



SAMIA BAHSOUN & BRENDA ROSENBERG
TECTONIC LEADERSHIP CENTER
for
CONFLICT TRANSFORMATION & CROSS-CULTURAL COMMUNICATION



Creating pairs of leaders from opposite sides of the conflict to take joint ownership in transforming the conflict



Contents

About Tectonic Leadership™	3
Why we need a new form of leadership	3
What is Tectonic Leadership?	3
A New Relational Architecture	3
The Disciplines and Commitments of Tectonic Leadership™	4
Samia and Brenda’s Journey to Tectonic Leadership™	5
The Tectonic Leadership Center™ Objectives.....	6
Milestones & Events.....	7
Tectonic Leadership™ Workshop for Conflict Transformation: A Five-Day Leadership Retreat.....	8
Corporate Structure.....	9
Samia Moustapha Bahsoun Biography.....	10
Brenda Naomi Rosenberg Biography.....	11



About Tectonic Leadership™



Why we need a new form of leadership

“We can either learn to live together as brothers and sisters or perish together as fools.” MLK

“We are at a critical moment in history - we can choose to self-destruct or be in the presence of our humanity.” *SB & BR*

Tectonic Leadership is a vehicle for developing pairs of leaders from opposite sides of the conflict to take joint ownership in transforming the conflict - pairs facing challenges together, pairs finding solutions together.



What is Tectonic Leadership?

Tectonic Leadership uses earth tectonics as a metaphor by recognizing that human interactions in situations of conflict are like fault lines between tectonic plates; plates interacting and building friction at their boundaries, causing earthquakes to occur when the natural elasticity of surrounding rocks has been exceeded. Human interactions can similarly create fault systems that separate nations, create fear and hate, destroy businesses and communities, oppress people, and instigate wars.



A New Relational Architecture

The **Tectonic Leadership Center** will provide the foundation for a “**New Relational Architecture**”, a foundation that can sustain the seismic shift inherent to our civilization. Tectonic leadership provides us with the structure, discipline and commitment to access the full potential of our humanity.



The Three Disciplines & Commitments of Tectonic Leadership

- 1. Tectonic Leaders lead in pairs from opposite sides of the conflict and take joint ownership in transforming the conflict.** Tectonic leaders commit to expand their boundaries and create a shared congruent identity without changing their core beliefs, holding each other co-accountable to co-determine a future of sustainable co-existence.
- 2. Tectonic Leaders do not avoid the tension surrounding the conflict; they utilize the tension to transform it** –Tectonic Leaders know that tension, generated by mistrust, lack of respect, unmet expectations, denial of identity, targeted aggression, and current events, is seldom eradicated. Tectonic Leaders utilize the tension by re-directing the attention to serve both self and other. Tectonic Leaders do not focus on advocating, defending and serving only one side - a focus that increases tension, deepens divides, polarizes positions, prolongs pain, and can lead to death and destruction. Tectonic leaders commit to a level of integrity that cares equally about self and other – seeking solutions together.
- 3. Tectonic Leaders lead consciously through the lens of “evolution” and not through the lens of “survival”** – The paradox of survival is that it is ultimately self-destructive; survival resides in fear and the instinct to protect, often subconscious. While self protection makes “common sense”, it is based on holding on to the footprint of the past. The evolutionary mindset, on the other hand, goes “beyond common sense”; it is fueled by creativity, accesses a higher level of consciousness, and resides in hope, posterity, and a willingness to walk a path where there are no footprints.



Samia and Brenda's Journey to Tectonic Leadership

In February 2009, Brenda Naomi Rosenberg, former fashion executive, an American Jewish peace activist, called her friend and teacher Debbie Ford, to share her concerns over deteriorating relationships in the Middle East. Debbie suggested she calls Samia Moustapha Bahsoun, an American Arab woman, of Lebanese Muslim descent, born in Senegal; "She is a telecom executive, who shares your passion for change, and creating peace in the Middle East."

What Ford may not have recognized is that her two students were faced with an ideological barrier, insurmountable to many.

Brenda, a Jewish Zionist, and Samia, pro-Palestinian anti-Zionist. Brenda's Jewish Zionist identity and inseparable connection to the people and land of Israel conflicted with Samia's entrenched belief that Zionism is an expansionist, terrorist ideology and the cause of the conflict. Underlying the tension, the Holocaust, and their first conversation. Samia, who lost her grand-mother and grand-aunt to Israeli raids on Southern Lebanon in 1982, asked the question: "Why can't the Jews give up the Holocaust story and move on?" Brenda, whose Jewish identity is inseparable from her fear of annihilation, replied: Why would you ask me to give up the Holocaust? Samia: "because of the pain it has caused and continues to cause the Palestinians and Arabs in the region. Brenda responded: "We need to remember all the damage of the Holocaust; the death of six million Jews and millions of others by Nazis. We need to remember that almost a million Arabs became refugees and almost a million Jews became refugees from Arab countries. We must never forget. Samia: "**How can we use the Holocaust to heal Humanity and prevent future genocides?"**

Thirty days later, on Monday April 20th, 2009; Yom Hashoah Holocaust Memorial Day, Brenda and Samia meet in person for the first time. Filed in Brenda's briefcase: a name, and a prayer. At the same time in Geneva, at the United Nation's Conference on Human Rights, Elie Wiesel, the Nobel peace prize winner and Holocaust survivor is verbally abused, called a "Zion Nazi" and Ahmadinejad, in the opening speech of the conference, is a sentence short of denying the Holocaust.

