

itSMF BELGIUM ANNUAL CONFERENCE 2011
17 MARCH 2011 – METROPOLIS ANTWERP

Leadership leads the way

Speaker : By Jef Staes, www.jefstaes.com

Title of the presentation : Mama – you ain't heard nothing yet!

Summary of the presentation :

Organizations are facing one of the most complex transformation processes ever. The transformation from slow moving 2D-organisations to agile, innovation driven 3D-organisations. We need heroes that lead this dramatic transformation process and are willing to face the drama's. The title is a phrase from the movie "The Jazz Singer". This movie ignited the switch from the silent movies to 'talkies' or spoken movies. Today we need a similar, dramatic switch in management thinking. This session will create insight in the needed transformation and illustrate the crisis we face by means of compelling metaphors and Red Monkeys.

Speakers background information :

Jef Staes is a leading authority on Learning & Innovative Organization. He awakens organizations with a unique mindset to guide them through the necessary changes. Jef has written 3 books, one of which "My Organisation is a Jungle" has been translated to English (May 2008). The Dutch version of this book is a best seller with more than 7.000 copies sold. Through the use of rich metaphors and exciting parallels, he engages you in the story of the Red Monkey. The follow up, "My Manager is a Hero" has already been published in Dutch and a translation is in the making. His most important project is the 'Engine of Innovation Academy'. This is a growing network of companies and organizations from various sectors. Together they share information and best practices, but most importantly they initiate shared change projects guided by the Jef's 'EOI Mindset'.

The text 'Leadership leads the way' is written in a large, white, sans-serif font against a dark blue background. The background image shows a group of hikers with backpacks ascending a steep, snow-covered mountain slope under a clear blue sky.