



# Corporate Network

*To develop and leverage the Knowledge Alliance partnership with Deloitte, we organized our first joint CxO roundtable which was a success!*

## Innovation Roundtable in partnership with Deloitte Belgium.

In 2016, [Deloitte](#) and [Solvay Brussels School \(SBS-EM\)](#) partnered to launch the "[Knowledge Alliance in Innovation Leadership](#)" which focuses on the need for a culture of innovation to be in place for corporations to create long term commercial success. By joining forces, Deloitte and SBS-EM build a knowledge-base in this field.

The alliance is led by **John Metselaar**, Professor of Management Practice in "Leading Innovation" at the Solvay Brussels School, and by **Sam Sluismans**, Innovation Services Partner at Deloitte Belgium.

The partnership aims to benchmark the "**Love-of-Learning**" Culture model developed by Professor Metselaar with experiences in companies and industries to inspire partners and refine the model.

To this end we recently had our first joint CxO roundtable lunch at Deloitte's new offices in Zaventem airport. It was an informal, interactive and highly engaging session that generated excellent dialogue on the pivotal role of culture for corporations to succeed in and with innovation to lead into the new VUCA world.



*Professor John Metselaar presenting the "Love-of-Learning" Culture Model.*

## Testimonials of participants



**John METSELAAR**  
Professor of Management Practice  
Leading Innovation  
Academic co-director - Executive MBA  
**Solvay Brussels School**

“ Our first joint CxO roundtable generated excellent dialogue on the pivotal role of Culture for corporations to succeed in and with Innovation to lead into the new VUCA world. The Alliance presented an integrated triangle-model underpinning a "Love-of-Learning" culture. It lays out 1) the "inverted" role leadership needs to play to foster psychological safety and trust, 2) individuals' intrinsic motivation, and 3) amazing relationships generating teams in flow. There was ample resonance and builds - which we'll feed into our next session post-summer.

**Join our movement toward better innovation results through a Learning Culture!** ”

“ I really enjoyed the innovation leadership session which was given in the very smart and professional setting of Deloitte new Gateway office at Brussels Airport. It allowed me to learn from my peers about how to drive innovation in my team and adopt the right management culture to make it happen. I also shared my experience and discussed how partnerships between private companies and social actors like Handicap International can foster innovation and improve staff motivation and performance in a company. Professor Metselaar came with a long experience in different company settings and concrete examples that made the session very practical. **I'll come back!** ”



**Jean VAN WETTER**  
General Director  
**Handicap International**



**Geert VAN AELST**  
Head of Marketing  
**Südzucker Group**

“ Innovation is about Leadership, it was an inspiring event. ”