

2012

Our activities in a nutshell



Large-auditorium sessions open to most everyone will remain an important component of our efforts to reach the largest possible audience. Keep an eye on our website for sessions in your part of the world.



Principiæ
Structuring thoughts

PARTICIPANTS in our sessions in China had warned us: 2012 was to be a challenging year for people like us, both born in the Year of the Dragon. Right they were: 2012 turned out to be our busiest year ever, with even more training sessions for more participants on more continents. We saw a twofold growth of our full-fledged training programs on effective scientific communication in Belgian universities, we expanded our presence in Asia with sessions in Malaysia, Singapore, India, and China, we ran our first sessions in Africa, and we were hard pressed to fit all interested US campuses in our usual speaking tours (we had to go twice to California).

While we enjoy nothing more than helping people sharpen their skills and, as a direct result, blossom both personally and professionally, 2012 was a bit too much of a good thing. In 2013, and in the spirit of our crusade to change the world, we will keep searching for better, more efficient ways to meet the demand. The question is, how? Because few of our clients (if any) would settle for substitutes, hiring is not the solution. Similarly, group discussions and face-to-face feedback being a much appreciated aspect of our approach (and, we believe, a key success factor), online courses are no realistic option either, even if webinars can be part of a healthy mix of styles. We must most likely continue to travel the world as we strive to make a difference for individuals and for organizations.

Clearly, striking a balance is not going to be easy. Learning to trim our less efficient sessions will be a crucial part of it (we are not good at saying “no” when the client asks nicely). The year 2013 might thus be just as challenging as 2012 was, even if in a different way. Fortunately, 13 is our lucky number. ;-)