in Helsinki and dream about conquering the world with my book and my voice .

5. From where do you draw inspiration?

Many things. I love arts, opera and classical music mainly, but as well ice-hockey. Sometimes a hockey-match, especially when my team the Jokerit wins is very inspiring. I also go to the gym regularly and love to walk in the nature. My two sons Nicholas and Tomi are of great inspiration with their youthful enthusiasm. Also my relationship to my coach, pianist and the co-writer of the Winning Helix, Collin Hansen, gives me a lot of deep

7. What are your personal/professional goals for the next year?

To market my book all over the world, especially in America where it was published November 2006. I first published the book myself 2005 and it's been sold already to over 40 countries. This year I expect to be a breakthrough that would allow me to start the second book. Or actually the third one. My first book

2. What would you say is your "claim to fame" – you can share about your new book, etc.

My claim to fame is the motto "you get what you order". I believe in the law of attraction reinforced with an action-learning process that ensures that the 'delivery' is really what was originally ordered and that the quality is of premium level. This is the key message of

insight and joy of dialogue. I am a church-goer that keeps my spirit exalted and hopeful.

6. What one thing would you like to learn this year?

I would very much like to learn how I can surrender and immerse to music when I sing, to find a certain ecstatic feeling while performing. Easier said than done, I know, but worth searching for!

was "A Strategy for Finland" to which I contributed as a member of a team about 15 years ago.

8. What is the one thing you would like readers to know about you?

It might sound like a cliché but I honestly want to contribute to world peace. To find and manifest ways for people to learn things that help them succeed and create better relationships and

"The Winning Helix".

3. What do you enjoy most about your profession?

I get the greatest pleasure when I see the joy of insight and learning in peoples faces and when I hear that my teachings have had a positive impact in their lives. When singing I enjoy the most the music of great composers and the flow of emotions that



Heidi Richards is Founder and CEO of the Women's ECommerce Association International with a mission to "Help Women do Business on the WEB!".

circumstances. I believe that true success is inner happiness that manifests in thoughts and actions of peace. "The Winning Helix" ends with the sentence "find your own song and the world will sing with you". My purpose is to help people to find their own songs, manifest their true beings and join the fascinating chorus of the global village.



The Science project of the month:

Ambience-Design – The Thriving Concept for Transdisciplinary Development

Tune your environment to nurture and cultivate your well-being

The Ambience design research project funded by TEKES (Finnish Funding Agency for Technology and Innovation) is built around the idea of incorporating the multi-sensory experiences of human beings into comprehensive environmental design. Ambience design is a transdisciplinary project that anticipates a paradigm shift in the planning processes related to architecture, design, communication and marketing.

Communication between designers and researchers is intrinsic to ambience design. This means that design is not based on the designer's personal touch alone, but benefits from an understanding of how multi-sensory environments and atmospheres affect people. The Ambience design project involves developing skills and competence in cooperation with professionals from various fields. The results will be carefully documented.

The project findings will be published in an extensive report in English. Participants in the first phase of the project include BIT Research Centre, Decode Research Group, Helsinki University of Technology; Psychology of Digital Life Group, University of Helsinki; The School of Design, University of Art and Design; and Finland Futures Research Centre (FFRC), Turku School of Economics. The next project phase – Ambience Design Experience – will also involve the Department of Public Health, University of Helsinki.

Thanks to the open source approach adopted in the project, the resulting skills and know-how can be freely distributed and any interesting ambience design developers can be



invited to join the AMDE network. The network operates in a virtual environment built around the ambience design website and extranet (powered by Mindcom Ltd.). Development activities will be carried out on an international scale, independent of time and place.

What is ambience design?

Ambience design is a conceptual innovation created by **Jari Koskinen**. The development of the concept has resulted from a series of articles, innovations, experimental work and literature from various branches of the sciences and business. No single part of the concept is entirely new.

Ambience design consists of new combinations of views and skills:

1. Ambience design represents a new kind of design culture, it could even be said that it represents a change of paradigm. Ambience design's working culture is **transdisciplinary**. The one major innovation of ambience design is that **designers from different working areas communicate with researchers**. As such, ambience design is not built on the personal touch and style of the designer, but is based on the **knowledge of the effect which a multi-sensory environment/atmosphere has on people**. In effect, know-how in an ambience design project is developed through interaction with professionals and researchers from various science and business branches. Then the research results are accurately documented using various types of media.

