



**Miguel Rivas Fernández - BA, MSc, Ph D (cand)**  
*UNWTO Quality Auditor /MAGNA Founder- Inner Mentor*

# SILENCE MANAGEMENT

**Riga, 30th May, 2023**

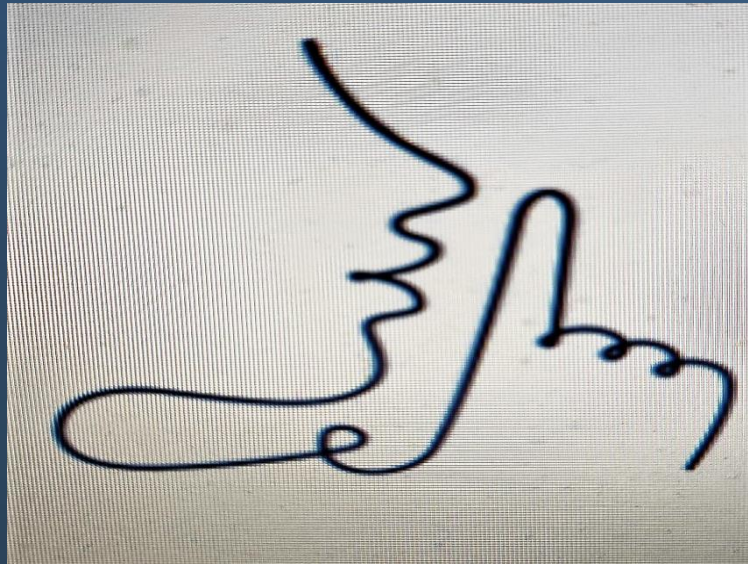
*From 9 to 13 and 14 to 18*

*Silencing ability  
as the ultimate  
managerial skill*



## SILENCING GUIDED PRACTICE (5´):

Prior to intro & talking about core subjects



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**MEDITATION** (Silencing tool) = **MEDICATION**



# INTRO & CORE SUBJECTS



## INDEX

### **MORNING** (9 am – 1 pm):

1. Introduction: Ice-Breaker & Warming-up
2. Hints to get stillness (silence incubator) (I-IV)
3. Wisdom sources & learning cronology (I-III)
4. How to switch to a conscious era? (I-IV)
5. Benefits of Silence teaching & management
6. Teaching & Coordination team (I-III)
7. How to remove our noisy roles? (I-III)

### **AFTERNOON** (2 pm – 6 pm):

1. How to remove our noisy roles? (IV-XVI)
2. Working groups (4) for every noisy role (Conclusions)
3. Silence Management: Where we'd like to go? (I-VI)
4. Silence Management: Main goal to share with BSA
5. Silence Management: Least but not last
6. Wrap-up – Questions & Answers

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## INTRODUCTION (15´):

Ice-breaker & Warming up



## WHAT'S THE PURPOSE OF EXPERIENTIAL TOURISM?

*Travelling a distance (Pick up leaves as a path cairn)*



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**But, What's your purpose of life? ...**

