



Biography

Jef Staes (Belgium, 1956) is an authority on learning processes and innovative organisations. With 25 years of professional experience, he currently assists CEO's and organisations to find a comprehensive answer to the changing dynamics of today's market.



“Why don't organisations learn and innovate fast enough?”

Jef Staes answers this question. As an author, speaker and expert, he not only awakens people, but also presents them with a unique concept to guide them through the necessary changes.

Author

Jef Staes is the author of the bestselling book: “My Organisation is a Jungle”. Through the use of rich vocabulary and exciting parallels, he truly engages you in the story of the Red Monkey. The book explores the dramatic difficulties innovation faces in most organisations today. Jef Staes has written several other books on these topics in Dutch.

Speaker

Jef is a passionate and inspirational keynote speaker. His story is a guaranteed eye-opener and his thoughts on the future of business and education inspire many. With striking metaphors; he tackles the most fundamental issues organisations struggle with. He is also a visiting lecturer at several Management schools.

Expert

Jef Staes is an engineer, thinker and architect. He developed a new mindset for CEO's, managers and employees. The 'Engine of Innovation Mindset' offers organisations the answers to truly start innovating: By radically changing the culture of the company.



Keynote

Jef's keynote can target a diverse audience ranging from executives to employees, from HR to business divisions. As an inspirational and confrontational speaker, Jef really awakens his listeners and points out the necessity for change and innovation.



"The Information you gather, reveals your passion!"

Jef's stories tackle one or more challenges organisations face today. Jef traditionally introduces the concepts **2D and 3D** to create a canvas for his story. This intro is the classic start of all speeches and keynotes.

The Red Monkey® Story is a remarkable metaphor and a tale listeners won't forget and it has been a popular feature in all of Jef's keynotes. It offers the audience a new vocabulary to talk and discuss current innovation issues in their company.

As a Corporate Learning Officer, Jef developed some unique views on **learning**, a key priority for innovative organisations. But how is it different from learning in the past? What is needed to trigger learning and how does it contribute to innovation?

Lately Jef has taken a new story to his audiences. Based on the quote **'If you put fences around people, you get sheep.'** he shows employees and managers a confrontational mirror. Have we created a generation of lost talents by establishing fences such as degrees, function descriptions and a obligatory pension age ?

Outcome for Participants

Jef's keynote aims not only at awakening the audience by telling an original, confronting and memorable story, but also gives everyone a new vocabulary to express why the need for change and innovation is so urgent.



Workshop

A workshop by Jef Staes can be an addition to a keynote or a stand-alone session within your company. By using the Engine of Innovation Mindset, the workshop delves deeper into the impact of switching to 3D. The number of participants can vary from 12 to 100.



“Can your organization handle passion, talent & information?”

Depending on the duration (2 hour to 2 days) one or more topics can be chosen.

- 1. From 2D to 3D:** A compelling story about a changing environment that forces organisations to change and innovate.
- 2. Red Monkey® Innovation Management:** The Red Monkey® Story is a remarkable metaphor for innovation management. With an easy to understand message participants will understand why change processes are a dangerous activity.
- 3. AAA-Learning®:** Learning will be one of the most important activities in learning and innovative organisations. This module will give new insights in how learning will be organized in organisations that want to succeed in continuous innovation.
- 4. 3D-Management:** A new management generation is needed to create new 3D-organisation built for natural learning and innovation.

Outcome for Participants:

- New insight in how to create a learning environment in your organisation
- Tools to start change processes in your organisation
- Interaction with others will help you translate this new knowledge to your own working environment