

MY POINT OF VIEW

and approach



JAZZY B



My philosophy: Ditch Dogma,
Unleash Human Performance

Traditional leadership and change methods breed resistance, but aligning with human nature sparks real transformation. Innovate beyond products; revolutionize how we lead, adapt, and operate for enhanced human performance, thriving workplaces, robust economies, and a brighter future.

Outdated Methods, Modern Problems



In the age of digital transformation, our organizational methods are stuck in the past. Born in the 19th and 20th centuries, these tools and methods are ill-suited for today's challenges. It's like trying to fix wifi with a stone hammer. The result? Widespread failure: 70% of projects, 70% of transformations, and a disengaged workforce.



The Pitfalls of Traditional Approaches

Our current methods breed resistance, stifle innovation, and foster rigidity. Instead of nurturing humanity, they cultivate coercion and mindlessness. It's time for a radical shift.

Contrarian Approaches that Work



By aligning with human nature, we can create real change and performance. Instead of managing performance, we must create it. Facilitate leadership, co-create ownership, and foster environments where people bring their best to work.



Putting People First

At the heart of every organization are its people. To unlock business performance, we must first unleash human potential. Grow people, grow business—it's that simple.

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Embracing a Culture of Growth



Businesses must become environments for growth, not stagnation. Through leadership, experimentation, practice, and feedback loops, individuals and organizations can evolve exponentially.



Looking Forward for Solutions

Rather than dwelling on past problems, focus on future outcomes. Neurologically, focusing on possibilities sparks creativity and innovation. Shift the focus from problems to ideal outcomes.

Empowering Ownership



Stop selling change and start enabling it: buy-in inherently creates change resistance. Co-create ownership and empower individuals to drive change.



Innovate or Stagnate

To thrive in the modern world, businesses must innovate relentlessly. It's not just about products—it's about reinventing how we work, lead, and adapt. We need to scale ourselves. It's the only way.



My Approach to Speaking, Facilitation & Workshops: **Actionable Insights, Immediate Impact.**

Speaking: I believe in active learning, not passive listening. Research shows that only a fraction of what's heard at conferences truly sticks. That's why I focus on tangible impact. By integrating insights from neuroscience, psychology, and physiology, I craft sessions that captivate, empower, and inspire. Participants don't just leave with ideas; they leave with actionable insights and practical steps they can implement immediately.

Facilitation & Workshops: Building on active learning principles, I go beyond traditional facilitation. I foster ownership and collaboration throughout sessions, ensuring participants embody the concepts we explore. Through interactive exercises, reflective pauses, and peer discussions, we delve into real-world challenges. This hands-on approach not only deepens understanding but also generates concrete solutions and skills that can be applied right away.