



The
InsightBureau

CYRIEL KORTLEVEN

International Speaker & Author on
The Innovating Mindset

*A global speaker and expert in the field
of creativity & change helping people
boost their potential*

CYRIEL KORTLEVEN

his focus

Cyriel Kortleven is an **award-winning global keynote speaker** for conferences, client events and internal leadership development meetings. He is an **expert in boosting the creative and entrepreneurial mindsets** of successful professionals in a changing environment. Through his playful and enthusiastic attitude to life, Cyriel has helped clients, such as **Bayer, IKEA, Nike, Pfizer, Unilever** and many more, to make their big events and conferences a great success.

With his **unique approach** to create an open and informal atmosphere, Cyriel **stimulates people** to break their fixed-thinking patterns and **inspires** you to unleash your full potential. With almost **20 years hands-on experience** in the domain of creativity and innovation, he has already inspired organisations in 25 different countries in five continents. He's the **author of five successful business books**. Clients find his keynotes **inspiring and fun**, with pragmatic tools and tips and lots of energy.



CYRIEL KORTLEVEN

his strengths

Cyriel will help your organisation to achieve your **most important strategic goals** by engaging your employees to do things differently; reducing natural risk-aversion and stimulating a more entrepreneurial mindset; offering pragmatic tools and language to open essential conversations on innovation and change. As a **keynote speaker**, Cyriel is the living embodiment of engagement, using a lot of **interaction and humor**. He is a **simplifier** who delivers simple, pragmatic message and leaves his audience with helpful tools and useful language.

Cyriel **excels in an international context** with audiences from all over the world. No wonder that Cyriel belongs to a select group of 35 people in the world who are **Global Speaking Fellows**: An award for speakers who have spoken across the Globe and demonstrate **high degree of speaking expertise** and cultural awareness in global markets.

Don't mind the Change. Change your Mind.



CYRIEL KORTLEVEN

Ladders & Bananas

'Survival kit for professionals
in change'



[Develop a creative & entrepreneurial mindset]



One of Cyriel's popular keynotes is around 'the creative & entrepreneurial mindset' in which he starts his story with a ladder & banana! These real, physical objects act as a metaphor for a problem (the banana-peel) and the inefficient solution (the ladder), used on stage to create a very visual message for the audience. As he throws a banana-peel on the floor and puts a ladder over to it to climb over, you immediately sense that this is not the most efficient solution, despite the fact that it works. In many organisations, these 'ladders' become the new rules to follow and the default way of working -- habits or part of the culture. Cyriel observes how it is pretty hard to ever get rid of these ladders, even once they have become a bottleneck instead of a solution to the original problem.

CYRIEL KORTLEVEN

Most Requested Speaking topics

Develop a change mindset:

Survival kit for professionals in change

Great Leaders Improvise:

Be ready to see what needs to be done In an unforeseen world

Reducing Risk Aversion:

Do more small experiments and allow nearlings to create faster learning process

Break, burn or ban the Box:

6 creative skills to boost your innovation power

Less is Beautiful:

3 crucial lessons how 'less' can 'succeed' in business



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COMMON REASONS WHY CREATIVITY AND INNOVATION DON'T FLY IN YOUR ORGANISATION?

Yes, but...

- It already exists! ... Our customers won't like that! ...
- WE DON'T HAVE TIME... NO! It's not possible...
- It's too expensive!.. Let's be realistic...
- That's not logical... We need to do more research...
- THERE'S NO BUDGET...
- I'm not creative... We don't want to make mistakes...
- The management won't agree... GET REAL...
- THAT'S TOO BIG A CHANGE . . .
- The market is not ready yet... Let's keep it under consideration...
- It is just like... The older generation will not use it...
- WE ARE TOO SMALL FOR THAT ...
- It might work in other places but not here...
- SINCE WHEN ARE YOU THE EXPERT?... That's for the future...
- There are no staff members available...



CYRIEL KORTLEVEN

key facts

Currently ...

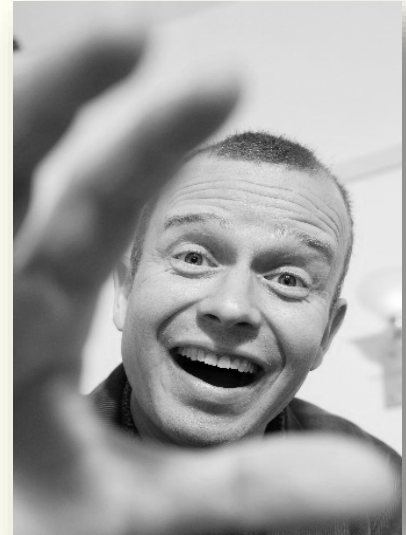
- International Professional **speaker** – in 23 countries
- An **author** of four books on **creativity** and boosting potential – *Less is Beautiful*, *Meer met Minder* (Dutch), *Timespiration*, *Yes and Your Business*
- Certified Speaking Professional (**CSP**), the first in Belgium

Formerly ...

- **Business Consultant** in Innovation
- Manager of the **Centre for Development of Creative Thinking**
- Holds a Masters Degree from **Universiteit Hasselt**

Flies from **Brussels, Belgium**

Inspires audiences around the world, addressing conferences, client forums and management meetings



Other speaking topics:

Business Humour
Business creativity
Innovation
Leadership and Talent

CYRIEL KORTLEVEN

what people say

"Cyriel delivered a splendid and energizing keynote and afterwards facilitated a workshop in which we developed new ideas and solutions for some Unilever challenges. A great experience."

*Sabine Blanchet - Country HR manager, **Unilever***

"Cyriel is able to apply enormous amounts of creativity to his sessions. Whether it's about behaviour, strategy, team-spirit or out-of-the-box-thinking, it's always worthwhile exchanging thoughts with Cyriel!"

*Peter Lathouwers - Europe Business Intelligence Director, **Nike***

"Cyriel's talks are simple, well-thought and yet 'unpredictably' interesting."

*Alfred Chin - Sales Director Southeast Asia, **AIP Corporation***



Useful links for Cyriel Kortleven:

- TIB Speaker Web Page >> [Go to Webpage](#)
- TIB Speaker Profile >> [Download PDF](#)
- TIB Video Channel >> [Watch Videos](#)

inspiring ▪ playful ▪ entertaining



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Appointed Agency

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