

# Springtime at the Beach Workshops



**Presenter:** Jeffer London



English language

**Title:** Find your Story: How to Stimulate your Creativity and Generate Speech Content

**Workshop Description:**

(abbreviated workshop description will be available in the conference packet)

We need something to say! As Toastmasters we become increasingly competent in speaking in public – Experts in HOW to say things. Yet, at times we get stuck on WHAT to say – What is our message? What is our core concept? What will be the central idea behind our speech?

Come and learn how advertising and communication agencies generate those memorable lines and stories. In this session, you will learn how to put yourself in a state of optimum creativity and to use a brainstorming technique that connects your topic to a brilliant insight.

This workshop is designed for anyone who enjoys creativity, but at times gets stuck, runs out of ideas or simply wants to stretch their ability. Participating in this session will give you a fun way to wake up and stimulate your internal idea maker..

**Full Biography:**

(abbreviated biography will be available in the conference packet)

Jeffer London is an independent trainer, facilitator and advisor focused on building synergy and stimulating performance.

Jeffer is based in Brussels where he partners with organizations that want to make a change towards higher performance and greater innovation. His interventions vary from single brainstorms and training series to interim leadership and change management; the trademark of his work is better business results carried by people's improved skills.

Jeffer's partners take him on to upgrade their leadership, management, teamwork, salesmanship, client relationships, and organizational development; as well as for professional skills such as presentation, communication and creativity.

Coming out of the consulting industry, Jeffer has held many positions in professional development, organizational growth and change management. He has developed programmes for learning at Deloitte, HP, EuroClear, Interpublic Group, BT, Tyco, Glaxo Smith Kline, Bayer, GE, Philips, NATO and

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the European Commission as well as many boutique agencies active in consulting, financial services, advertising and communications.

Jeffer has a Masters in the Science of Management from Boston University and is certified in Myers-Briggs, DISC, Thomas-Kilman, Belbin, Behavioural Interviewing and Project Management. He has been an MBA professor of Change Management at The United Business Institute and is guest speaker at many universities. Jeffer is also a member of Toastmasters and the International Association of Business Communicators.

Born and raised in America, Jeffer has lived in Japan, Spain and Italy before settling in Belgium in 1995.

Here are extracts of how participants of Jeffer's workshops describe his performances. See full quotes at <http://be.linkedin.com/in/jefferlondon>

- "a source of inspiration" – Franck in Paris
- "enthusiasm and drive" Herman in Brussels
- "great at enhancing team dynamics" Balatz in Budapest
- "ensures that the learning doesn't stop when the session has finished" Peter in London
- "great in adding creativity" Job in Amsterdam
- "gave me a better understanding of my potential" Grzegorz in Warsaw
- "an asset for driving innovation" Robert in Hamburg
- "creative, clever and astute" Ann Marie in New York

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