<https://www.youtube.com/watch?v=rC-IsCryRIE>

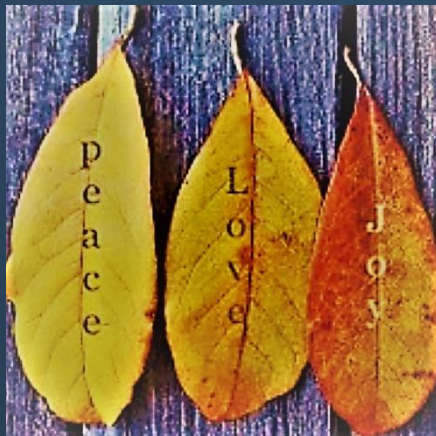


# HINTS TO GET STILLNESS AS SILENCE INCUBATOR (I-IV)

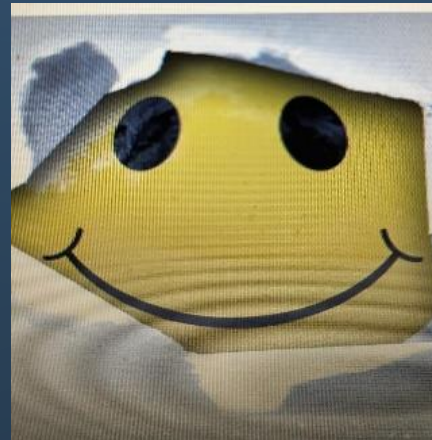


**Health** (*Healing life*) vs **Joy** (*Enjoying smallest things*):  
*Towards the well-being (and welfare) from (Inner) Peace, Love & Joy*

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# HINTS TO GET STILLNESS AS SILENCE INCUBATOR (II-IV)



**WATER (\*)** as **SILENCE** enhance **MINDSET** (*Attitude sculptor*):  
*Scarcity to Abundance from full Attention (Evolution)*



>>>  
<<<



**Water: A softness agent subtly working on daily basis:**  
(*Mechanical man vs. human being as existential dichotomy*):

<https://www.youtube.com/watch?v=6t3EOfgfq4I>

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# HINTS TO GET STILLNESS AS SILENCE INCUBATOR (III-IV)

**Mouth (Noisy) vs Spoon (Silence tool):**  
*Effectiveness & Efficiency related techniques*



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# HINTS TO GET STILLNESS AS SILENCE INCUBATOR (IV-IV)



**HABITS TO BECOME SILENT: Missing roles (subjects) in the curricula**  
*(To educate a Silence Manager/Lecturer to become as an autonomous leader)*

- Idea executor
- Attentive Listener
- Self-Conciliator/Calm
- Intuitive/Introspective
- Creator/Transformative
- Centered/Concentrated
- Timely Talker/Speaker
- Lighter from obscurity

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<https://www.youtube.com/watch?v=akpF4t8TwCw>





## WISDOM SOURCES & LEARNING CRONOLOGY (I-III)

The farmer doesn't play as a lecturer (manager):

Knowledge > < Observation > < Body (Inner box)



*“Towards a conscious era from daily evolution”*

**KNOWLEDGE:** Type of seed/speech  
*(Awareness main pathway)*



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## WISDOM SOURCES & LEARNING CRONOLOGY (II-III):

The farmer doesn't play as a lecturer (manager)



*“Towards a conscious era from daily evolution”*

### OBSERVATION/INTEREST ATTITUDE:

Nutrients & tools/Full attention

*(Stillness of the human spirit)*



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## WISDOM SOURCES & LEARNING CRONOLOGY (III-III):

The farmer doesn't play as a lecturer (manager)



*“Towards a conscious era from daily evolution”*

### STILLNESS TO IMMANENCE:

Silence of the body (*Inner box*)

(*Fertile soil/Curiosity/Passion*)



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# How to switch to a conscious era? (I-V): *The quantum (energy) world (beyond Newton)*



## THE WORLD WE CANNOT SEE, BUT EXISTS

Vibration comes before action, but not always taught

*(From tangible to untangible which makes up everything around)*

Energy determines vibration which ties off a brain action depending on

- Thoughts after any influence *(random/searched)*
- Companies *(Personal/professional networking)*
- Music & Media *(cultural environment)*
- Physical environment *(outdoor & indoor)*
- Gratitude *(given & received)*

<https://www.youtube.com/watch?v=q7kMIY1b0N4>

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# How to switch to a conscious era? (II-V): *The quantum (energy) world (beyond Newton)*



**WIN-WIN vs GIVE-GIVE:**  
Community orientation

*(From competitive to cooperative orientation)*



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# How to switch to a conscious era? (III-V)

*Everything is energy and derivated vibration*



From external visibility (info)  
to INNER sensitivity (perception):

*Creativity from intuition and inspiration*

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# How to switch to a conscious era? (IV-V)

