

# ELKE GERAERTS

**Keynote speaker**



# ELKE

Keynote Speaker | Human Capital Expert |  
#1 Bestselling Author | Building the bridge  
between science and practice |  
CEO Better Minds at Work |  
Doctor in Psychology

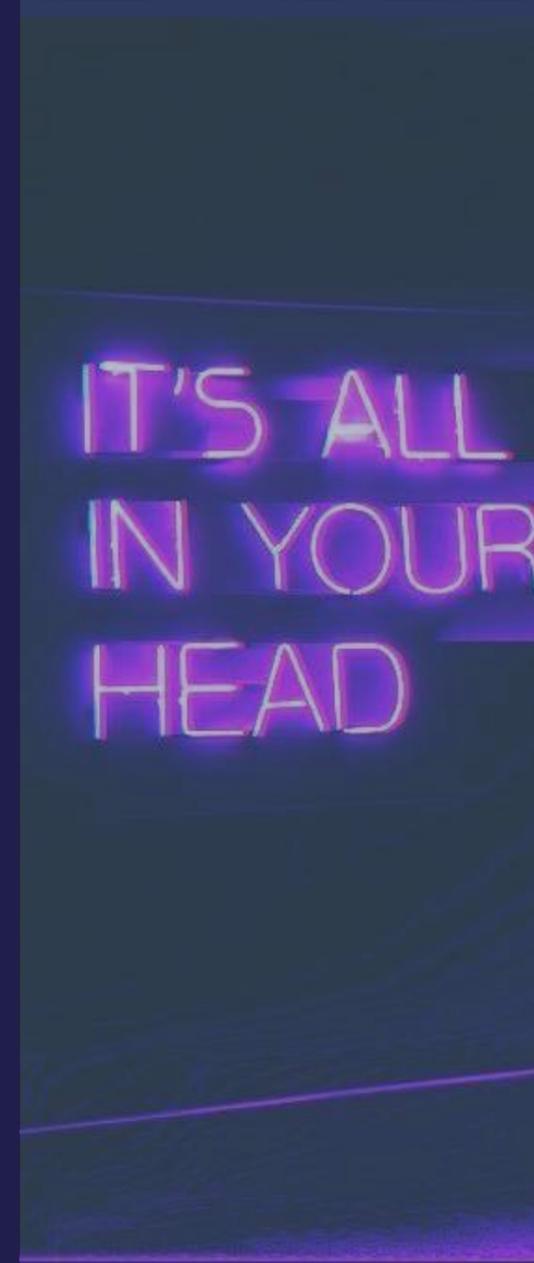
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Enthusiasm knows no boundaries. That is why Elke has stood on platforms all over the world, from Kyoto to Cape Town, Lima, Sydney, Dubai and San Francisco. She is unparalleled in her ability to play to her audience and to captivate people with her very **unique blend** of expertise, scientific background and humor. Her enthusiastic way of translating new **academic insights** into **everyday practice** leaves nobody unmoved and has already won her a lot of praise.



Boundless curiosity and a passion for people – this perhaps best describes Elke. This unique combination quickly led to a flourishing **academic career**. With a PhD in psychology, Elke held various positions at the universities of Harvard, St Andrews, Maastricht and Rotterdam, where she attracted international attention with her solid research work. But she was drawn to the business world. Triggered by her scientific insights about mental resilience, she founded the company **Better Minds at Work**. This international consultancy company focuses on increasing mental resilience, energy and productivity of employees and now consists of more than fifty psychologists, doctors and consultants.

Elke's trademark is without doubt the way in which she manages to translate new psychological insights into **fresh and accessible day-to-day applications**. This is how she inspires people and organizations to hone their mental resilience and thrive in these volatile times. Her big **breakthrough** came with her bestseller *Mentaal Kapitaal* (*Mental Capital*; 2015). This book, which is now in its thirteenth edition, was recently launched on the international market in English under the title **Better Minds** and in Chinese **好主意**. She recently launched a new book, *The Mental Reset* in which she inspires to move towards a postpandemic era with healthier and more successful ways of living and working. What is so remarkable is that Elke's stories seem to touch each individual, from Los Angeles, to Sydney, from Stockholm to Cape Town, Buenos Aires to Singapore.