2. Ambience design **develops and moves our visually emphasized design culture towards becoming a more multi-sensory design environment**. It does that by using the language of shapes, sound landscapes, odour worlds, textured contact surfaces, light and colour worlds and even the world of taste (this is by no means an all-inclusive list).

3. Ambience design **is about atmosphere design**, i.e. by affecting people through the creation of a psychophysical entirety. In practice this means laying stress on experiences and phenomenality.

4. Ambience design **utilizes smart environments and materials**. The use of these is aimed at **increasing interaction in mediated and social environments**.

5. The central themes of ambience design are **adjustability and adjustment**. These themes are connected with the changing and transformable identity of different rooms and brands. For example, rooms become more usable when individual people or groups are given a chance to adjust them according to their changing needs.

6. Ambience design can be clearly connected to **brand building**. At its best, **ambience design management will become part of the brand management process**. Multi-sensory marketing, which uses things such as distinctive sounds and odours can be employed in brand development more than ever before. The advantage of ambience design is that it connects multi-sensory interior design to multi-sensory marketing and communications.



Jari Koskinen - the man behind the concept

Jari Koskinen is a visionary professional, lecturer, writer and senior advisor. His core areas of expertise are design, marketing and communication. During the last two years Koskinen has been working with a transdisciplinary team in combining knowledge about technology, medicine, psychology, sociology, plus other subject areas for design and marketing.

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<http://www.ambience-design.info/>



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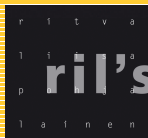
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*The only person who
is educated is the one
who has learned how
to learn and change.*

Carl Rogers

STORY®



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Sasha Mäkilä to assist Kurt Masur

The Finnish conductor Sasha Mäkilä has been appointed as Assistant Conductor of the Orchestre National de France. Mr Mäkilä will join the orchestra's conducting staff in September, at the beginning of the 2007/08 season.

As Assistant Conductor he will work directly with orchestra's music director Kurt Masur and cover for him in concerts as well as on tour.

Sasha Mäkilä came to international spotlight last year after winning the Third Prize in the Vakhtang Jordania international conducting competition in the USA. He was rapidly engaged to guest conduct the

Tambov Philharmonic and St Petersburg Kamerata in Russia, and Pori Sinfonietta and Saimaa Sinfonietta in Finland. This May he will take the stage at the 4th Nordic Music Festival in St Petersburg, Russia, together with Finland's foremost clarinet virtuoso Kari Kriikku.

Sasha Mäkilä has studied conducting at some of the world's most prestigious music institutes, including the St Petersburg State Conservatory in Russia, with professor Leonid Korchmar, and the Sibelius Academy, Finland, with professors Leif Segerstam and Jorma Panula. His other teachers include Yuri

Simonov and Kurt Masur. Besides concert work, he also appears in the opera pit - with the Helsinki Skaala Opera he has conducted the Finnish premieres of two operas by American composer Philip Glass.



Football club HJK 100 years

The most successful football club in the Finnish League relies on strong vision and persistent work.

“Talent is nothing without work” says Keith Armstrong, the head-coach of HJK.

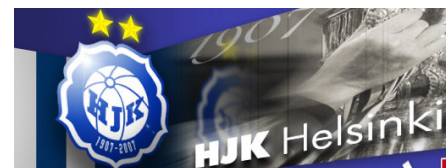
HJK Helsinki is the most successful football team in Finland. The team has won 21 Finnish Championships and 8 Cup Championships. HJK made the real sensation in 1998 when HJK beat French team Metz 2-1 on aggregate to qualify to the Champions League.

Saturday April 14th HJK organizes a coaching seminar to celebrate its 100 years' history. One of the key note speakers is Cristina Andersson, the author of the Winning Helix.

The joy of playing and winning begins at early years

The joy of physical activity and playing starts at the age of 3 and 4 and continues in junior teams that are located around Helsinki. For the most anxious players HJK offers talent groups and a possibility to represent the club team, Finnish National Team or even a professional team abroad. The seminar will be arranged for the benefit of the junior activities.

*Acta Laurus et Perceptum
congratulates both
Sasha Mäkilä and HJK!*



Next issue of Acta Laurus et Perceptum:

- Robin Riggsbee – the multcreative artist from New York
- Understanding semiotics to create Winning Ambience

Send email to winninghelix@develor.fi to subscribe the Journal of Winning and Learning!