*Everything is energy and derivated vibration*



**From the “storytelling” to “storydoing”:**

From the theory to the experience & conscience

*“We do as we are (say)” (“Sum, ergo cogito”)*

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# How to switch to a conscious era? (V-V)

*Everything is energy and derivated vibration*

A Creativity Seminar (6 hours) by Prof. José Delgado

*(to dive into a creative & inspirational introspection)*



*(Just hacking the ego, fear & noise as disturbing agents)*

- **Various methods of personal development are deeply delivered and explored**, through the elaboration of customized mind maps from personal discovery.
- **Diverse environments are considered (personal, emotional, professional)** applying techniques of silencing, visualization, creativity, sketches and sharing.



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# PRICELESS BENEFITS OF SILENCE TEACHING & MANAGEMENT

*(Mentors & facilitators are willing to get wiser but no masters to help them)*



## SEVEN KEY BENEFITS



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- 1 st. The quite you are, the more you listen *(a broader perspective)*
- 2 nd. Silence boosts creativity from inner *(a disruptive breakthrough)*
- 3 rd. Silence can send an inspirational message *(a deep one)*
- 4 th. Silence explores the well-being *(a welfare incubator)*
- 5 th. Silence is minimalistic and empty, yet imposing *(immanent)*
- 6 th. Silence as neuroplasticity main accelerator *(crucial trigger)*
- 7 th. Silence as behaviour carving chisel *(at every silencing practice)*

[https://www.youtube.com/watch?v=IkJZMxW\\_\\_nl](https://www.youtube.com/watch?v=IkJZMxW__nl)



# TEACHING & COORDINATION TEAM (I-III)

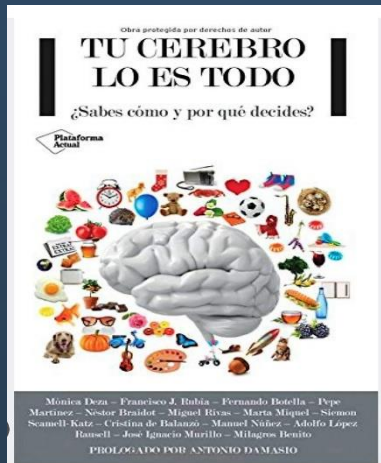
*(Mentors & facilitators are delivering workshops in English, French, German, Italian, Portuguese & Spanish)*



## Mr. Miguel Rivas (Founder & Director, MINTER/MAGNA-Silence Management)

Living now in Madrid, but born in Buenos Aires (Argentina) and lived later in Angola, Brazil, China, France, Italy, Switzerland and UK. He is a writer, keynote speaker, UNWTO Consultant (previously, with PwC) and neuroscientist as silence researcher. Coauthor: *"Tu Cerebro lo es Todo"* (*"Your brain is everything"*), endorsed by *Dr. Damasio*, an acclaimed neuroscientist.

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<https://www.youtube.com/watch?v=N3N8BV6L3xU>



## TEACHING & COORDINATION TEAM (I-III)

*(Mentors & facilitators are delivering workshops in English, French, German, Italian, Portuguese & Spanish)*



### **Ms. Carmen Bagüés Alarcón (Martial Arts & Yoga facilitator)**

Born in Manheim (Germany), she lives right now in Zaragoza (Aragon, Spain). She is the owner of her Academy offering personal growth activities for 20 years.



### **Mr. José Luis Delgado (Zen Master, Plastic Artist & Keynote speaker)**

Born in Tanger (Morocco), he lives now in Madrid delivering “Creativity Seminars” throughout Europe and United States. He has been delivering those workshops in *Boston University* and *Parsons School of Arts*, New York City. He is also a writer & editor consultant.