# Wow your audience with a speech from Elke

Elke shares her insights in a way that every participant will be drawn to her story from beginning to the very end. Tailored to your audience, she gives a 'brain-friendly' presentation that combines **knowledge**, **experience** and **motivation for action**!

● Elke makes sure to tailor her presentation to your audience. Below are some examples of keynote presentations but she sees it as a challenge to address *your* expectations.

● Elke's expertise in neuropsychology is evident in her presentation: with 'brain-friendly' slides, compelling stories and authentic testimonials she is able to impact each participant. Whether that is online or in person.



Elke's newest keynote!

# The New Now

## Building resilience in a world where change is the only constant

Change can be challenging, but times of uncertainty also provide a unique opportunity for organisations to demonstrate **resilience** and emerge stronger. In this highly topical speech Elke Geraerts shares her profound insights in how organisations may manage to seize this opportunity. She explains why it is time to put **employee health** and **wellbeing** at the top of the C-suite's strategic agenda, and how this may help in responding to **new work paradigms**. With her background in neuroscience, Elke points towards new ways to equipping leaders and employees with the mental, emotional, and social skills needed to not just **cope**, but **adapt** and **thrive**. Make sure to experience Elke's speech and find out how we can build resilience in our careers, leaders, and organizations so we can better plan for and respond to the **accelerated future of work**.



ELKE GERAERTS



# THE MENTAL RESET

How hybrid work and life  
strengthen your resilience



Lannoo

# The Mental Reset

How Hybrid Work and Life Strengthen Resilience

2020 and 2021 represented one of the greatest **resilience experiments** in our lives. What if we embrace this crisis as an **opportunity** for **true transformation**? What if we reset our habits so we can face challenges stronger than we ever did before? What if we take this momentum as a **head start** for ourselves, our teams and our organisations?

In this talk Elke inspires you with insights that you need to **prepare for a post-pandemic era**. She shows you how **hybrid work and life** may render you more productivity, energy and inner peace at the same time. She takes the time with you to reflect on how this hybrid context strengthens **resilience** for yourself, your teams and your company and what implications it has for your company's strategy. And on top of that, she shares her ideas about what you can exactly do to advance **(self) leadership**, to foster **connection** and **psychological safety** within your team, to **focus** on what really matters, and to **touch the right future-proof chords**. A must-experience if you want to get ready for the great post-pandemic **reset!**

