

TOTALLY FLAWESOME KEYNOTE



**9,5 WAYS TO BE
PERFECTLY**

IMPERFECT AS A BRAND

**AUTHENTICITY ISN'T CLAIMED.
IT'S EARNED.**

Every brand on the planet wants to be seen as "authentic". Few of them are, especially now that social media and AI make it almost impossible for audiences to tell what's real and what's not.

Well, after 25 years in advertising, I'm convinced of just one thing: the only way to be truly authentic as a brand is to have the courage to surprise your audience not just with your strengths, but with your flaws as well. I call this being **Totally Flawesome**.

In 30 to 90 minutes, I walk your audience through 9,5 creative techniques to share your brand's weaknesses and turn them into awesome strengths. It's an eye- and a heart-opener for leaders who dare to combine a little bit of creativity with a little bit of vulnerability, and get a whole lot of credibility in return.

WHAT YOU'LL WALK AWAY WITH

- A different way of thinking about what "authenticity" means for a brand
- 9,5 creative techniques you can immediately apply to your own communication
- Real-world cases of brands that turned their flaws into signature strengths
- The courage to say things about your brand that most marketers won't let you say

30, 60 OR 90 MIN

LIVE OR ONLINE

ENGLISH OR DUTCH

15 TO 600 PEOPLE

DON'T TAKE MY WORD FOR IT.

"No corporate bullshit. Just brilliant thinking, great storytelling and a healthy dose of 'what the hell did he just say?'"

NINIA DAELMAN

Brand & Marketing Director, SD Worx

"One of the most original and impactful keynotes I have had the pleasure to listen to. Book him for your next event. You can thank me later."

VINAY PUSHPAKARAN

Chairman PSAI India, TEDx Speaker

"Original & relevant for everyone, a lot of good laughs, and just a hell of a nice guy. Put him on your stage. He will do you proud."

MIKE HANDCOCK

President, Global Speakers Federation

BRANDS & STAGES THAT DARED



ONE KEYNOTE NOT ENOUGH?

EVERY FLAWESOME ADVENTURE
STARTS WITH THE KEYNOTE.
THE REST IS UP TO YOU.

LEVEL 1



THE KEYNOTE

30, 60 or 90 minutes of eye- and heart-opening fun for your conference, kick-off or company event.

15 TO 600 PEOPLE · LIVE OR ONLINE · EN / NL

LEVEL 2



KEYNOTE + CO-LAB

First the keynote for everyone.

Then a hands-on Co-Lab with your team: together, we hunt for the flaws your brand has been hiding and turn them into awesome strengths.

CO-LAB: UP TO 10 PEOPLE · ON REQUEST

BOSS LEVEL



THE FLAWESOME FARM

Keynote and Co-Lab in one day @ Boereau, our perfectly imperfect 300-year-old farmhouse near Ghent.

Morning keynote in the barn, lunch under a maple tree. A Flawesome bootcamp, minus the push-ups.

ONE DAY · AT THE FARM, NEAR GHENT · BOEREAU.BE

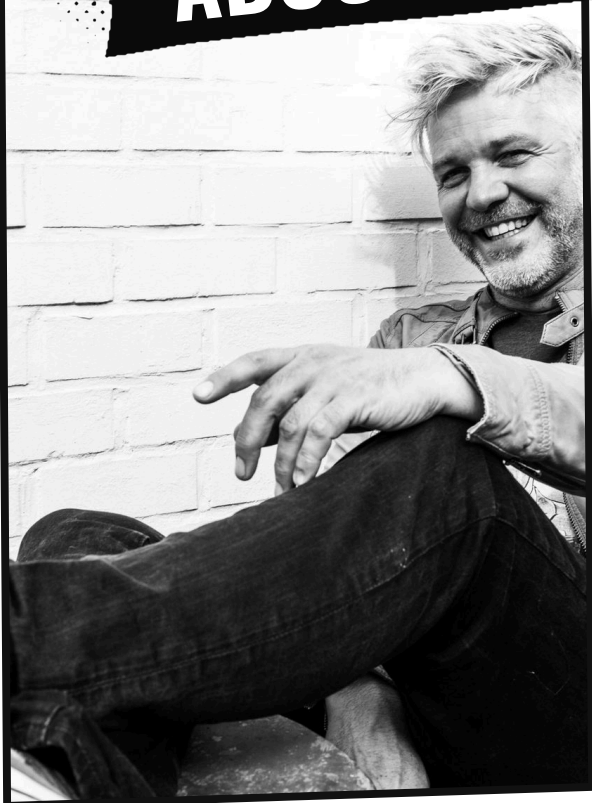


The Flawesome Co-Lab in action



The Flawesome Farm @ Boereau

WHAT YOU SHOULD KNOW ABOUT ME



For over 25 years, I helped brands present themselves better than they really were.

As a copywriter and creative consultant, I was actually pretty good at it. I've won pitches. I've won awards. **And yet, the whole time, I felt like a fraud.**

Until I realized that the brands we trust most are the ones that show us who they really are: flaws, weaknesses and failures included.

IMPERFECTION MAKES BRANDS HUMAN. AND HUMANS CONNECT WITH HUMANS, NOT LOGOS.

Once I figured that out, I only wanted to do one thing: share what I learned from the brands and people with the courage to be vulnerable. The underdogs. The amateurs. The ones who started out in imperfect circumstances and never pretended otherwise.

With my keynotes and Co-Labs, I help brands and leaders find their authenticity. **Not by claiming it. By earning it.**

I do that on stages from Ghent to Chennai, in English and Dutch, for audiences from 15 to whatever.

WHAT YOU DIDN'T WANT TO KNOW ABOUT ME

(JUST 5 BONUS RANDOM FACTS
THAT WON'T GET YOU ANYWHERE)

- I live on a 300-year-old farm with my wife and our three kids.
- Together, we run Boereau, a perfectly imperfect 300-year-old conference barn.
- I ride a motorcycle that is actually a bicycle.
- I own more action figures than any grown man should probably own.
- My green leather jacket is 50% leather and 100% green.

**LET'S MAKE YOUR NEXT EVENT
A LITTLE LESS PERFECT.**

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SCAN ME. I'M HARMLESS.