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## TEACHING & COORDINATION TEAM (I-III)

*(Mentors & facilitators are delivering workshops in English, French, German, Italian, Portuguese & Spanish)*



**Ms. Mercedes Carreño (Professor & co-founder, Ulysses Foundation, UNWTO)**

Born in Madrid, she lives right now in La Coruña (Galicia, Spain) she has been the Director of CENP as well as the daughter of Mr. Javier Carreño, RIP (founder of the CENP, 1st School of Tourism in Spain and Venezuela, and also co-founder of Humboldt University, Miami (USA).



**Mr. Giovanni (Gio) Contreras, Ph D (Industrial Designer, Sussex University, UK)**

Born in San Luis Potosí (Mexico), lives now in Brighton delivering “Creativity Foundation” and “Product Design” (Appliance to furniture and consumer electronics) in UK and Asia. He has been delivering workshops in *Hong Kong Polytechnics* and *Cincinnati University*.



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# How to remove our (noisy) daily roles? (I-XVI): *Dealing with Silence obstacles & How to manage them*



## NOISE ANTIDOTE MANTRA



*(While daily silencing)*

*Nothing nor nobody can take me out  
from my daily stillness and inner peace*

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# How to remove our (noisy) daily roles? (II-XVI): *Dealing with Silence obstacles & How to manage them*



## THE FOUR P's WILLING TO SILENCE ONE'S INNER VOICE

*Infodemic (external noise) and Mind & Ego (internal noise) silence the silence.*

<b>PRODUCTION (P1)</b> Just a producer	<b>POSSESSION (P2)</b> Just an owner
<b>PRETENSION (P3)</b> Playing as a clown	<b>POWER (P4)</b> To be dominant

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# How to remove our (noisy) daily roles? (III-XVI): *Dealing with Silence obstacles & How to manage them*



## THE FOUR P's WILLING TO SILENCE ONE'S INNER VOICE

*Infodemic (external noise) and Mind & Ego (internal noise) silence the silence.*



*A movie as a case-study*

*Orson Welles as William Hearst: a media mogul (when the 4<sup>th</sup> P doesn't bring happiness):*  
<https://www.pbs.org/wgbh/americanexperience/features/kane-william-randolph-hearst-campaign-suppress-citizen-kane/>

**Hearst & Kane: How to deal with life when silence is absent?**

<https://www.youtube.com/watch?v=V9M3VBqEbek>

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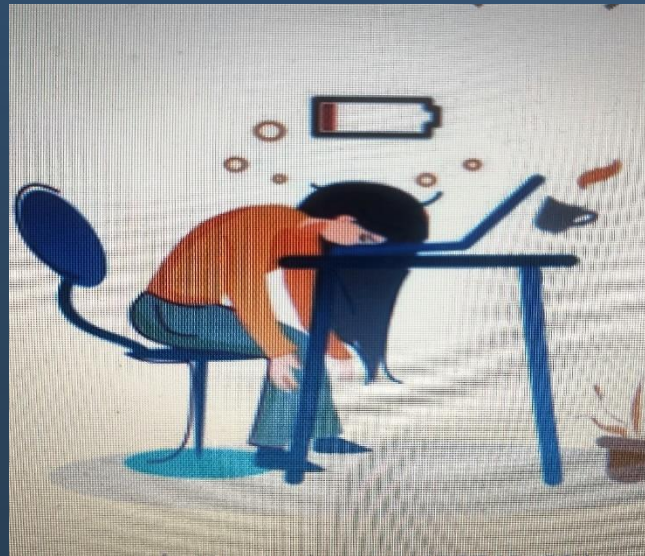


# How to remove our (noisy) daily roles? (IV-XVI): *Dealing with Silence obstacles & How to manage them*



## THE FOUR P's WILLING TO SILENCE ONE'S INNER VOICE

*Infodemic (external noise) and Mind & Ego (internal noise) silence the silence.*



P1: PRODUCTION

<https://www.youtube.com/watch?v=-lIG32Pb43g>

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# How to remove our (noisy) daily roles? (V-XVI):