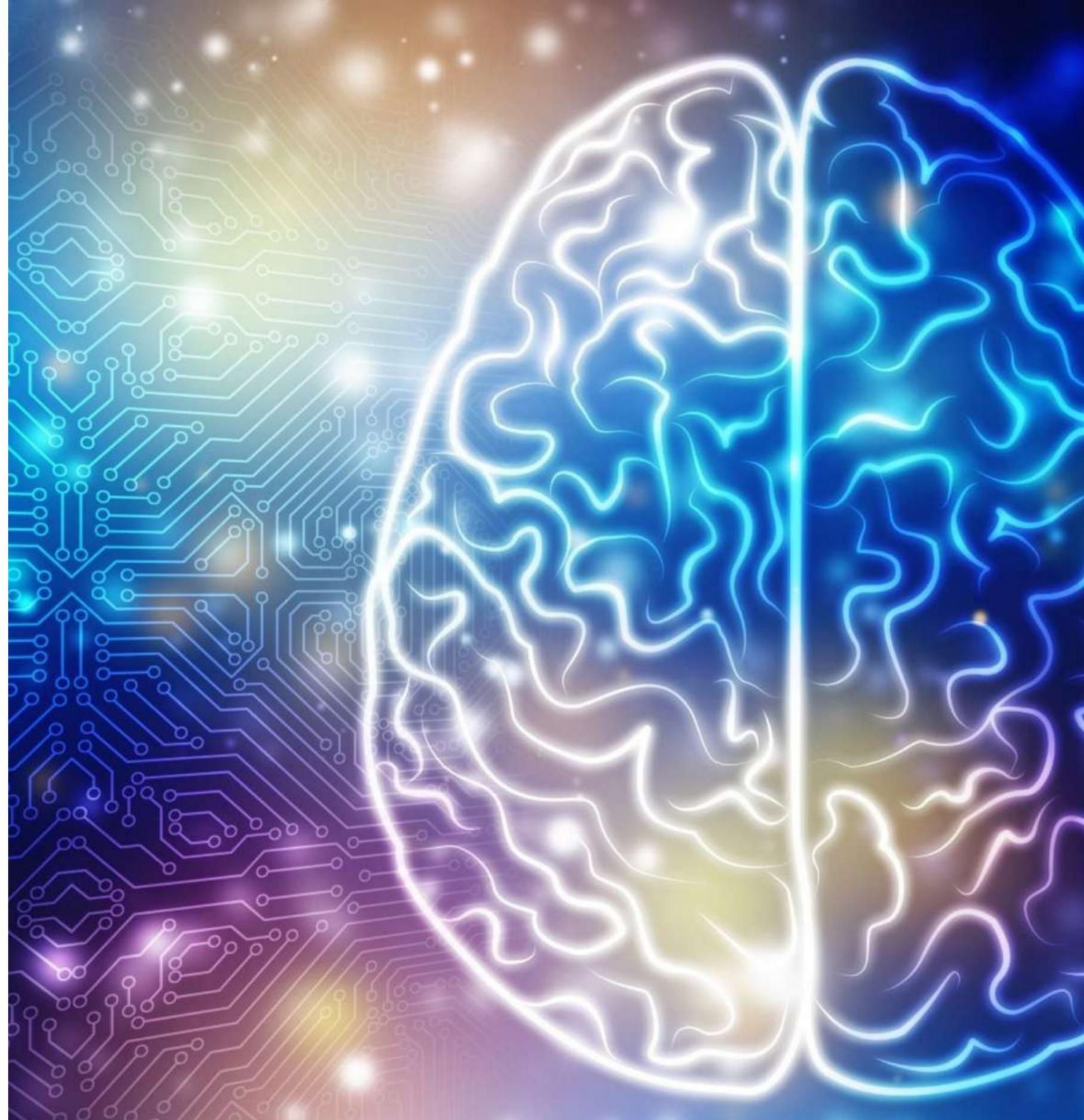
*Based on Elke's newest book The Mental Reset, that appeared in November '21 in Dutch and in English.*

