**INSEAD Alumni Association Belgium**

**Newsletter January 2010**

**“Models, not Critics”**

---

### SERVING… 1.480 INSEAD MBA and EDP in Belgium

- **The Presidents’ Words**
  
  *Patrick Demoucelle & Piet Dejonghe*  
  
  “People need models rather than critics”

---

### PROMOTING… INSEAD Events in the Community

- **Career Experience Sharing, Jan 19**
  
  *Olivier Schobbens*  
  
  3

- **Drink & Share/Monthly Drink: “Working Abroad”, Jan 21st**
  
  *P. Gryndonck/J. Howe*  
  
  4

- **Healthcare Club – Visit of St. Luc, February 4**
  
  *Brigitte de Vet*  
  
  5

- **E/MBA Master Class and Info session, March 23**
  
  *Piet Dejonghe*  
  
  6

- **Past Innovator Prize**
  
  *Piet Dejonghe*  
  
  8

---

### CONNECTING… Platforms for Networking and Meeting Friends

- **INSEAD Energy Club Website**
  
  *Kai van Ludwig*  
  
  7

- **Salamander Road Challenge Event, April 16-17**
  
  *The Netherlands Association*  
  
  9

- **Alumni on the move**
  
  *Nadine Lorio*  
  
  12

  Moving, relocating, marrying, parenting, leaving, coming back, and more

---

### LEARNING… Linking Alumni to the School and Lifting your Career

- **IAF: Donations for Education**
  
  *Sophie Lammerant-Velge*  
  
  10

- **Career Service**
  
  *Olivier Schobbens*  
  
  11

- **Alumni in the Spotlight**
  
  *Philippe Chennaux*  
  
  13

---

INSEAD Alumni Association of Belgium  
Secretary and Treasurer: **Nadine Lorio**  
Boulevard du Centenaire 68, B-1325 Dion Valmont  
Phone 010-22 60 10, Fax 010-24 44 50, Mobile 0476-21 20 76, e-mail address: info@inseadalumni.be
Dear Insead Friends,

“Children need models rather than critics” is a wonderful pedagogic principle. From our youngest age onwards, we learn more from modelling and illustrating, than from criticising or punishing. Role models are motivating and inspirational; they provide constructive examples for children to follow. Criticism, mainly negative criticism (but also so-called ‘positive criticism’ which only phrases more politely the same disapproval) is conflictual by nature and tends to generate defensive responses…

And this remains true with adults. True at work and true at home. True in the social, business, and political spheres. We are tempted to paraphrase: “Businessmen (and –women) need models rather than critics”. However, what does media show us most? What do we experience the most at work? And, more fundamentally, what do we practice the most, ourselves?

So if “People need models rather than critics”, then let’s start with ourselves, each one of us. Let’s behave like a model and be an inspiration to others. That’s our New Year’s resolution! Let’s stop criticising all the time, … from the gloomy weather to the annoying neighbour, from the incompetent boss to the incomprehensive parent. And if we all practice what we preach, our corporations, our Association, even our lives will be more enjoyable and more fulfilled.

We wish you an inspired 2010, where we all act as models rather than critics!

INSEADly yours,

Pat and Piet
We held our first session of the Career Experience Sharing workshop on Oct. 20 and had great feedback from participants. To quote one of them:

“The questions, advices and challenges have proven invaluable as I consider a possible career move. The team intelligence helped me to progress greatly in my reasoning by offering me opportunities to leverage the common knowledge and wisdom. I want to participate again!”

So, if you also wish to enrich your perspective on your own career – and help other alumni enrich theirs, book the evening of Tuesday, January 19th for our next Career Experience Sharing session!

1 or 2 participants will be invited to volunteer and confidentially share their current career challenges or dilemmas. Using simple and effective team facilitation techniques, Serge Pegoff will maximize the learning and mutual support among participants.

Beyond the opportunity to share perspectives on your career, the added value will be in experiencing simple, effective practices to enhance the effectiveness and creativity of a team – techniques that you will be able to reuse into your day-to-day work.

Practical details:
- January 19 from 18:30 till 21:00 at RHR International, Avenue Louise 375, 1050 Brussels.
- Drinks and sandwiches will be available. To cover expenses, a 10€ fee will be asked on the premises.
- This workshop is based on your active participation and needs a little preparation from our side. So please register in advance with Nadine Lorio (info@inseadalumni.be) or Olivier Schobbens (oschobbens@rhrinternational.com, 0475/69 48 52).

*****
Drink & Share / Monthly Drink  
Going the international route  
January 21st 2010 - 19:00

“In 2009 we successfully launched a ‘drink and share’ event with the objective of proposing an informal meeting each time around a certain theme, where interested alumni can meet others with experience on the subject. In 2010 we propose to repeat the event regularly in place of the monthly drink (at least in months where there is no ‘home’ monthly drink).

