



JAMIE ANDERSON

## Background

Many of us who are leaders, managers and entrepreneurs have studied the concept of strategy and frequently apply strategic thinking in our professional lives. But how often do we reflect upon the need to develop and implement a personal strategy that will see us achieve not only organizational and career success, but also happiness?



## Register

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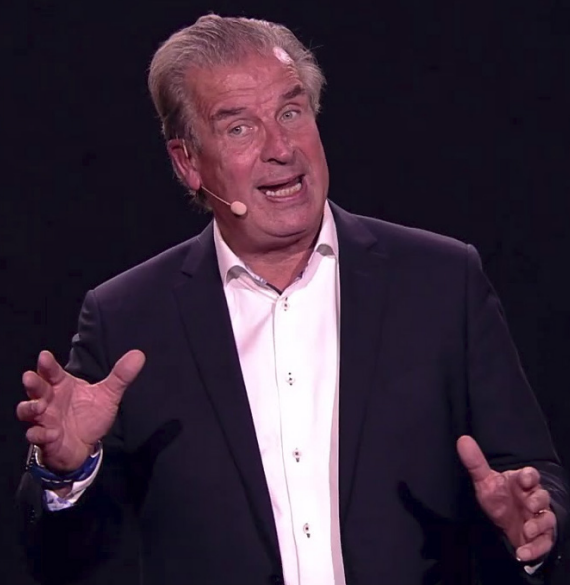
DATE

8-9 March 2023

STRATEGY

YOU!

TWO DAY SEMINAR



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*“Jamie and Bernard are accomplished mentors who have supported scores of individuals to achieve great things in work and life. I highly recommend this program for people who want to become the best that they can be.”*

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Michael Rogers  
Head of Road & Innovation UCI  
Switzerland

## 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.

Bernard Moerman is Associate Lecturer in Leadership at Antwerp Management School and Visiting Professor at the Indian School of Business. He is 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, Bernard spent more than two decades as a talent manager, coach, mentor and Team Director in the world of elite-level cycling.

## About

This intensive two-day workshop is designed to give you a more positive sense of direction in all areas of your life. It will help you to focus on the things that matter and to be happier and more content.

During the seminar you will gain tools and insights to help you to perform at your best as a leader, manager or entrepreneur – while at the same time gaining better balance in your life. You will have the opportunity to connect with like minded people and grow your support network.

## Who’s it For?

- » You are a leader, manager, entrepreneur, or functional expert with at least ten years of career experience
- » You are constantly busy and struggle to find the time to make the time for reflection and planning about your future
- » You are at a phase in your life where you need to make conscious decision about what comes next
- » You are striving to better understand and connect with your values, talents, and purpose
- » You feel a desire to find your “why” in life and to be inspired in the work that you do
- » You want to proactively develop and communicate your personal brand
- » You sometimes find it difficult to juggle the competing priorities of your work, relationships and your personal passions and hobbies



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*“The Strategy You! seminar inspires you to have self-belief and to pursue your talents and your passions. It helps you to understand the wider meaning of success, and what it means to live with purpose.”*

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Patrick Leysen - CEO Xylos Belgium

## Outcomes

- » Gain better clarity about your life goals
- » Understand the factors leading to peak performance in all aspects of your life
- » Avoid distraction to direct your attention to focus on the things that matter
- » Develop your creative mindset and self-confidence
- » Define your “genius zone” and understand how to communicate your personal brand
- » Maintain resilience and impact by fostering your mental and physical health
- » Create an action plan to achieve better balance
- » Connect with inspiring people
- » All participants receive a certificate of completion

## Take aways

**Discover your Values**  
**Grow your Talents**  
**Pursue your Passion**  
**Make an Impact**

### Fees

The program fee is 975 euro per person\*

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

## Learning Methods

- » Two-day face-to-face seminar
- » Interactive lectures and plenary discussions
- » Small group work and individual reflection
- » Evening dinner & networking event
- » Optional over-night stay

## Location

The seminar is held at the Flandrien Hotel. Located in the heart of the Flemish Ardennes in Belgium, the Flandrien Hotel is an inspiring location with beautiful rooms, seminar facilities, art gallery, spacious grounds and fitness centre. Participants can extend their stay for optional cycling or hiking in the region.