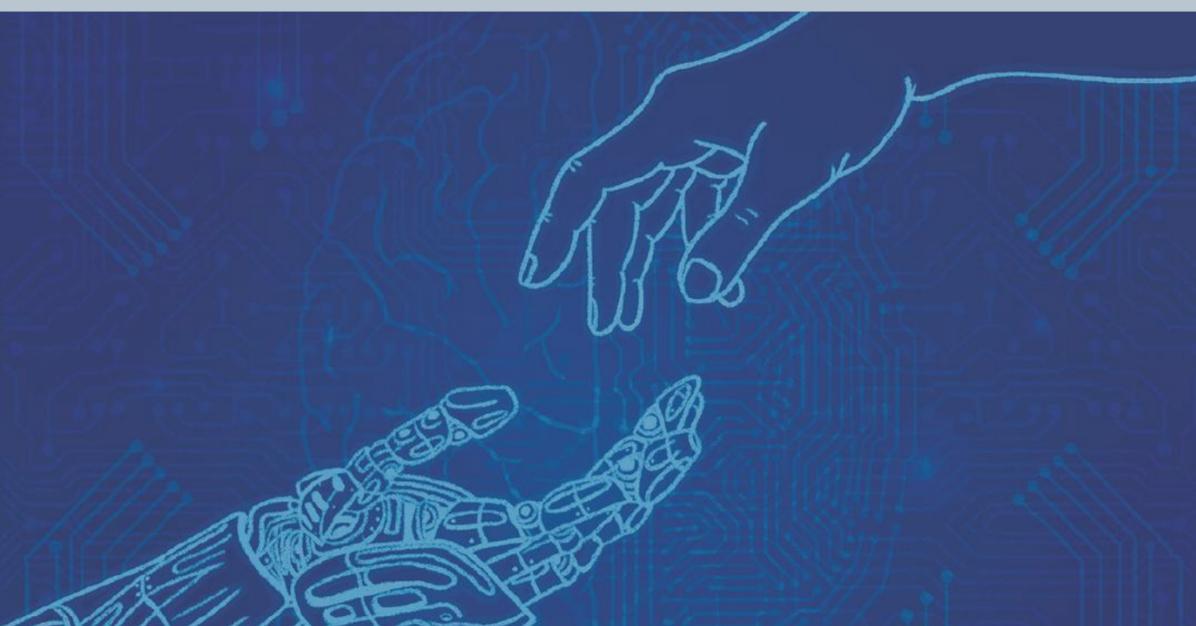
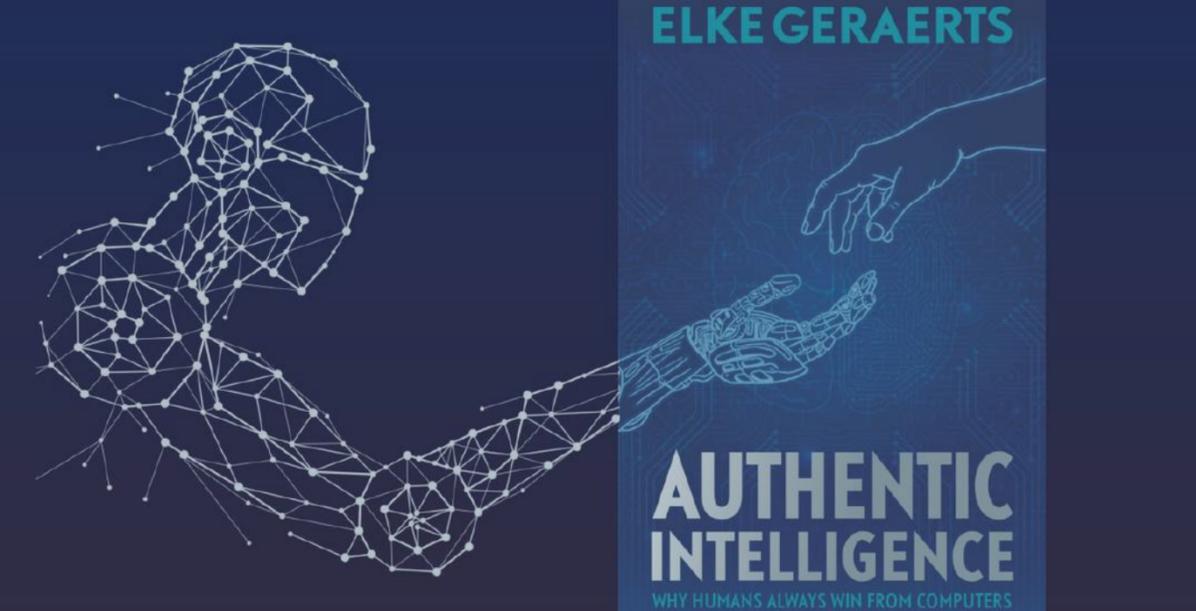
[Check Elke's book presentation here](#)

# Mental resilience

## How to strengthen resilience and empower your brain

We are living in **volatile times** and this has a huge impact on how we live and work. Especially in these challenging times it is important to keep our heads above water and be **resilient**. In this keynote Elke shares her insights on mental resilience and how we can deal swiftly with any challenge. Expect an **eye opener** that makes it crystal clear that **investing in your own brain** leads to more agility, energy and happiness and less stress. With the #1 bestseller *Better Minds* as a common thread, you learn how your brain exactly works and you discover **techniques to strengthen your energy and focus** and to get through this time with sufficient **motivation**. In a 48-hour challenge, Elke will push you to apply a number of tips and tricks in practice straight away. **A must-see** to thrive in these volatile times!