We are also innovating a new address, which has the potential to be a regular venue for our events:

Expatica Café  
rue François Gay, 152  
Woluwe-Saint-Pierre  
1150 Brussels

For the session on Thursday January 21st the theme will be “Working abroad”. We have the first floor of the Expatica Café reserved for us. We will also hear from the Belgian organizers of ‘Expatica’.

We invite all alumni who are interested in finding out more about living and working abroad, and the challenges of managing a successful international career. We would specifically like to invite all expats living in Belgium to participate, and share their “tips and tricks” about working and living in Belgium.

During the event on the 21st January, we will also discuss additional topics of interest to alumni in Belgium with a view to publishing a calendar of future ‘Drink and share’ events.

Peter Grypdonck MBA03 and James Howe MBA93

*****
Healthcare Club
Visit of Cliniques Universitaires de St. Luc
February 4th, 2010 – 12.00-17.00

Join us for this unique opportunity to understand the complexity of the hospital organization with the specific points of view of the MRI department and the central stock:

12:00 – 13:00 Lunch and Welcome at UCL St. Luc

13:00 - 14:00 Visit of Medical Imaging Unit
   Presentation of MRI (magnetic resonance imaging) department, presentation of dashboard examples, equipment and/or operating budget.

14:00 - 15:00 Visit of Purchasing department and Central store
   Presentation of supplies organization: ERP, Kanban method for managing stocks through the concrete example of the intensive care inventory

15:00 - 16:00 Presentation by Hospital management
   Presentation of management and organizational aspects

16:00 - 17:00 Q&A

Date: February 4th, 12.00 – 17.00h

Location: Cliniques Universitaires de St. Luc, Avenue Hippocrate 10, 1200 Bruxelles

Registration: per email to Nadine Lorio: info@inseadalumni.be.

Number of participants limited. Registrations on a first come first serve basis.

Costs: 20€, to be paid on the INSEAD bank account: 271-0081958-25 (+ name and event)
   Light lunch and drinks will be provided

Your INSEAD Healthcare Team:
Louis Breuls, Andre Khairallah, Patrick Gaulon, Alessandra Anolli, Brigitte de Vet

*****
E/MBA Master Class and Info session in Brussels
March 23, 2010 at 6:30 p.m.
Cercle de Lorraine - Brussels

HAPPY NEW YEAR FROM INSEAD!

INSEAD MASTER CLASS

Professor Javier GIMENO, Professor of strategy and the Aon Dirk VERBEEK Chaired Professor in International Risk and Strategy Management followed by presentations on the MBA full time and Executive MBA programmes.

For more info on Professor Gimeno’s profile, please visit:
http://www.insead.edu/facultyresearch/faculty/profiles/jgimeno/

Topic : “Risk-Proofing Your Strategy: Developing Strategies for High Uncertainty Environments”

Venue: Cercle de Lorraine – Club van Lotharingen
Avenue du Prince d’Orange 51, Prins van Oranjelaan
Bruxelles 1180 Brussel

Timing:

6.30pm Arrival and registration
6.45pm Welcome and introduction
7.00pm Master Class -tbd-
8.00pm Presentation INSEAD EMBA Programmes by Hilde Deschoemaeker
8.40pm Alumni Q&A
9.00pm Networking cocktail with Alumni
10.00pm Closing

Alumni are invited to join this event (no fees to be paid) and can of course invite prospective candidates for both our full time and Executive MBA programmes

Hilde Deschoemaeker
Announcing the INSEAD Energy Club Website

All alumni interested in the energy business are invited to join the global INSEAD energy club website.

Benefits of joining the INSEAD Energy Club online

Being a member will enable you to:

- Quickly find sources of expertise, projects, partners and finance from within the MBA and National Alumni Energy Clubs
- Share your ideas and experiences with like-minded people
- Gain from the collective experience of all members
- Attend special events organised by the INSEAD Energy Club
- Access the website for
  - Research projects and reports
  - Energy event sponsorship and speaking opportunities
  - Recruitment (CV book, interviews, summer interns)

Proposed activities

- Members only online membership directory, events calendar and networking platform
- Local and international guest speaker events (members only) followed by networking dinners or drinks
- Subgroups covering more specialised issues
- Compilation and distribution of Energy Club CV book in digital format to all members

Becoming involved

Membership is open to INSEAD alumni, who have paid their annual subscription to their national alumni association, and are involved with or interested in the energy sector

So please can you take 2 minutes to complete the form and become an official online member:

(1) Go to http://www.insead.edu/alumni/clubs/energyclub
(2) Open “Membership and Activities”
(3) Follow the instructions at the bottom of the page

Note that in “Members Pages / Members List” you can see the complete worldwide listing of alumni Energy Club members. If you want to add a photo, you need to add this to your main INSEAD alumni profile.

