

# INCLUSIVE LEADERSHIP MAKES DIVERSITY WORK

## KEYNOTE ELKE JEURISSEN

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### In a nutshell

Learn why diversity is not a problem, but a growth opportunity for your organization. In this talk, entrepreneur and inclusive leadership expert Elke Jeurissen takes you on a journey to inclusive leadership. An inclusive company is a place where everyone feels like they belong, regardless of their age, color, culture, gender, character, personality or expertise. Too many companies miss out on a lot of talent. They tend to promote the loud, extraverted networkers. They have a copycat leadership team where peers do not challenge each other. They are blind to the diversity of the world surrounding them.

Inclusive leaders create company cultures where diverse talents can fully thrive. They embrace diversity of opinion and love to be challenged. In this talk, Elke maps diversity & inclusion to your business agenda. You discover over 20 examples of succesful ways to make it happen. And I will show you HOW to build that inclusive culture you need to untap all potential in your company and attract the best talent out there. There is much more to it then quota, as you will learn from my 5 drivers for change model.

### About inclusive leadership

Inclusive leadership is what makes diversity work. Do you want to know the secret? Do not only search for more diversity and inclusion, but also create a culture of belonging where diverse talents thrive. If you want to attract the best talent and stay relevant for your customers, employees and other stakeholders, you can no longer afford to put diversity & inclusion on your 'nice to have' list. Discover how to attract the best talents, foster innovation and drive your bottom line, like 21 % better financial results. Find out how to work on an inclusive culture, engaging fans, adversaries and the silent middle.



### Format: 30 min. talk full of inspiring examples, tips & tricks

- Why would you care? - you are not the norm
- Why your company should care – the business case
- How inclusive leaders create an inclusive company culture – 5 drivers for change - 30+ best practices

**Language: Dutch, French, English**

**Bookings: [welcome@elkejeurissen](mailto:welcome@elkejeurissen) 0032.476.505454**

[www.elkejeurissen.com](http://www.elkejeurissen.com)

keynotes – workshops – strategy journeys – communities to develop inclusive leaders & cultures

About Elke Jeurissen

**Entrepreneur, Community Architect, Keynote Speaker and Author**

[www.elkejeurissen.com](http://www.elkejeurissen.com)

As Co-Founder of [Glassroots](http://Glassroots) with Cato Léonard, Elke helps leaders facilitate change by engaging the right internal and external stakeholders. Getting all the right actors on board to make that change happen, that's exactly what we do at Glassroots. Getting the right people around the table, confront their ideas, challenge your goals and dreams but also listen to their interests, facilitate dialogue and look for common ground. Clients include companies, NGO's, government and knowledge institutions and political parties such as VRT, Pfizer, BNP Paribas Fortis, Opera-Ballet of Flanders, the cities of Ghent, Antwerp, Oostende, Telenet, Koffieverbond, Cultuurconnect, Lineas, G4S, DHL Deutsche Post, Technopolis, CM, Muntpunt, G4S, the city of Antwerp, Kunstenpunt, Foodservice Network Europe, Johnson & Johnson and Microsoft.

#### *Social entrepreneur*

As a social entrepreneur, her mission is to develop and accelerate female potential across all sectors and organizations through a community approach where women lift each other up.

- Founder of [www.fierce-ladies.com](http://www.fierce-ladies.com), the accelerator for women with ambition. Activities at the Fierce Ladies Thursdays, at a different venue every month, include accelerate your idea sessions, academies and behind the scenes events with female leaders at the hosting company
- Founder of [www.straffemadammen.com](http://www.straffemadammen.com), making women more visible in media, on conference stages and in companies. The network started in 2013, has over 2500 active members, and hosted 75 events with female role models sharing their expertise. With VRT, they launched over 40 new female experts in news programs. With Stella P, they made over 250 women visible for board membership. With KBC, they convinced over 50 female founders to start their own business in the KBC@StartIt accelerator
- Together with Veerle Pappaert, she launched the [72 hours reload](#) trips in 2016. These 3-day inspirational trips connect female leaders from all over the world in locations ranging from New York and Marrakech to Portugal and Copenhagen. Unique encounters and unique experiences.

#### *Author & Keynote Speaker*

- over 100 talks about shared leadership, stakeholder engagement and inclusive leadership/diversity over the past 7 years for Disney, KPMG, Accenture, Elia, VBO, VEV, Stichting Marketing, VDAB, STIMA, Kortom, VOKA, BLOSO, Exchange vzw, BNP Paribas Fortis, KBC, GDF Suez, Erasmus Hogeschool, Microsoft, EOS Aremas, ELIA, Accenture, VDAB, VOV, etc.
- co-author, with her Glassroots business partner Cato Léonard, of the Dutch book 'Vreemdgaan voor Managers', nominated as best Dutch Management Book of the year in 2013
- co-author of the Dutch book 'Sexisme', launched, coordinated and edited by Catherine Ongenaer in 2015
- End February 2019, she published a new book 'Who Run the World' with journalist Tine Maenhout on how to create more female leadership
- She regularly publishes opinion articles and is interviewed on the topic of female leadership, diversity & inclusion in national media. Read my most recent article in De Tijd [here](#).

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