# Authentic Intelligence

How to future-proof yourself and your team

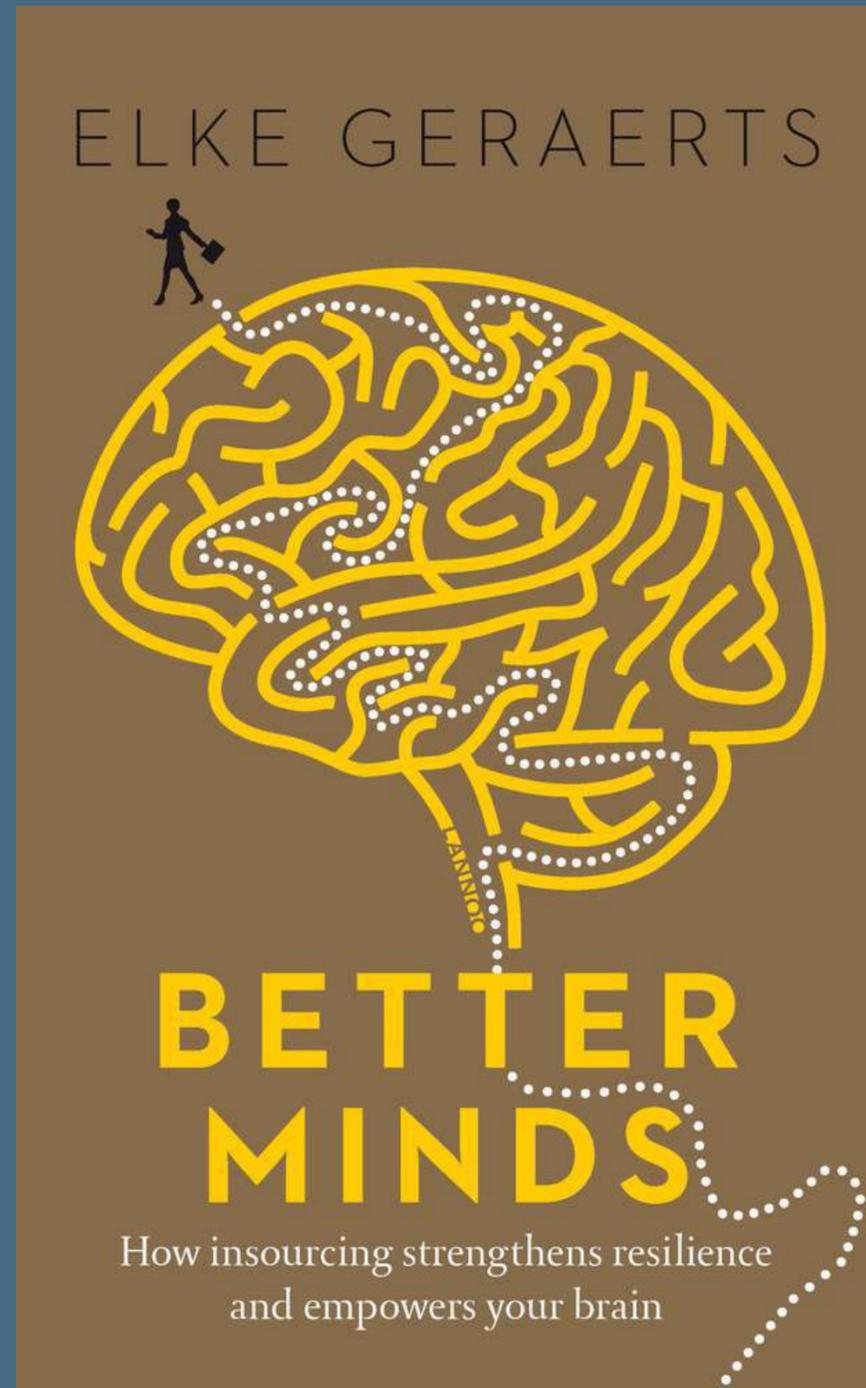
The COVID-19 pandemic has been accelerating the **digital revolution** and is creating an earlier-than-expected **tipping point** that is likely to transform businesses forever. Hence the voices asking whether we humans can still compete against robots and artificial intelligence are getting louder. In this highly topical speech, Elke points out that it is time to demystify technology and to shift the focus back onto human beings. She examines which **uniquely human qualities** can be used to **secure our professional future**, and which assets you really should embed in your **organization's DNA** if you want to ensure your viability in this disruptive world. An inspiring presentation for organizations that already have both feet firmly planted in the future and want to **use these volatile times as a transformational momentum**.