Looking forward to meeting you online
Kai von Ludwig
INSEAD Innovator Prize 2009

The INSEAD Innovator Prize Selection Committee has chosen for the 24th edition to award the 2009 prize to

Désiré COLLEN
inventor of t-PA and founder of Thrombogenics
for his achievements as an outstanding entrepreneurial scientist.

On Wednesday 18th November 2009 our association awarded its 24th Innovator Prize to Désiré Collen, inventor of the heart attack drug t-PA and founder of the Euronext listed biotech company Thrombogenics. The selection highlights the vision and drive with which Désiré Collen has created a virtuous circle between science and business throughout his distinguished career.

The event took place at the Autoworld museum in Brussels. For the duration of one evening, the site of the Cinquantenaire where the museum is located, referred to the 50th anniversary of the creation of INSEAD rather than the 50th Anniversary of the Independence of Belgium. In his address Dean Frank Brown who joined us at the occasion of this jubilee year, looked back at the vision and values which laid the foundation of INSEAD and linked these seamlessly with the selection criteria of the Belgian Alumni’s Innovator Prize.

Based on the reactions we received, the event was a great success. With 308 persons present, we enjoyed a very high attendance. Even more importantly, the audience which included a good mix of alumni and other guests was of a very high quality. The Autoworld setting was impressive, the catering was delicious and the speeches were crisp.

The proceeds of the event will be used to finance the 2 scholarships our association awards each year to less well-off students as well as to contribute to the further development of the school through the Insead Alumni Fund.”
European Salamander Road Challenge event
April 16 and 17, 2010

In commemoration of 50 years INSEAD, the Dutch and Belgians are organizing a second European event. Three years ago the European Salamander Road Challenge Amsterdam – Fontainebleau proved to be a fantastic event. Dean Frank Brown enjoyed it so much he asked the Dutch to repeat this event in 2010. It brings European alumni together in Fontainebleau around a shared interest.

Start day 1: Friday 10:00 Brussels
Lunch break day 1: Friday 13:00 Belgium Ardennes
Finish dinner day 1: Friday 19:00 North-East France

Start day 2: Saturday 08:00 North-East France
Lunch break day 2: Saturday 13:00 Around Paris
Finish Cocktails day 2: Saturday 19:00 Fontainebleau
Dinner: Saturday 21:00 Fontainebleau

Subscribe as an equipe (preferably 1 IAA navigator and 1 IAA driver, but equipes with partners are also welcome) at inseadalumni@planet.nl.

Costs: €500 per equipe (2 persons)
Included are:
- Road books, challenge plates, door/hood numbers
- Pre-start briefing with refreshments and sandwiches
- Lunches, cocktails and dinners
- Hotel and breakfast North-East France
- Prizes for best country team and best overall equipe in the categories navigation and beauty

Extra’s:
- Dinner at le Circle (50 euro pp)
- MBA Chateau Party (30 euro pp)

Invitations
All European INSEAD Alumni Associations are welcome to join this Dutch-Belgium initiative. The organization would love to have one or more 3-equipe country teams per European Alumni Association to be able to organize a colorful country team competition.

For more information, please contact the Dutch IAA Secretariat at inseadalumni@planet.nl.
Robert P. van Schagen, Challenge Chairman

*****
50th Anniversary Corner:
50 years of diversity, 50 years of success, 50 years of generosity

You may not be aware yet that the ranking of INSEAD is substantially higher thanks to the true diversity of INSEAD. This diversity surely depends also on the many scholarships that make it possible for candidates from less wealthy countries to enroll. Without donations these scholarships would not have been possible. Without Alumni generous gifts the ranking of INSEAD would be lower. And so would be the value of INSEAD for all of us.

I would argue therefore today that donating at INSEAD is not only an act of generosity but it is also in the selfish interest of all of us. Therefore…. please do not hesitate to make a donation of the amount that you feel is appropriate… You can transfer it to the account n° 000-0000004-04 of the Fondation Roi Baudouin with the mention TGE-INSEAD. (Tax deductibility form for any gift of € 30 or more)

I would also like to give you feedback about the recent joint IAF and IAA reunion in Canada. There we discussed at length about the 50th year anniversary of INSEAD, the different possible ways to celebrate it in each country and the several opportunities offered by this occasion for promoting large donations and rising large funds across countries for the future of our school. Dean Frank Brown was present at the meetings.

But - let me remind you - generosity can also come from small donations: for example the last MBA promotion distinguished itself for promoting a fund rising with 100% participation rate (!!!!) that generated a full scholarship for one student. They had a real impact on the life of that person. They had an impact on INSEAD diversity and INSEAD ranking.

