

Harvard University, 11 February 2015

The essential Nikola Tesla: Peace building endeavor

Mirjana Prljevic: TESLA, THE WORLD STRATEGIST

Is Strategy Dead? asks Rick Smith in an article published in Forbes Magazine, stating *7 Reasons The Answer May Be Yes*. I can partly understand Mr. Smith's reasoning, but I cannot agree with him. As the World Economic Forum's Global Risks 2015 report just identified 28 global risks under 5 categories: Economic (8), Environmental (5), Geopolitical (5), Societal (6), Technological (4), the following statement seems all the more crucial:

Regional conflicts will be the highest threat to global stability in 2015 and they will not weaken during the next decade. Worse still, there is a dramatic lack of visionary leaders to face the current international situation.

In the report's preface, Klaus Schwab warns that *the world is facing transformational changes, the consequences of which remain unknown. We are in a critical situation, at a crossroads. We can choose between two paths: the path towards disintegration, hate and fundamentalism, or the path towards solidary and cooperation.*

What are we missing on Earth? Certainly not strategies, I am convinced of that. I even believe that they are too numerous, thus annihilating each other's effects because of lacking coordination. STRATEGISTS are missing. This precise shortfall prevents us from analyzing the state on Earth in a global way. The strategist's view is the view of a wise person, independently from his field of expertise, is it in business, civil society, state administration, religious institutions, international organizations or army. It is characterized by its ability to analyze a problem or challenge from various different perspectives. It is only through this integral approach that one can find sustainable solutions. I can say that I recognize these qualities in individuals such as Mr. Elon Musk, Mr. Kr Sridhar, Mr. Boris Vukobrat, Mr. Jim Hagemann Snabe or Mr. John Doerr.

These businessmen are strategists active in strategic philanthropy, which can be seen as a meaningful investment in the present to shape the future. These businessmen are much more than mere moneymakers, they are creators. They understand the power of the present moment. Nikola Tesla best embodies this philosophy, still today. In his own creative way, Nikola Tesla unified vision and strategy, business and philanthropy, innovation and sustainability. Strategic philanthropy refers to a unique and powerful way of successfully meeting the economic goals of a company while yielding social benefits. It is based on the belief that total commitment in the civil society triggers necessary advances, which promote strategic values in the society.

I would like to mention the fact that there has been significant progress in the last decade in the domain of strategic positioning of countries and regions. Specialists call it GPS - which does not stand for Global Positioning System as in satellite navigation, but for Global Positioning Strategy. Of course, any similarity between these notions is NOT purely incidental. They both show directions, the position where you are as well as a situational analysis. Excellent GPS and its strategists are the key elements for the powerful position of every country. Without them, there can be no local and therefore no global progress.

The concept of GPS by itself can be defined as development and support to private and state-owned assets, governmental or military relationships, and business agreements with foreign countries positioned at key global strategic points, either independently or in multilateral arrangements, for the purpose of accumulating information, influence, power and technological expertise. We can freely say that, today, the positioning strategy is far more present than it can be noticed by simply observing the market.

Nikola Tesla laid the foundations of the GPS approach. The elements of Tesla's GPS are harmony, frequency and vibration. If the peace frequency of a person, a people or a territory is constantly under attack, its vibration is in danger and harmony disappears. And this is when crises appear. Managing crises should only be done by people who can objectively identify their origins. Nikola Tesla said: *Never appoint to fix a mistake the very person who was responsible for this mistake in the first place.* On the contrary, we observe that the same people who triggered the global crisis are now proposing solutions and remedies to solve it.

The second important element of my analysis is the MOMENTUM, which is about cycles of development. The story of mankind has been filled with empires ignoring the power of the present moment, which collapsed because of an unwinding elite, corruption, superficiality and most importantly, because of their lack of vision about the future. On the other hand, natural resources are becoming a limiting factor of further development while the war matrix remains the same. Perhaps it is time to stop for a while, think and talk about the relations East-West-North-South, about the knowledge that we should share and that could lead to a solution unifying all resources on earth for the benefit of all mankind. Nikola Tesla proposed several solutions. Each of them had only one goal and mission: WORLD PEACE.

What do we call World Peace?

Is it peaceful cohabitation with respect of the difference of every human being, people and personal orientation? Is it the highest possible level of scientific and technologic development, which enables every inhabitant on Earth to have access to some minimal living conditions necessary to create value? Is it the form of defensive armament that Nikola Tesla mentioned, which, when possessed by every country on earth, would suppress the need for attacks? There is one key notion when it comes to strategies of positioning: PERCEPTION.

Actively working in business and civil society, native of South Eastern Europe but living and working in France for the last decade, with experiences in China and Africa, I can observe that there is no clear and universal perception of what global peace is. From my point of view, this is the main obstacle to achieving it. There is too much armament, video games introducing children from a young age into the world of war, toys that “kill” enemies, heroes who destroy... Until we clearly define all together what global peace means, the diagnosis expressed through the 28 identified global risks for the next decade will remain reality. However, will we manage to find a strategist with a clear vision and strategy about reaching global peace? We are much busier identifying the consequences of climate change, limited natural resources or diverse partial pro and cons scenarios.

But this is only diagnosis: where are the solutions?

We will only be able to work towards global peace when we will be in the position to clearly define it. This is why Nikola Tesla defended the idea of free and available energy, an almighty system of protection and self-discipline. Nikola Tesla said: *World Peace can only be the natural consequence of universal enlightenment. The development and wealth of a given city, the success of a people, advances of all humanity: they are all made possible by available energy.*

More concretely, I contributed to the definition of the strategic directions for social development at the IV World Forum UNAOC in Doha, in the name of the Peace and Crises Management Foundation. Our definition respected the framework given by *A long term Strategy for Global Sustainable Development based on Partnership of Civilizations* from the *The Future of Civilizations Global Forecast for 2050*, with sets the following principles:

- It is only through an integral approach and strategic partnerships between various social players, from the State to individuals, that real advances can be made in the process towards sustainable development, both on a global and local level;
- The development of new, specific institutions and mechanisms are essential in order to fully implement the defined strategy;
- It is necessary to gather projects together, which can lead to revolutionary advances in the fields of science, education and computer sciences;
- There is a need to clearly identify the deficient areas that are important for a global change of society as a whole, and to act in order to improve them in accordance with formerly defined goals.

To illustrate and conclude my speech, I would like to finish with a Sufi story. I have reasons to believe that Nikola Tesla also enjoyed those stories.

THE BEST STUDENT

Seik Gunaid had a student whom he loved more than the others, which made them jealous. Knowing their hearts, Seik understood that and told them: „He is a better person than you are, both by his behaviour and his intelligence. Let us make an experience to prove it to you.“ Then Gunaid ordered twenty birds and

told the students: „Each of you take a bird, go somewhere where noone can see you, kill it there and come back with it“. All students left, killed the birds and came back with the dead animals, except the favourite student who came back with the bird alive. „Why did not you kill it?“ asked Gunaid. The student answered: „Because the teacher told us to do it somewhere where noone can see us. But wherever I go, God sees everything“.

What is my message today?

Ladies and Gentlemen, you made a mistake with Nikola Tesla. You neither listened to him, nor heard him. Now is the time for us to hear the voice of creators, of strategists who in their areas of expertise, know how and where to direct global progress. I believe that this is the only way to achieve global peace. The Teslian way.

Thank you for your attention.