[Check Elke's presentation on AI here](#)

# Elke's books

*How insourcing strengthens resilience and empowers your brain.*

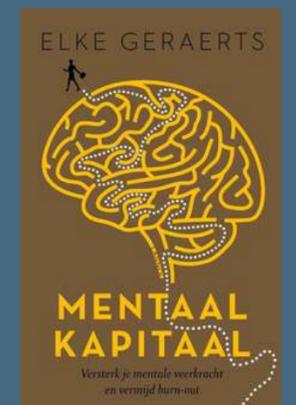
The burnout epidemic is taking on unseen proportions. Our hectic lives and ongoing digitization deeply challenge our brain, which is showing serious signs of neglect. But there is a solution: the greater your mental resilience, the better you are protected against stress, burnout and other mental problems. In this revelatory book, brain expert Elke Geraerts sets out the most important components of mental resilience on the basis of new insights from recent scientific research. She shows how we can better our minds, and how this helps us increase our own mental capital and that of our employees. The result is an absolute must-read for everyone who wants to prepare his or her brain for the challenges of the 21st century.



- *This book will prepare you for a more optimistic life with more control and less stress. It is a fantastic book: insightful, useful and up-to-date.* TONY CRABBE - INTERNATIONAL BESTSELLING AUTHOR
- *We often forget to invest in our brain. This inspiring book gives us the incentive that we need for that. It is a brilliant guide that teaches us how to use the power to use our brain to protect creativity and build up resistance.* PETER HINSSEN - INTERNATIONAL KEYNOTE SPEAKER AND AUTHOR

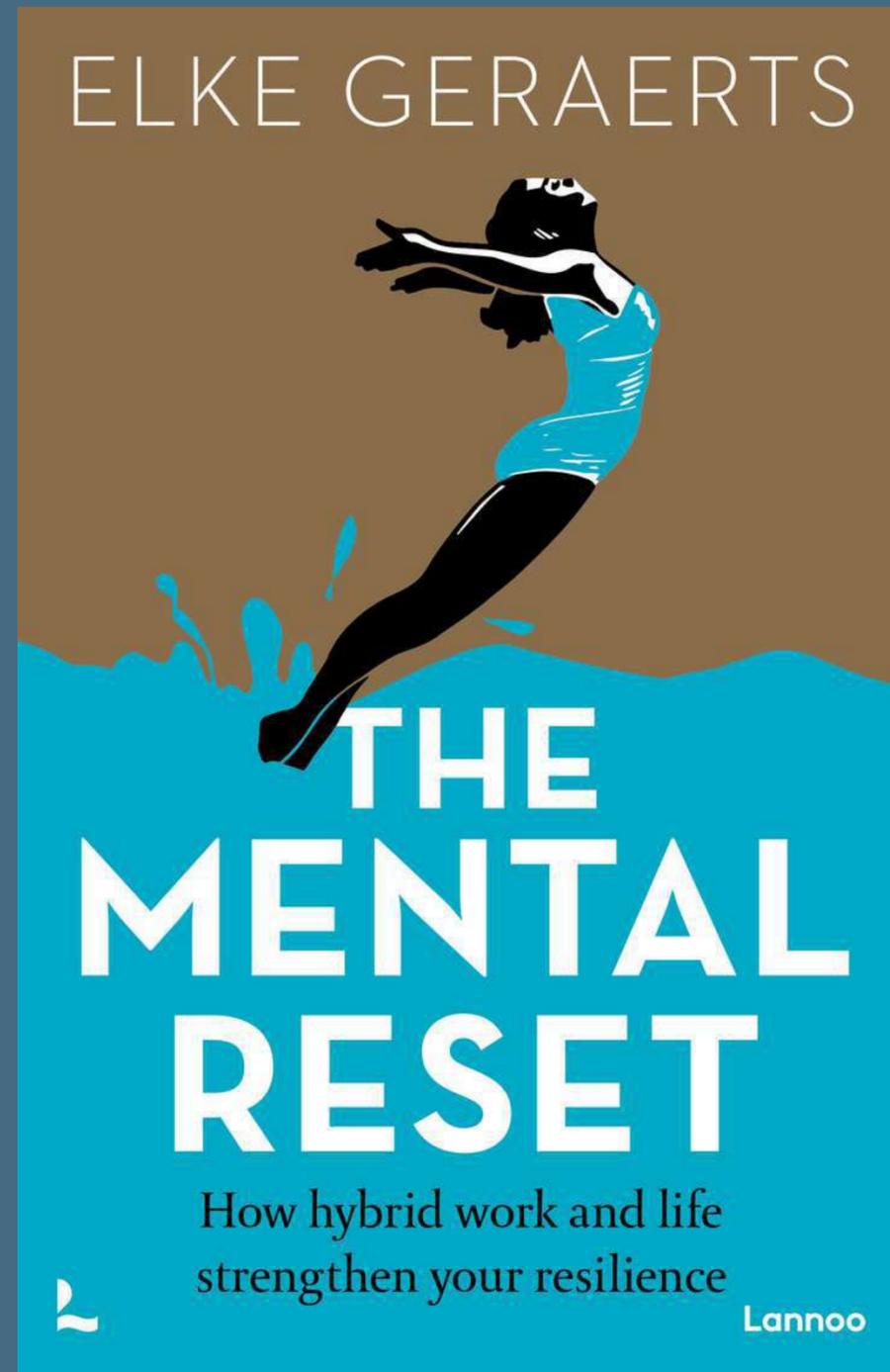
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*The book is also available in Chinese and in Dutch.*