Thanks you all for giving back to INSEAD with a small or large donation.

Warm regards,
your IAF team in Belgium:
Sophie Lammerant MBA87 – Paolo Senes MBA2001 – Emmanuel de Vicq MBA1963
INSEAD Alumni Fund www.giveto.insead.edu

*****
Career Service

CareerLink: Post your Jobs!

Is your company looking for a high-profile hire? In these times it’s hard to advertise without being overwhelmed by (not always relevant) résumés. But, we have the cure: free, direct and discrete access to thousands of INSEAD Alumni. Just send an e-mail to Nadine Lorio or Olivier Schobbens, and we will help you post your job description on Fontainebleau’s CareerLink – anonymously or not, at your choice. A brief reference will be made in the next IAA-B newsletter.

To check job opportunities on CareerLink:

Surf on https://alumni.insead.edu and click on the “Career Service” tab.
(please contact logins.alumni@insead.edu if you don’t have your login details)

Career Counselling: for every personal career question

We are at your disposal as a sounding board for reflecting about your career orientation, whether you are currently looking for a new job or just weighing options. Contact persons:

Nadine Lorio
Tel 010-22 60 10
GSM 0476-21 20 76
info@inseadalumni.be

Olivier Schobbens IEP99
Tel. 02-648 66 50
Mobile: 0475-69 48 52
oschobbens@rhrinternational.com

Roger Wippermann
(as from early July)
Mobile: 0475-42 49 69
roger@wippermann.net

Don’t forget to go on the Fontainebleau website to access the international career service:

Go to www.insead.edu/mba/careers. Or go to http://alumni.insead.edu and enter your personal login details: Click on careers services, Alumni career services, Search Jobs, Select industry
You may post jobs on the website. Tell your company’s HR dept. With better jobs on the website, INSEADers can help INSEADers!
Recruiters can post jobs on http://www.insead.edu/alumni/recruiters.htm.

This is a service free of charge one year that started in January 2005.
Please contact Amanda Morris (amanda.morris@insead.edu) for further information or questions.

*****
Alumni on the Move

Olivier SERVAIS  AMP91
Bois d’Olne 1
4877 Olne
OLDICO SPRL
Same

Paul KENNY  MBA D94
Avenue Jupiter 7
1410 Waterloo
Paul_chaz@hotmail.com

Vincent PORTZENHEIM IEP97
Avenue de Tervueren 55
1040 BRUXELLES
Tel : 02 736 01 16
Mobile : 0475 51 67 67
vincent@portzenheim.net
S.A. SOFIPLAS
Chaussée de Tirlemont, 73
5030 Gembloux
Tel : 081/62 54 23
direction@sofiplas.be

Hugo DE STOOP  MBA J04
Avenue des Ombrages 39
1200 Bruxelles

Johan REYNAERT MBA S08
Investment Manager
Capricorn Venture Partners
De Jonge St. Jacob
Lei 19/1
3000 Leuven
Tel. +32 (0)16 28 41 00
Email: johan.reynaert@capricorn.be
Alumni in the Spotlight:
Yves VAN DURME AMP J09
Director Talent Management of Hudson Belgium

What’s the most difficult thing about your job?
Still convincing too many senior managers of really working on talent, leadership & organisation development as a key business driver instead of paying lip service to it.

Unusual past experience?
My childhood in Africa is very dear to me, where I had the opportunity to see the mountain gorillas but also experienced a week in an African capital during a tentative ‘coup d’état’.

What did INSEAD bring to you then?
AMP was a highly refreshing, enormously stimulating program with calibre participants and faculty that also feels like a basis for an interesting network and some real friends.

What does INSEAD bring you now?
INSEAD brings me an institution that I am proud to be a member of, it provides a reference in business and leadership matters while also being an example in the consistently unique way it is running its own organisation.

Favourite thing about Brussels?
Many culinary experiences;
I can recommend San Daniele and just trust ‘le patron’ – be assured I have no shares ;-) What are you most thankful for?
Having a great family with 2 young boys that have a strong will of their own

What are your hobbies?
Enjoying cooking but certainly food and drinks, while since experiencing the McGannon’s at INSEAD also managing my ‘inner engine’ more efficiently. I also enjoy playing squash.

What upgrade would you like to give yourself?
Patience and higher enjoyment in the road (rather than too much focus on the destination)

What do you value most in others?
Authenticity is to me a key attribute, having the feeling I interact with genuine people is most satisfying to me.

Who is your Hero?

What is your Philosophy?
‘testing the limits’ - I am not a believer of SMART objectives as I consider these to be a way to limit yourself and not fulfil your potential.