## *Dealing with Silence obstacles & How to manage them?*



<b>ROLES/ PERFORMANCE</b>	<b>PRODUCTION (P1)</b> JUST A PRODUCER
<b>VERB/ GOAL</b>	Doing/Performing/ Existentially, accomplished
<b>FLAG/ EFFECT- PRODUCT</b>	Hedonism/Heteronomy- Misanthropy-Narcissism ("Citizen Kane")
<b>AGENT- BYSTANDER/ ACTIVIST</b>	Isolated individual in self-confinement: The seed and support of the "liquid society"
<b>RISKS -ANTIDOTE/ MAIN TASKS</b>	Autism-Conformity/ Sheltering others: Shining without blinding
<b>TANGIBLE BENEFITS:</b>	Acting/Interacting WITHOUT making a fuss

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# How to remove our (noisy) daily roles? (VI-XVI):

*Dealing with Silence obstacles & How to manage them?*



**How not to be a (liquid) Citizen Kane:**  
*Working groups & Learning from the movie*

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# How to remove our (noisy) daily roles? (VII-XVI):

*Dealing with Silence obstacles & How to manage them?*



## THE FOUR P's WILLING TO SILENCE ONE'S INNER VOICE

*Infodemic (external noise) and Mind & Ego (internal noise) silence the silence*



P1: POSSESSION

<https://www.youtube.com/watch?v=AVGI2tdMTUA>

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# How to remove our (noisy) daily roles? (VIII-XVI):

*Dealing with Silence obstacles & How to manage them?*



<b>ROLES/ PERFORMANCE</b>	<b>POSSESSION (P2)</b> JUST AN OWNER
<b>VERB/ GOAL</b>	Hoarding/Accumulating Economically, Successful
<b>FLAG/ EFFECT- PRODUCT</b>	Consumerism/Sub- ordination to Desires/emotions: Neo-slavery (" <i>Collector Kane</i> ")
<b>AGENT- BYSTANDER/ ACTIVIST</b>	Corporations/SME/ Satellite countries/ Free Trade/Off-shore Territories/ Special areas
<b>RISKS-ANTIDOTE/ MAIN TASKS</b>	Poverty -Degradation Accepting what comes: sublimating the superfluous
<b>TANGIBLE BENEFITS:</b>	Managing WITHOUT fear nor tremble

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# How to remove our (noisy) daily roles? (IX-XVI): *Dealing with Silence obstacles & How to manage them?*



How not to be a (collector) Citizen Kane:  
*Working groups & Learning from the movie*

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# How to remove our (noisy) daily roles? (X-XVI): *Dealing with Silence obstacles & How to manage them?*



## THE FOUR P'S WILLING TO SILENCE ONE'S INNER VOICE

*Infodemic (external noise) and Mind & Ego (internal noise) silence the silence*



P3: PRETENSION

[https://www.youtube.com/watch?v=ryclyC\\_lc-U](https://www.youtube.com/watch?v=ryclyC_lc-U)

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# How to remove our (noisy) daily roles? (XI-XVI):

## *Dealing with Silence obstacles & How to manage them?*



<b>ROLES/ PERFORMANCE</b>	<b>PRETENSION (P3)</b> PLAYING AS A CLOWN
<b>VERB/ GOAL</b>	Pretending/Simulating Politically, correct
<b>FLAG/ EFFECT- PRODUCT</b>	Populism Bureaucracy- Nepotism: Neo-bourgeoisie/ "Boastful Kane"
<b>AGENT- BYSTANDER/ ACTIVIST</b>	Parties-Trade Union- Foundations + NGOs, with political support & public funding
<b>RISKS-ANTIDOTE/ MAIN TASKS</b>	Arrogance-Servility/ Being grateful: allowing yourself to be helped
<b>TANGIBLE BENEFITS:</b>	Attracting/Summoning WITHOUT calling for attention

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# How to remove our (noisy) daily roles? (XII-XVI):

