



Business Workshops

Inspiring workshops about leadership, strategy & innovation

I. Leading High Performing Teams

In this inspiring session we will share lessons from the world of professional cycling about leadership, teamwork, and high performance. High performance in organizations never happens by accident – it occurs through the creation of sociability and solidarity of purpose amongst team members. A high performing culture is the direct result of effective leadership and the ability of team members to support each other, collaborate and to unite around common purpose.

II. Disciplined Execution

It is not enough to simply develop a vision for success – it is also essential for a vision to be articulated in a strategy that can be executed across all levels of the organization. This session will draw on lessons from the world of elite-level cycle sport to talk about the principles for developing and executing a strategy – from top leadership to front-line workers and support staff. The session will draw on lessons from the world of elite-level sport but will be relevant for any business.

III. Technology & Innovation

In this entertaining and informative keynote talk participants will learn how bicycle technology has evolved over the past thirty years, and how the industry has been shaped by continuous innovation in both materials and business model design. Participants will appreciate the risk of failing to invest in research and development in fast moving industries, and the way in which new entrants can disrupt established players. The talk will be relevant for any company working in technology-based industries – not just cycling related businesses. Participants will not only have a chance to listen to the talk, but also to see and ride classic bicycles from the past three decades.



Speakers



Bernard Moerman

Bernard Moerman is a university lecturer, multiple TEDx Speaker and leadership coach and mentor. Bernard motivates and guides people to find their values and talents, grow their skills and discover their passions to transform them into winning performers with impact. He was previously the Founder and Manager of a Professional Cycling Team and an International Cycling Development Center. Today, Bernard speaks on the topics of Inspirational Leadership, Winning Mindset, Resilience & High Performing Teams. His incredible reservoir of personal and professional experience make him a unique storyteller and guide who can delight and inspire any audience. He is co-founder of the Flandrien Hotel & Art Gallery.

Jamie Anderson

Jamie Anderson is Professor of Strategic Management at Antwerp Management School and Visiting Professor at INSEAD in France. 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*. Jamie’s research and teaching focuses on the creativity, innovation and leadership required to thrive in an increasingly complex world. Jamie is an expert on strategy and innovation in the cycling industry and consults to companies and brands around the world. He is co-founder of the Flandrien Hotel & Art Gallery.

Contact

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