FLANDRIEN
LEADERSHIP PROGRAM

Background

The nickname *"Flandrien"* was first used to describe the tough Flemish track cyclists who competed at six-day races in the early decades of the twentieth century and who were known for their tactical genius, hard work ethic, grit, and fortitude. Since 2003 the annual Flandrien Trophy has been handed to the cyclists who most embody the values of the Flandriens of years gone by. Today the term *Flandrien* is not about nationality – or just about cycling - but encompasses a universal mentality of creativity, determination and perseverance.



Contact

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FLANDRIEN LEADERSHIP PROGRAM

DATES

22-24 September 2021

29 September-1 October 2021



Facilitators

Jamie Anderson is Professor of Leadership & Strategy at Antwerp Management School and Visiting Professor at INSEAD. He has been named as a "management guru" in the Financial Times, and included on a list of the world's "top 25 management thinkers" by the journal *Business Strategy Review*. A competitive Masters cyclist, Jamie is currently European Champion in the Time Trial discipline.

Bernard Moerman spent more than two decades as a cycling talent manager, coach, mentor and Director of the 3M Professional Team. He is now Associate Lecturer in Leadership at Antwerp Management School, an executive coach, two-time TEDx Speaker and consultant in the field of Organizational Change and Lifelong Learning.

> ***"Jamie and Bernard bring a depth of experience that is unique in the world, combining academic credibility with a deep passion for cycling."***
>
> ***Michael Rogers, Three Time World Champion & Innovation Manager UCI***

About the Program

Flandrien Leadership is about embracing courage, self-belief and an entrepreneurial spirit. It involves thinking creatively to cope with complexity and seeing opportunities in situations in which others might accept defeat. And it is also about understanding that success is a combination of mental and physical resilience – because we can only perform at our cognitive best when we are taking care of our health and wellbeing.

Who's it For

- You are a senior manager, expert or entrepreneur with more than ten years of career experience
- You want to reach your inner potential and to be proactive in writing the next exciting chapter in your life
- You desire a better balance and would like to be more effective in juggling the competing commitments of career, family and your sporting passion

Learning Outcomes

- Develop your creative mindset and entrepreneurial spirit
- Equip yourself with techniques and practices to lead confidently in a volatile and complex world
- Side-step anxiety to think positively about solutions for our unprecedented challenges
- Avoid distraction to direct your attention to focus on the things that matter
- Maintain resilience and impact by fostering your mental and physical health
- Connect with inspiring people who have a shared passion for cycle sport
- Develop an action plan to help you to achieve better balance in your life



Application

The Flandrien Leadership Program is limited to ten participants per cohort. Applicants are required to complete an application process and submit a statement of purpose. Those then short-listed for the program will have a telephone interview with one of the program facilitators before final acceptance to participate.

Fees

The program fee is 1450 euro per person*

*Fee is exclusive of accommodation expenses, bicycle rental & VAT where applicable

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“A Flandrien is to me someone, no matter how tough the conditions, never gives up. Someone who has the character of a fighter.”

Chris Froome, Professional Cyclist & Tour de France Winner

Learning Methods

- Three-day residential program
- A unique learning experience combining classroom sessions and daily cycle tours
- Interactive lectures, plenary discussions, small group work and individual reflection
- Facilitated peer-discussions during rides and evening coaching sessions
- Networking and fireside chats with inspiring guest speakers from the world of cycling
- Detailed daily outline available upon request

Location & Stay

For hardcore cycling enthusiasts, a trip to Flanders is a pilgrimage to cycling’s most hallowed grounds. It is a land where natives like Eddy Merckx, Johan Museeuw and Tom Boonen became legends.

The program is held at the Flandrien Hotel & Executive Learning Centre which is located in Brakel in the heart of the region of the Tour of Flanders. We are in easy reach of cobbled roads and iconic climbs such as De Muur, Oude Kwaremont, Bosberg, Paterberg and Koppenberg.

The Hotel is just 45-minutes from Zaventem National Airport and a short distance from the beautiful historical centres of Geraardsbgergen, Ronse and Oudenaarde which have stunning architecture dating from the 13th century.

We can arrange airport transfers, and there is an option to extend your stay to experience the UCI World Championships (25-26 September) or Paris-Roubaix (2-3 October).