*Dealing with Silence obstacles & How to manage them?*



How not to be a (boastful) Citizen Kane:

*Working groups & Learning from the movie*

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# How to remove our (noisy) daily roles? (XIII-XVI):

*Dealing with Silence obstacles & How to manage them?*



## THE FOUR P's WILLING TO SILENCE ONE'S INNER VOICE

*Infodemic (external noise) and Mind & Ego (internal noise) silence the silence*



P4: POWER

<https://www.youtube.com/watch?v=koo59KK43YA>

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# How to remove our (noisy) daily roles? (XIV-XVI):

*Dealing with Silence obstacles & How to manage them?*



<b>ROLES/ PERFORMANCE</b>	<b>POWER (P4) TO BE DOMINANT</b>
<b>VERB/ GOAL</b>	Coveting/Dominating Relevant-Awesome
<b>FLAG/ EFFECT- PRODUCT</b>	Spiritualism/New World Order Sub-missive indoctrination: Neo-deism (" <i>Superman Kane</i> ")
<b>AGENT- BYSTANDER/ ACTIVIST</b>	Establishment- Sectarian creeds; Lobbyists/Media sector
<b>RISKS-ANTIDOTE/ MAIN TASKS</b>	Narcissism-Perversion-Tyranny/ Gaining authority: value increasing
<b>TANGIBLE BENEFITS:</b>	Growing/Convincing WITHOUT twisting, nor defeating

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managerial skill*



# How to remove our (noisy) daily roles? (XV-XVI):

*Dealing with Silence obstacles & How to manage them?*



**How not to be a (Superman) Citizen Kane:**  
*Working groups & Learning from the movie*

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# How to remove our (noisy) daily roles? (XVI-XVI):

*Dealing with Silence obstacles & How to manage them?*



## BRAINS-STORMING GROUPS & POOLING/ROUND-TABLE:

*Towards the dominant role to be prioritized (out of the four)*

<b>PRODUCTION (P1)</b> Just a producer	<b>POSSESSION (P2)</b> Just an owner
<b>PRETENSION (P3)</b> Playing as a clown	<b>POWER (P4)</b> To be dominant

**How to find out key roles to be removed at first?:**

*Working groups & listening carefully to each other*

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# SILENCE

## MANAGEMENT (SM)



**WHERE CAN WE'D LIKE TO GO?**  
(The MINTER Workshop by MAGNA)

**DAILY SM MANTRA FROM SILENCING:**  
*To whom we take care of his/her noise*

**THE SILENCING PRACTICE** (*attitude to*)  
has been one the most ignored aspects  
for the human development (evolution)  
by educational colleges just committed  
to teach (*only*) knowledge (throwing seeds)  
without searching for a fertile soil (*conscious*  
*people willing to hearing to conscious people*)