# Elke's books

In her groundbreaking new book, Elke Geraerts gives you the tools you need to prepare for the many challenges that life and work have in store for us post-covid. In this book, she gives your brain a central role and teaches how to make brain-aware choices. She shows how hybrid work can lead to more productivity and more peace, how you can chase your dreams and how you can achieve real focus in a never-ending digital world. It will never be like before... and maybe fortunately so!



*The book is also available in Dutch.*

Interested to combine Elke's talk with a book for all participants? Ask for group rates!

# References

Find out how others have experienced Elke as a speaker



*Peter Lembrechts  
Manager Six Construct, Dubai*

*I had the pleasure of listening to Elke's vivid expose at a "Resilience Workshop" for BESIX in Dubai. For me personally, her story contained a number of "aha"- points and allowed me to connect some dots on certain challenges encountered in the daily work environment. I left the workshop with a number of insights, quotes ("Attention is the new scarce resource") and practical steps. Her interesting and highly relevant presentation is the best invitation to read one of her books. Definitely worth some "focus"-time! [Check here Elke's tour in the Middle East.](#)*



*Chris van Hoof,  
VP R&D, imec*

*Disruptive. That is probably the single best word to describe the impact of my meetings with Elke. Authentic interaction, and a lot of smiles too. During meetings I make sure to write down one impactful sentence. With Elke, I wanted to remember every sentence. It all made sense. Grounded in science, yet applicable in daily life. As I am working in developing technology for preventive health, getting Elke's insights and feedback was essential in shaping our program. Evidently we invited her to speak at our international customer event, where she had a similar strong impact – this time on the entire audience. Thought provoking. Yet so simple, to remember, to apply. You have to experience it for yourself – I highly recommend meeting Elke.*



*Yvonne Malone  
Director EMEA Talent and  
Organization, Abbott*

*Together with my global team I had the opportunity to experience one of Elke's sessions on Resilience. This was the best 90 mins I have spent in years! Elke's approach is fabulous. She captures her listeners with her authenticity and passion for the topic. While clearly grounded in science the use of metaphors and practical frameworks makes it easy to access. As a global team we have started our 48 hour sprint to put at least 3 tips in to practice. Her talk is a must for all in the challenging times we live in!*



