



## 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 embodies a universal mentality of creativity, determination & perseverance.



# FLANDRIEN LEADERSHIP PROGRAM

## Contact

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## DATES

14-16 March 2022



## Facilitators

**Jamie Anderson** is Professor of Leadership & Strategy at Antwerp Management School, and Visiting Professor at INSEAD. Jamie has been named as a “management guru” in the Financial Times, and has also been 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** is Associate Lecturer in Leadership at Antwerp Management School, an executive coach, two-time TED Speaker and consultant in the field of Organizational Change and Lifelong Learning. Prior to shifting his focus to the corporate sector, he spent more than two decades as a talent manager, coach, mentor and Team Director in the world of elite-level cycling.

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*“Jamie and Bernard bring a depth of experience that is unique in the world, combining academic credibility with a deep passion for the heritage of cycling.”*

*Michael Rogers, Three Time World Champion & Innovation Manager UCI*

## About the Program

In an organizational context, 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.

## Outcomes

- Develop your creative mindset and entrepreneurial spirit
- Equip yourself with the values and practices to lead 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
- Better understand - and use - the psychology and neuroscience behind peak performance
- Maintain resilience and impact by fostering your mental and physical health
- Connect with inspiring and entrepreneurial 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 1950 euro per persons\*

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

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*“The Flandrien Leadership Program is a life changing experience that inspires you to have self-belief and to pursue your talents and your passions. It helps you to understand the true meaning of leadership, and what it means to live with purpose.”*

**Shaun Rolls, Sweden**

## Learning Methods

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

## Location

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 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.

There is an option to extend your stay to experience the World Championships (25-26 September) or Paris-Roubaix (2-3 October).