

Springtime at the Beach Workshops



Presenter: Serge Pegoff



English language

Title: Access your Creative Brainand Help your Team Members Access Theirs

Workshop Description:

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

Discover this workshop introduction: <http://www.youtube.com/watch?v=hxyiZ4cjJGE>

In his early career, Serge had not always been a creative team member: as an Associate Director in a management consulting company, he was almost fired after criticizing senior managers of the firm in a strategy task force. When he heard about this, he decided to invest in these questions: “How could he help himself to be more creative in a team? How could he help his team members to be more creative?” So 10 years ago, he began to study brain and mind behaviour and to apply what he learned first to himself and then to his client teams.

In this workshop, Serge will share with you what he learned and give you the opportunity to practice accessing your creativity:

- How do we make creative decisions based on the latest brain research?
You will understand why we have difficulty to access our creative brain and what the warning signals are.
- What are the access doors to the creative brain?
You will get easy to follow resources to access more often the creative part of your brain.
- How can I help my team become more creative and aligned?
You will learn proven approaches to develop team behaviours which unleash team creativity. And you will get the opportunity to practice a powerful team creativity technique.

Full Biography:

(abbreviated biography will be available in the conference packet)

Serge Pegoff is an independent coach helping senior and middle managers to evolve their behaviours to successfully handle new challenges by improving their creativity and alignment. Serge has coached more than 40 senior and middle managers and more than 60 business teams in the following organisations: BNP Paribas, AXA, CIC Group, Suez, Bayer, Electrabel, AG Insurance, Belgacom, Cisco, KPN (Netherlands), Swisscom, Carrefour, Guinness, and GlaxoSmithKline. Serge is an accredited Associate Member of SFCoach (Société Française de Coaching) and an Action Learning Coach from the WIAL (World Institute for Action Learning). For more than 10 years, Serge studied brain research to find practical applications of this young science to better coach managers and teams. Serge has created and led the Change Management practices at Arthur D. Little and KPMG (Brussels) and has an MBA from Insead (France).