

# Cyriel Kortleven

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## Cyriel's back story, the brief version

Cyriel Kortleven is a crew member and co-founder of 'new shoes today' - a growing group of like-minded professionals who stimulate and support people and organisations on their path to creativity, innovation and change.

Cyriel is a creative centipede who wants to get people moving by making them more aware of the chances in their lives. Cyriel is a much sought-after speaker on the subject of creativity and innovation. He gives workshops and lectures on creative skills and attitudes as well as how to break down set thinking patterns. Cyriel literally and figuratively gets people moving through a combination of creativity and improvisational theatre - as described in the successful book 'And ... Action!' of which he is the co-author.

In addition to stimulating innovative ideas, Cyriel focuses his attention on a factor which is at least as important i.e. how to make ideas stick. Moreover, Cyriel is also on a never-ending journey of discovery to find new ways to integrate how people experience time into a society ruled by the clock. Through his playful and enthusiastic attitude to life, he creates an open and informal atmosphere, ideal for when he carries out the combination role of day chair/speaker at bigger events and conferences. To stimulate people's awareness of how they experience time and the power of creativity even more, Cyriel has also co-founded two troupes 'De Ridder van NU' and 'Operation Brainstorm'.

So as you can see ... interactive, inspiring, passionate, creative, this is Cyriel Kortleven. Expressive through and through.

Some words that describe Cyriel: new shoes today, speaker, day chair, facilitator, source of inspiration, creativity, improvisation, experience of time, brainstorm, *ridder van nu*, stick factor, author, human, constantly evolving, present.

## The same story in a few more words

### Professional Speaker

Cyriel is a much sought-after speaker at conferences, events and internal meetings. Through his playful and enthusiastic attitude to life, he creates an open and informal atmosphere - ideal for bigger events and conferences. His main subject is creativity and innovation. In a very practical and enthusiastic way, he enables the participants to experience the power of creative thinking and doing. His presentations are highly interactive (even when working with big groups) and are always tailored to his audience by using innovative examples from their field.<sup>1</sup> In addition, Cyriel also gives presentations on how people experience time and how to make messages and ideas stick. The combination of speaker and creative master of ceremony is also a role Cyriel relishes.



Apart from Belgium and the Netherlands, Cyriel has given various presentations in the bigger cities all over the world (like London, Dublin, New York, Toronto, Calgary, Auckland, Orvieto, Melbourne, Brisbane, Manchester, Delhi, Gwalior, Gurgaon, Wellington).

### Brainstorm facilitator

As well as giving presentations to big groups, Cyriel is also very active in working with smaller groups (8 to 20 people), facilitating brainstorming sessions and workshops on creative skills. Over 200 different organisations and authorities have already successfully worked with Cyriel. In addition to workshops on creativity, he also regularly gives workshops on how to make a message stick; dealing differently with time and getting groups moving.

### The Knights of NOW and Operation Brainstorm

Cyriel is also the co-founder of 2 troupes who help to create the right atmosphere and energy at big events. See [www.theknightsfnow.com](http://www.theknightsfnow.com) and [www.operationbrainstorm.org](http://www.operationbrainstorm.org) for more information.

### Author

Together with his colleague Joost Kadijk, Cyriel has written the successful book 'And ... Action!' In this book, they describe over 50 ways to literally and figuratively get the audience moving. The link between improvisational theatre and creativity is the central theme of the book. The English version will be ready in 2011.



In addition, Cyriel is currently working on a book that's exploring different forms of time, entitled 'Timespiration'.

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<sup>1</sup> To ensure that the presentation retains its customised and current nature, Cyriel works with his colleague Marc Heleven - internet guru in the field of creative searching. For more info, please visit [www.7ideas.be](http://www.7ideas.be)

## **Experience**

04-2005 – present:

### **Crew-member - New shoes today**

*New shoes today is a growing number of soulmates in business who give support to people and organisations on their road to creation, innovation and change. Together with clients we take on 21st century challenges. Our values: real - open - drive - fun - care - today. My expertise is in the domain of creativity.*

06-2004 – present:

### **creativity facilitator - creAdvies**

*creAdvies is my own firm where I help teams and organisations in facilitating creative sessions; training people in creative thinking; giving advice on creative thinking.*

06-2002 – 06-2005:

### **Office Manager - COCD**

*Centre for Developing Creative Thinking – organisation of daily activities, giving support to advisory board and creativity consultants; keep the office up and running; organise creativity days; ...*

10-1999 - 04-2002:

### **Management Trainee - ORMIT**

*Traineeship where I did 3 projects: junior consultant in a small IT-firm; coordinator of 2 programs of an international management school; team-member of the resource-pool of Siemens.*

