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Follow us: **I LOVE Natura 2020 – Wood. Stone. Water**

Media Kit – Milan Robič

1. Cover Page

Milan Robič – Author of the Gnothi seauton Trilogy

Philosophy that transforms leaders, businesses, and sustainable practices

2. Short Biography

Milan Robič is a researcher and author of the philosophy of wisdom **Gnothi seauton** (“Know Yourself”), which integrates an innovative business model, know-how, wisdom, and leadership. His trilogy, totaling approximately 2,000 pages, provides a practical doctrine of knowledge management and the economy of virtue ethics to transform individuals, companies, and society, emphasizing sustainability, innovation, and personal growth.

He has developed his research over several decades and actively collaborates with **Natura 2020**, connecting science, nature, and cultural heritage.

3. Key Achievements

- Author of the **Gnothi seauton Trilogy** (2,000 pages) encompassing self-knowledge and cosmopolitan leadership philosophy.
- Founder and coordinator of **Natura 2020**, leading projects that unite nature, science, and personal development.
- Advocate of introspection, silence, and mindfulness in leadership and life.

4. Quick FAQ for Media

1. What is Gnothi seauton?

A philosophy of self-knowledge and leadership.

2. **Why is it important for leaders?**
It provides practical methods for better leadership and decision-making.
3. **How does it help businesses?**
It fosters innovation, sustainable development, and ethical practices.
4. **Key message of the trilogy?**
Know yourself and connect personal growth with work and sustainability.
5. **Role in Natura 2020?**
Integrates nature, science, and personal visitor experiences.
6. **How does it connect growth, sustainability, and innovation?**
Through practical projects and research.
7. **Why is silence important?**
Enhances clarity, focus, and leadership capabilities.
8. **What inspires you most?**
Personal experiences, nature, and sustainable projects.
9. **Future plans?**
Global expansion of the philosophy, new books, and projects.
10. **Advice for young leaders?**
Know yourself, act ethically, and remain open to innovation.

5. Key Quotes

- “Gnothi seauton is a philosophy that unites knowledge, wisdom, and leadership, offering a practical model for transforming individuals, companies, and society.”
- “Silence is not absence of action – it is the presence of wisdom.”
- “Sustainability and innovation begin with understanding yourself and your environment.”

6. Suggested Visual Elements

- Photograph of Milan Robič in nature or at work.
- Graphic representation of **Gnothi seauton** philosophy (Golden Ratio, Diamond Projectile, Sue tempore).
- Images of **Natura 2020 projects** (Šumik Primeval Forest, Golden Waterfall, Black Lake).

7. Media Contacts

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p.s. Collaboration is welcome **all year round** – not only during organized events. 

Extended FAQ – Milan Robič

What is Gnothi seauton?

Gnothi seauton means “Know Yourself.” It is a philosophy of cosmopolitan leadership and knowledge management, blending ancient wisdom with 21st-century challenges. It offers a practical path for individuals, companies, and society to find balance between being, doing, and having.

How did this philosophy originate?

It arose from my personal research, decades of business experience, and in-depth work in the Šumik Primeval Forest, where nature reflects our inner truth. There, I combined science, practice, and wisdom into a unified model.

How can individuals apply it in daily life?

By being mindful of time and the moment (**sue tempore**), seeking balance in relationships and tasks (**sectio aurea**), and focusing attention purposefully (**studium generale**). This leads to clearer decisions, better relationships, and inner peace.

Why is it important for leaders?

Leadership is not just a function but a way of being. Gnothi seauton helps leaders understand their values, decisions, and impact, forming the foundation for ethical and sustainable leadership.

How is it different from other leadership approaches?

Most models focus on tools and techniques. Gnothi seauton starts with the person – inner transformation first, then effective strategies and results follow.

Which aspects of leadership are key?

Self-awareness, decisiveness, silence as a focus tool, and the ability to connect knowledge with the heart – not just logic.

How does it help businesses?

Provides a framework to build sustainable value through knowledge, innovation, and responsibility to the environment and society.

Can you give a practical example in a company?

I help teams design decision-making processes based on **sue tempore** – right person, right time, right task. This reduces conflicts, increases efficiency, and fosters creative solutions.

Long-term benefits for sustainable development?

Companies develop a culture based on virtue ethics. This strengthens reputation, attracts talent and investment, and ensures long-term stability.

Key message of your books?

True leadership power comes from inner wisdom, professional passion, and self-knowledge. Only this allows us to build sustainable values in a rapidly changing world.

Which methods or exercises are particularly useful?

Exercises for calming the mind in nature, decision-reflection methods using the “golden ratio,” and practical leadership tasks for developing personal presence.

How would you summarize the book for a broader audience?

A guide combining nature's wisdom with practical leadership, presenting an innovative business model based on the ancient principle of self-knowledge.

Role in Natura 2020?

As author and researcher, I connect nature, science, and culture into a unified story of sustainability. Natura 2020 serves as a platform for new tourism, education, and innovation models.

What do visitors experience in exclusive events?

Mirror learning in Šumik Primeval Forest – engagement with nature, three world wonders, and silence revealing their inner truth.

How do you integrate nature, science, and personal growth?

Nature provides experience, science provides understanding, and philosophy provides tools for personal and leadership growth.

How does it connect growth, sustainability, and innovation?

Through the **Gnothi seauton** model, where innovation is not only technological but also ethical and cultural.

Successful projects combining these elements?

The development of “**I LOVE Natura 2020**”, integrating sustainable tourism, cultural heritage, and entrepreneurial innovation.

How can individuals contribute locally?

By living the values: responsible decision-making, respect for nature, and community co-creation.

Why is silence important?

Silence is where precision, reliability, balance, wisdom, clarity, and love are born. Without it, true leadership cannot exist.

How does silence affect decision-making and leadership skills?

It provides perspective, reduces stress, and reveals what is truly essential.

How is it incorporated into daily work?

Through regular retreats into nature, reflection, and simple exercises of quiet presence before major decisions.

What inspires you most?

Nature as the greatest teacher, and people who live their mission with sincerity.

Any pivotal moments shaping your philosophy?

Yes – a moment in Šumik Primeval Forest when I realized that being at the right place at the right time is the key to everything.

How does this inspiration influence your projects?

Every project is shaped as a story with a soul – making it not just useful but inspiring.

Future plans?

Expand **Gnothi seauton** globally as a practical model for 21st-century leadership.

Global expansion goals?

Establish international partnerships and academic programs linking Slovenia, the origin of this philosophy, with the global community.

New books, programs, or projects planned?

Yes – additional publications and digital programs to make the philosophy accessible to youth and businesses.

Advice for young leaders?

Learn to lead yourself first – only then can you lead others.

Three practical steps they can take today:

1. Pause and listen to yourself.
2. Seek balance in everyday decisions.
3. Be courageous in creating new paths.

How to prepare for future challenges?

Develop resilience, stay connected with nature, and learn from personal experience – the best compass for the future.