*Genevieve Deschenes  
Event Marketing Manager at  
Allianz Partners*

*Powerful – loaded with applications and insights. Wonderful speaker! Professional, real and useful. Elke's talk was very positive and provided actual tools to support a more efficient way of working. It's amazing the preparation, creativity and skills that goes into speaking. Elke makes people learn. Elke makes it look easy. Elke makes people laugh. And, Elke moves people into action. Elke is an expert at captivating and engaging with the audience. I am very happy that her talk was recorded so I can watch it again and again.*



*Elmas Duduk  
strategist for the City  
of Amsterdam*

*Elke has the rare talent of combining scientific insights with our everyday struggles in life. From the moment Elke starts to speak, she is able to hold the audience's attention. She takes you on a mental journey through our brain and teaches us to get the best out of ourselves. The ultimate 'Elke effect' is that everyone who attends continues to contact each other long after the presentation to talk about how their brain is. A warm, special and, above all, highly talented person whom I wholeheartedly recommend.*



*Korneel Warlop,  
Director Corporate Communications,  
Barry Callebaut Group*

*During the COVID-19 pandemic our leadership team decided to talk openly about mental health. Thanks to Elke, we were able to discuss mental resilience. Elke has the great talent to bring theory in a very vivid way. She is not just another keynote speaker in, yet another, webinar. She makes her insights actionable and easy to recognize. Her talk has been shared by many of our international colleagues. On a personal note, I very much value authentic people with real emotions and honest stories. I am very glad our roads crossed and we all hope for a sequel. Warmly recommending Elke to everyone in search for a "mirror, mirror on the corporate wall".*

# Book Elke

and create impact  
in your organization



# Expect Elke

- + who is interested in your organization and your specific wishes
- + who prepares well and gives a tailor-made energizing story
- + who shares the most recent insights with your audience in an accessible way
- + who applies the neuropsychological insights herself and tells a brain-friendly story that is able to attract everyone's attention from start to finish
- + who will make sure to grasp cultural differences in your audience and will present a story that is recognizable for everyone
- + who shares her authenticity with your audience and also connects with your audience long after the session

Elke is happy to travel to your site or she can give a keynote from a professional webinar studio near Antwerp. With beautiful settings, she will certainly hold the attention of every participant.



## CANCELLATION OF (VIRTUAL OR CLASSROOM) ORDERS BY THE CUSTOMER

In the event of a unilateral (full or partial) cancellation by the customer of an agreed service, cancellation costs will be owed in addition to the costs already incurred. The amount of these cancellation costs is determined as follows:

No cancellation costs will be payable if the customer notifies Better Minds at Work of the cancellation at least 45 calendar days before the effective date of the session;

A cancellation fee equal to 20% of the cost of the session (excluding travel costs) will be payable if the customer notifies Better Minds at Work of the cancellation between 45 and 20 calendar days before the effective date of the session;

A cancellation fee equal to 50% of the cost of the session (excluding travel costs) will be payable if the customer notifies Better Minds at Work of the cancellation between 19 and 8 calendar days before the effective date of the session;

A cancellation fee equal to 100% of the cost of the session (excluding travel costs) will be payable if the customer notifies Better Minds at Work of the cancellation 8 days or less before the effective date of the session;

## CHANGING THE DATA OF (VIRTUAL OR CLASSROOM) ORDERS BY THE CUSTOMER

Better Minds at Work offers the customer, without charge, the option of converting classroom assignments to virtual assignments in order to maintain the existing date of the session. If this option is not taken up by the client, the above cancellation conditions will apply.

*I look forward to our collaboration!*



A LinkedIn profile card for Elke Geraerts. It features a circular profile picture of her in a white dress, a blue plus sign icon, and a black LinkedIn logo. The text below the picture reads: **Elke Geraerts** with a speaker icon, followed by 'CEO Better Minds at Work | Keynote speaker | Author | PhD Psychology' and 'Better Minds at Work · Maastricht University'.

*Feel free to connect on LinkedIn  
and see my vita*

*Elke Geraerts*



[www.bettermindsatwork.com](http://www.bettermindsatwork.com)  
[www.elkegeraerts.com](http://www.elkegeraerts.com)