On that same morning, in New Jersey, at the middle of a circle of Jews, Israelis, Arabs and Palestinians gathered for an international peace conference at Monmouth University, Samia, an Arab Muslim woman, lit a candle and began to read the prayer Brenda had brought with her from Detroit: "*As I light this candle, I vow never to forget the lives of the Jewish men, woman, and children who are symbolized by this flame, who were tortured and brutalized*". Brenda added: "*May we take this time to pray for the Palestinians who lost their lives, loved ones and to pray for all those who have suffered by the cruel hands of others.*

Samia continued: "*Each person who perished had a name: Dora Shklyan, age 70 died at Teofipol, in the Ukraine.*" In the circle Dora Shklyan, came alive, her life forever intertwined with Samia's grandmother Mariam, transcending the fear and the horror of what was, their memory and fate inspiring Brenda and Samia to create a Tectonic Leadership Center and become an instrument of peace and evolution for the Middle East and for all of Humanity.



The Tectonic Leadership Center Objectives

The **Tectonic Leadership Center** develops and trains existing and potential leaders under a **leadership platform** governed by the three disciplines and commitments of Tectonic Leadership.

The **Tectonic Leadership Center** will act as a **clearing house**, setting new communication standards; a place where explosive events will be reported and analyzed by **pairs** from opposite sides of the conflict - committed to transform the conflict. The **Tectonic Leadership Center** becomes a venue for inspiring creative solutions.

Under this leadership platform, the **Tectonic Leadership Center** is developing programs that target key aspects of society, influencing locally and globally, personally and collectively, such as: Universities and Educational Institutions, Interfaith Organizations, Peace & Dialogue Groups, Businesses, Government, and Media.

The **Tectonic Leadership Center** will provide workshops, seminars, retreats, and coaching. Additional workshops and training programs from other groups or institutions will be considered if they bring additional value or complement in-house programs.



Milestones & Events

December 2010: Samia Bahsoun and Brenda Rosenberg, co-founders of the Tectonic Leadership Center, completed the development of the first TL program, “***Tectonic Leadership Workshop for Middle East Conflict Transformation.***”

January 2011: Invited by the University of Michigan Dearborn to participate in Martin Luther King week, Samia Bahsoun and Brenda Rosenberg presented **Transforming the Middle East Conflict** to a wide range of the student body.

April 2011: As paired Tectonic Leaders, Samia Bahsoun and Brenda Rosenberg will present “**Confronting Anti-Semitism and Islamophobia**” at the Henry Ford Community College. The conference, “Religion, Conflict and Peace”, is hosted by the Common Bond Institute.

May 2011: The Tectonic Leadership Pilot Workshop for Middle East Conflict Transformation – a five-day intensive – in partnership with the University of Michigan Dearborn. Twenty students, many from Hillel and the Moslem Student Association on campus, will be participating.

2011-2012: Tectonic Leadership is included as a participant in the Cummings /Hillel Program for Genocide Prevention, Prejudice, and Injustice Education at Tufts University.



**Tectonic Leadership
Workshop for Conflict
Transformation
A Five-Day Leadership Retreat**

The Five-Day Tectonic Leadership Retreat is a combination of documentaries, lectures, individual and group exercises on past and current events, with the addition of field trips to the Arab American Museum, the Charles Wright African American Museum, the Detroit Institute of Arts, the Holocaust Memorial Center, all strategically designed to **create pairs of leaders from opposite sides of the conflict** – leaders fully committed to transforming the conflict. The program consists of the following:

Day I: Giving voice to our fears and judgments	Through a series of thought-provoking questions, we will give the participants an opportunity to focus on their deeply held beliefs about themselves and the other, examine their judgments and expectations of the other, and explore the numerous barriers to peace: psychological, ideological, sociological, and motivational.
Day II: Advocating for Self	Through group and individual exercises, participants will experience the power and limitations of advocating for self. These exercises will demonstrate what happens when one holds on to a core belief, and advocates for that belief instead of focusing their attention on the issues that need to be resolved.
Day III: Paradoxical Approach to Problem Solving	Participants will be introduced to the paradoxical approach to problem solving. The process will begin by a review of the dual narratives, based on documented references and personal stories. Participants will be challenged to express both sides of the Middle East narratives, using their differences to create a common intent.
Day IV: Applying Tectonic Leadership	Participants, as pairs of leaders, will practice “Tectonic Leadership” with real life issues and policies, practice problem solving, speaking and listening from both sides of the conflict on key issues while addressing the barriers to peace.
Day V: Pairing for Tectonic Leadership	In this final stage of the program, participants from opposite sides will form leadership pairs for sustained transformation and explore how their creative ideas can generate seismic shifts and create a tipping point for peace.