## **References**

ABN Amro, Achmea, Aiesec, Alcatel, Allanta, Arcadis, Atlas Copco, Beforethehype, Centre of Building Underground, Cities (Antwerp, Bilzen, Genk, Kortrijk, Oss, Zoetermeer, ...), Change Designers, Clockwork, Centre for Development of Creative Thinking, Cocomo, Colruyt, Cooks, Council of Inspectors, Creax, DBM, DHL, Electrabel, Elementair, Eventive, Faculty Club, Flanders District of Creativity, Flemish Association of Cities and Towns (VVSG), Flemish Centre for Quality (VCK), Future Center de Werf, Flemish Government, International Association of Facilitators, Imec, Inaxis, Innovation Center, Intermediair, Feliz, King Baudeoin Foundation, Locusnet, LVT Communication, Ministry of Taxes, Ministry of Social Security, Ministry of Education, Culture and Work, Ministry of Internal Affairs, Ministry of Finance, Mingle, Nedtrain, Networking Coach, N'Lil communications, Nike, Nocus, Noloc, Ormit, Phaos, PDM, PGGM, Panasonic, PIKON, Pioneer, Plato, Police Rotterdam, Provinces (Limburg, Antwerp), Rabobank, Strategic Plan Kempen, Tele-Atlas, The Hub, Twynstra Gudde, Universities, Unipro Bakery, Unizo, VDAB, VKW, VRT, Vlerick Management School, VOKA, De Voorzorg, Wisper, Young Chamber International, ...

## **International references**

- Australia (Creativity Performance Exchange, Knowledge Management Leadership Forum, Knowledge Management Roundtable, Marketing Nous, National Speakers Association, SWAP-business network)
- Canada (IODA Conference, Toronto - Mindcamp)
- India (Click Asia Summit, Prestige Institute of Management)
- Ireland (Irish Professional Photographers)
- Italy (Crea Conference, Orafti, Orvieto Fotografia)
- New Zealand (Comvita, Eco-effectiveness, Intersect, Land Information NZ, Market Research Society, Ned Herrmann Int., Parent2parent, Surf Life Savings)
- United Kingdom (Applied Improv Network, Nike - Stand up speak up -conference)
- United States (Applied Improv Network, Atlanta Creativity Exchange, NYC Facilitators)

## Education

08-2007: **Loose Moose Summerschool** – International improvisation-course Canada

04-2002 - 02-2003: **Facilitation course – Matrix**

20 days training and experience around the topic process facilitation

03-2002 - 10-2002: **Expert course creative thinking – COCD**

11 days training in the Centre for Development of Creative Thinking – facilitating brainstorm sessions, creativity techniques and group dynamics.

10-1999 - 04-2002: **General management training - ORMIT**

50 days during 2,5 years – all kind of management skills: communication, personal leadership, coaching, presentation skills, ICT, consulting, ...

09-1998 - 07-1999: **Post-University 'Master in SME-business'**

Training for small and medium-sized companies

09-1993 - 07-1999: **University Commercial Engineer**

Limburgs Universitair Centrum (L.U.C.) – Diepenbeek - Belgium  
Absorbing lots of knowledge, stress-management and forgetting everything about creativity

09-1981 - 09-1993: **Primary and secondary School**

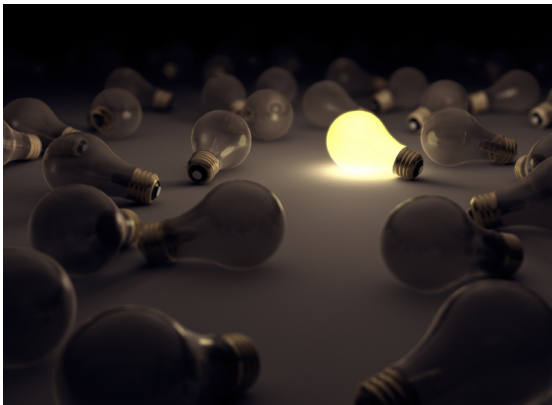
Art of playing and communication with other human species

25-03-1975 - 09-1981:

Most important studies of my life and doing lots of discoveries.  
This was my climax of creative thinking.

06-1974 - 25-03-1975:

Splendid victory of the running contest 'Dad-Mom' and afterwards 9 months rest in safe environment



### Languages

- Dutch – motherlanguage;
- English – good;
- French, German – basic
- Body language and imaginary language are continuously in development

### Extra activities

- Experiencing and exploring the world
- Reading, blogging, writing
- Member of several international creativity and presenters networks

- Sports : volleyball, running, snowboarding, juggling

**Enjoy** – 'Enjoy life. There's plenty of time to be dead.'

**Believe in yourself** - 'Whether you believe you can do a thing or not, you are right.'

**Creativity** - 'Logic brings you from A to B. Imagination brings you everywhere.'

**Open mind** - 'A human mind is like a parachute. It works best when it's open.'