



Jef Staes

Organisational architect, entrepreneur and expert on innovation and culture change

An organisational architect and a true entrepreneur, keynote speaker Jef Staes is an expert on innovation and culture change.

Jef's biography

About Jef Staes

He confronts his audience with the challenges of the information age, offers a new vocabulary and so enables CEOs, managers, and employees alike, to start implementing solutions today.

Jef is a leading authority in Belgium on Learning processes and Innovative Organizations. With over 30 years of experience in dealing with learning and [innovation](#), he currently assists organizations and companies in their quest to find a comprehensive answer and approach to the changing dynamics of today's market.

Jef's stories about red monkeys and passionless sheep have awakened many listeners. With these stories, he paints a stark picture of the design flaws in our society and its organizations. Neither has been built to withstand the flood wave of innovation and information of the 21st century.

Based on a professional career as software engineer, training manager and Corporate Learning Officer, he focuses on the urgent need for [culture](#) change. Not only does he discuss the future role Human Resources Management, but also the need for Executives to wake up and start building Learning and Innovative Organizations.

"Why don't organizations learn and innovate fast enough?"

Jef Staes offers an answer to this question. As a [business speaker](#) he awakens companies and presents them with a unique concept to guide them through the necessary changes. Change processes in the field of management and learning, should always aim to dramatically increasing the flexibility and the power to innovate of workers, teams and organizations. Jef Staes has given hundreds of lectures on culture

innovation bringing a variety of different perspectives to this subject and this for a very diverse audience (Conferences, Education, In-company, Associations...). He was a speaker at numerous international conferences.

He is also the author of the Red Monkey Trilogy of which the first book 'My Organization is a Jungle' has been translated. Here he further explores the dramatic difficulties Innovation faces in most organizations today. Through the use of rich metaphors and exciting parallels, he engages you in the story of the Red Monkey.

His most important project is the Red Monkey Company to further aid organizations in their transition to a new culture. The aim is to bring companies together to share information and best practices. And ultimately to implement ideas that increase the agility and innovation power of employees, [teams](#) and processes.

Jef's talks

- **Switch 3D: Organizations in search of a new balance**

Why do we need innovation? What has fundamentally changed in today's world? Who will be the leaders of tomorrow? The 2D/3D-story is a classic in Jef Staes' lectures and offers a framework to start debating innovation in your company.

- **No more Sheeping! Time to wake up and stop following the herd**

'No more sheeping' is a confrontational manifesto against our current educational system and the way we treat talents. With daring statements and bold ideas, Jef Staes opens the floor for discussion.

- **The Red Monkey® Story**

With his Red Monkey metaphor, Jef Staes gained national and international recognition. His popular story illustrates why so many resist change. It also presents a new innovation paradigm: A respectful conflict model.

- **The power defect**

Jef's latest story talks about the impact of authority and competence on the agility of organisations and society. The onset of the information age has caused a fatal defect in our power structures. The reasons for this and how you find out if your organization suffers from the Power defect, you find out during this keynote.

- **3D-Managers are heroes**

Organizations have to adapt their management style if they want to survive as an organization. During these lectures Jef Staes focuses on the need for a new management generation and the dramatic impact on Human Resources Management.

- **Competence playlist**

How do you validate knowledge when innovation and change occurs at such a rapid pace? All fields of study are fragmenting further and further because it's impossible to master and keep up with all new developments. What is the value of a diploma in such a reality? Is there another way to ensure that someone is competent and up-to-date in his area of expertise?

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