Corporate Structure

Incorporation: The Tectonic Leadership Center will be a for profit Delaware Corporation, incorporated either as a C-Corp or an LLC. The center will partner with the existing 501-C3 Pathways to Peace Foundation, headquartered in Michigan, for non-profit work.

Board Membership: A diverse group of leaders from various faith, race, gender, and professional backgrounds.

Staff: Two full time presidents - Samia Bahsoun and Brenda Rosenberg paired for leadership -An administrator, a fundraiser, a grant writer, program developers, teachers and facilitators, media experts and IT services will be contracted as needed.

Funding: from programs, federal grants, and private investments.

Facilities: Primarily web-based and virtual, with home offices in New Jersey and Michigan, until the center is self-funded and profitable at which point we will consider leasing office space. Training will be done on-site, the cost of which will be expensed by the client

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**Samia Moustapha Bahsoun
Biography**

After earning a graduate degree in Electrical Engineering, Samia spent most of her adult life building telecommunications networks throughout the world, first as a Research Engineer at Bells laboratories, then as a Telecom Executive and a Serial Entrepreneur in the Telecom sector.

Of Lebanese Muslim descent, born and raised in Dakar (Senegal), an American immigrant since 1979, a U.S. and Lebanese Citizen, conversant in Arabic, English, Farsi, French, Spanish, and Wolof (Senegalese dialect), Samia has been exposed and sensitized at an early age to issues of race, ethnicity, faith, gender, and politics, becoming at age of 14, an ardent Palestinian rights advocate and anti-Israel militant.

In 1987, 5 years after the loss of her grandmother and grandaunt to Israeli raids on Southern Lebanon, Samia entered for the first time in a dialogue with Israelis and American Jews as part of a Foundation for Middle East workshop she eventually facilitated. Few years later, Samia sadly witnessed the rapid dismantlement of the Foundation, the escalation of violence in the region, and the loss of hope for any reconciliation, causing her to detach from the political scene.

In 2009, Samia met Brenda Rosenberg: two years of challenging conversations between two women from opposite sides of the Middle East conflict; they created together the Tectonic Leadership Center and developed a Tectonic Leadership curriculum. Their pilot program, Tectonic Leadership for Middle East Conflict Transformation, will be presented in May 2011 in partnership with the University of Michigan Dearborn.

Samia is a member the Monmouth Dialogue Group. She serves on the board of the Main Street Alliance of NJ; she is the Executive Committee President of the International Telecommunications Council for Lebanon (ITCL); she is an Executive Liaison and Advisor to the South Asia, Middle East and North Africa (SAMENA) Telecommunications Council. Samia serves as judge for the 2011 MIT Arab Business Plan Competition. She is also a partner of the social networking and socio-economic development site AreebaAreeba www.areebaareeba.com.

Samia currently resides in New Jersey and can be reached at samia@tectonicleadership.org.



**Brenda Naomi Rosenberg
Biography**

Brenda was the first woman Vice President of Fashion for Hudson's Department Stores in Michigan (now Macy's) and held one of the most influential global fashion positions; Senior Vice President of Fashion Merchandizing and Marketing Federated Allied Department stores.

Today, Brenda is known as a tireless champion for inter religious, inter cultural and inter racial understanding and transformation, creating partnerships with Muslim, Christian, Jewish, Arab, African American and Hindu organizations and individuals, locally and globally through Pathways 2 Peace Foundation, her award winning project; "Reuniting the Children of Abraham... a tool kit 4 peace", and the book she co authored with 30 women from eight different faith groups: Friendship & Faith - the WISDOM of women creating alliances for peace. Brenda's efforts have been featured as a special on reconciliation on both CBS and Bridges TV. She was the first woman, and first Jewish person, to deliver a Ramadan sermon at a Mosque in Michigan.

Her leadership role has earned Brenda numerous honors and awards from organization as diverse as her efforts: Orh Somayach Tree of Life Award, Woman in Reform Judaism Ruach Award, N.C.C.J (National Council for Community and Justice) Community Service Award, Council of Islamic Organizations of Michigan Interfaith Achievement Award, The ADC (American Arab Anti Discrimination Committee) Building Bridges Award, and Oakland Universities Award for Best Educational Program.

For the past two years Brenda has partnered with Samia Bahsoun; together they created the Tectonic Leadership Center and developed a Tectonic Leadership curriculum. Their pilot program, Tectonic Leadership for Middle East Conflict Transformation, will be presented in May 2011 in partnership with the University of Michigan Dearborn.

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