# SILENCE

## MANAGEMENT (SM)



**WHERE CAN WE'D LIKE TO GO?**

**DAILY SM MANTRA FROM SILENCING:**  
*To whom we take care of the noise*

**TOWARDS THE ENTREPRENEUR STUDENT**  
*(As a contribution to a jobless world)*

*From their INNER*  
*(Passion-Talent-Life Gifts)*

<https://www.youtube.com/watch?v=O1sDwZaXQS4>

*Silencing ability as the ultimate managerial skill*



# SILENCE

## MANAGEMENT (SM)



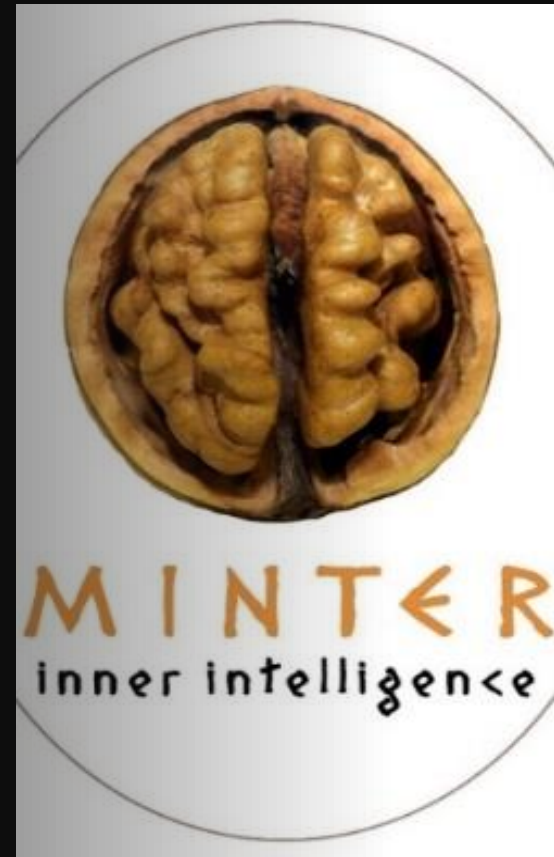
WHERE CAN WE'D LIKE TO GO?

DAILY SM MANTRA FROM SILENCING:  
*To whom we take care of the noise*



Silence creates an environment conducive to focus and concentration, allowing you to perform tasks more effectively.

**Silence as life survival**



*Silencing ability as the ultimate managerial skill*

# SILENCE

## MANAGEMENT (SM)



### WHERE CAN WE'D LIKE TO GO?

**DAILY SM MANTRA FROM SILENCING:**  
*To whom we take care of the noise*

### SILENCE IS DUE

to be the driving force of a culture renewal which requires new habits from a conscious human willing to observe and process disruptive points of view from people not belonging to your country, language nor any mentality. But, *In what direction do we like to go to?* It doesn't matter if we assume that real destination is due to be the path itself embracing cultural aspects and idiosyncrasies as a whole.





# SILENCE

## MANAGEMENT (SM)



### WHERE CAN WE'D LIKE TO GO?

#### DAILY SM MANTRA FROM SILENCING:

*To whom we take care of the noise*

#### How to keep a sustainable silencing practice?

- Reduce your daily pace
- Find a quiet place at home
- Make a practice schedule
- Turn off your gadgets
- Rest some of your senses
- Enjoy the experience
- Stop overreacting at once
- Keep a deep inhalation
- Gratitude more and more
- Turn off lights before sleeping

<https://www.youtube.com/watch?v=MqUfvLRi5nw>



# SILENCE

## MANAGEMENT (SM)



### OUR MAIN GOAL:

WILLING TO BECOME AS A BSA PARTNER  
to spread out “SILENCE MANAGEMENT”  
throughout the whole Baltic area  
and neighbouring countries.

Challenging current trends in Western countries:  
(towards the Inner Peace as Silencing outcome):

- Don't stand on your tiptoes
- Let softness overcome the hard
- Appreciate uselessness
- Don't strive but flow along

<https://youtu.be/ggXGba-vBeo>

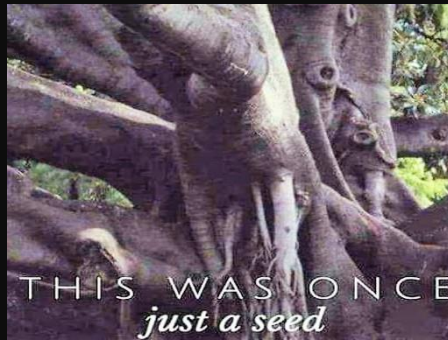


# SILENCE

## MANAGEMENT (SM)



### LEAST BUT NOT LAST:



*But as life farmer, What are you planting? (Peter was angry, sad, worried, tired, but happy after a deep breath)*

<https://www.youtube.com/watch?v=xqvQKWmtvA4>

*Silencing ability as the ultimate managerial skill*



# SILENCE

MANAGEMENT (SM)



THANKS  
SO MUCH  
FOR YOUR  
KIND ATTENTION

