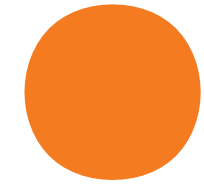




# Laurent Franken



Global Inspiration &  
Noble Purpose Institute

## Who am I?

I live in Brussels with my wife and two grown-up children. I compose music to share my emotions. My conviction is that the expression of one's talents (in art or at work), commitment and a sense of belonging are the most important vectors for a responsible and fulfilled life. I am a construction engineer who turned into a change specialist: my noble purpose is to support companies in their transformation..

**My 10 words :** transformation, connection, leadership, sensibility, vision, change, cross domain, creativity, music..

**My values :** excellence, openness, rigour, flexibility, collaboration, integrity, humour and pleasure

## My pledge to Mankind, Society & the World.

### Why do I do what I do?

I do what I do so that individual and collective responsibility counteract individualism. The creation of value is only possible in the long term if respect and balance between the duty and responsibility of each individual, employee or manager alike, are met.

### How do I want to help?

### What expertise do I bring?

I am good at bringing complex projects to fruition through collaboration with my clients and professional partners.

My approach is to use logistics/real estate projects as a trigger and then as a vector for transformation by creating bridges between the fields of workspaces (including teleworking), company organization and change.

## What have I realized so far?

As a young engineer, I participated in the construction of the MCE Conference Centre in Brussels. In 1998 I piloted the first shared office project in Brussels for the Crédit Communal de Belgique, as well as for Renault's Parts and Accessories division in 2006, in Levallois, France.

Since then, I have been involved in many New Ways of Working projects in Belgium, France, Switzerland, USA for Cap Gemini, BNP Paribas, AXA, Société Générale, Bouygues Construction, GlaxoSmithKline, UCB, Nissan, RTBF etc. enabling thousands of teams to work flexibly in shared office environments. Being involved since 2000 in telework issues, I am consulted for the organization of post-covid work.

I have carried out cultural audits for Michelin, Petercam and D'ieteren Auto. Each of these audits facilitated strategic decisions for these companies. I have coached executives in their life project, helping them to link their identity to their professional project.

### BASED

Brussels - Belgium

### LANGUAGES

- French (mother tongue)
- English (fluent)
- Dutch (fluent)

### EDUCATION

- Industrial Construction Engineer - Ecole Centrale des Arts et métiers, Brussels
- Commercial Engineer - Institut Cooremans, Brussels
- Systemic of organisations - Centre for Psychological Training and Intervention, Brussels
- Certified coach, member of the Belgian Coaching Association
- Culture and change - Conservatoire national des Arts et Métiers, Paris

### INVOLVEMENT

- Mankind Project (<https://mankindproject.org>) contributor
- Cub scout unit leader