



# Be Prepared to Face the Unknown and the Erratic

## Improbable World: An Art Thinking Experience

July 22 2025 from 09.00 until 19.00  
ESCP Business School & Galeries Lafayette, Paris, France

### What do You do When the Rules No Longer Apply?

With radical changes in tariffs, the rapid spread in artificial intelligence and the threat of war: business as usual is no longer enough! The rules can change overnight, putting your expertise at risk. To thrive, you need one key skill: the ability to face the unknown and find unexpected solutions. This program is designed to build that skill.

### Art Thinking: Become a Master of the Improbable

Artists don't fear the unknown—they work with it. They turn limits into creativity, confusion into ideas, and surprises into lasting impact. To harness this power, we created Art Thinking: a method to help you generate bold, unconventional solutions—even in uncertain times.

### Cocreate with an Extraordinary Team

Complex challenges require interdisciplinary collaboration. That's why we have assembled a unique team of artists, scientists and entrepreneurs from Europe, Asia and the U.S.. You'll work side-by-side with these experts, Stanford students and peers from diverse industries.

### Why Join the Improbable World?

- Learn to unlearn
- Boost your disruptive leadership
- Practice radical creativity
- Reshape your ecosystem
- Develop resilience

### Join a World-Renowned Module

"Highly commended" by the Financial Times in 2025 and showcased at top venues like the Centre Pompidou, Improbable has shown its impact from ESCP to Stanford.

## REGISTER NOW

for a unique lifetime experience!

*Only 20 seats available*

## And more...

### Roundtable with Special Guests

- **Chuck Eesley**, Professor of Entrepreneurship at Stanford Univ
- **Thomas Friedberger**, Investment Executive at Tikehau Capital
- **Jean-Michel Pailhon**, Entrepreneur (Ledger & Capital Grail)
- **Vaughn Tan**, Professor in strategy at UCL (Singapore)
- **Corine Waroquiers**, Advisor, SGPI, Office of the Prime Minister

### World-Class Instructors & Thought Leaders

- **Christophe Bruno**, Artist (PhD Theoretical Physics)
- **Sylvain Bureau**, Professor at ESCP (co-founder of Art Thinking)
- **Émile Kirsch**, Artist, regularly invited by Hermès Petit h
- **Anaïs Montevicchi**, Art Mediator (Grand Palais)
- **Chip Ransler**, Entrepreneur (Husk Power), Pr. Univ of Virginia
- **Amy Whitaker**, Professor at New York University

### Who Should Attend?

- Business Leaders, Innovators and Entrepreneurs
- Tech Pioneers and Creative Thinkers
- HR Professionals and Transformational Managers
- **YOU** and your **TEAM** - Be Ready to Rethink What's Possible!

**Registration Fee\*: 800 EUR TTC**

*\*catering included; grants available at registration*

To learn more reach out to us at [tbrigger@escp.eu](mailto:tbrigger@escp.eu)  
Administrative team: Thomas Brigger & Brian Zheng

They experienced the Improbable Art Thinking Seminar and loved it!

*"Extraordinary, Enlightening, Insightful, Intense, Unforgettable, Incredible, Eye-opener, Impactful Inspirational, Impressive, Amazing, Fascinating!"*

