



glomcommunication<sup>TM</sup>

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Communicate in a Global World

testimonial

coach,  
certified  
by



certified  
export  
expert  
by



certified  
keynote  
speaker  
by





## Mission : better cross-cultural communication

More than 200 members of the European Commission, based in Brussels and Luxembourg, were trained to Glommunication, in order to facilitate understanding, communication and cooperation between officers of around 50 origins.

Stephen Collins, Head of Unit, Learning & Development  
European Commission, Human Resources and Security  
Directorate-General

*"Your work is vital to Commission staff. The training courses and workshops that you help to deliver are the principal method by which we support the learning and development of Commission staff. The training you deliver is greatly appreciated by staff. Your knowledge and insights from outside the Commission, together with your skills as a presenter and facilitator, are very helpful"*



## Mission : cross-cultural communication at the European Parliament

Several groups were trained in order to develop cross-cultural communication's awareness, skills & intelligence.

**Petya Todorova**

*"I would like to thank you for the wonderful training on cross-cultural communication - it was informative, entertaining and incredibly useful"*

**Andrea Kruger**

*"Thank you for the interesting course! Having worked in the international environment of the EU for some time, I still could find some new aspects about different cultures, especially outside Europe"*

**Jose Maria JIMENEZ MORENO**

*"I found your training really interesting and I was happy to attend it"*

**Joel HIRV**

*"Thank you very much for the training. In many ways it reaffirmed, what I already knew or thought, but I appreciated all the different examples that you gave"*





## KINGDOM OF LESOTHO

Mission : train diplomats

Enriching diplomat's cross-cultural communication skills.

Nkhotha Machachamise, First Secretary,  
Embassy of the Kingdom of Lesotho in Ireland

*"You delivered a very energizing session on cultural exchanges. I must say I really enjoyed that. It was useful to me. I believe that was the case for all the participants"*



His Excellence  
Eloy Cantù Segovia,  
Ambassador of Mexico for  
Belgium, Luxemburg & the EU

Bruxelles, 23 mars 2017

UEU0577

Cher Monsieur Marco Hellemans,

J'aimerais vous féliciter pour les deux très intéressantes conférences que vous nous avez présentées, aussi bien à la Résidence officielle du Mexique qu'à l'Ambassade, sur la communication interculturelle et l'histoire et la culture belges. Soigneusement préparées à l'intention des étrangers que nous sommes dans ce beau pays, les deux conférences nous ont servi à mieux comprendre le contexte culturel dans lequel nous vivons et travaillons, et à mieux communiquer avec nos voisins et interlocuteurs belges.

Avec tous mes remerciements,

**Eloy Cantù Segovia**  
Ambassadeur du Mexique

**Mission : train diplomats**

Boost diplomat's cross-cultural communication skills & enriching their comprehension of European cultures.

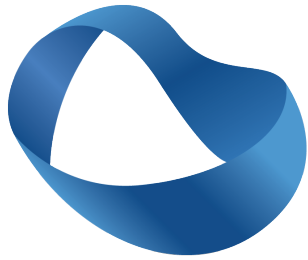


## Mission : training advisers

A team of 20 UCM advisers help non-European entrepreneurs to create their own business.  
 Marco taught cross-cultural communication to UCM advisers and helped them bridging cultural gaps.

## Sarah CROISIER, manager UCM Propulse

*"The training about multicultural communication you gave to my team was very interesting, with many speaking pictures instead of long speech. You illustrated differences between cultures with a lot of examples from real life. We really appreciate your professionalism as well as your pleasant and relax way of presenting. I certainly recommend you to anyone looking for cross-cultural training"*



# CliniShare



## Mission : cross-cultural training

Together with a small group of Irish CEOs, Andrew Cuthbert followed a cross-cultural communication training in order to develop international business.

### Andrew Cuthbert, CEO Clinishare Ltd

*"I often mention the training you gave us. I felt the "smartotype" model was such a great one. It was a transformational experience for me. I would very much love to engage your expertise to help developing my business"*





Mission : cross-cultural training

Help 40 Nokia engineers and employees of various nationalities to communicate better. Prepare them to the merge with Alcatel / Lucent, where French & US cultures are dominant. Help them to communicate better with colleagues and suppliers based in India.

**Caroline NELISSEN, HR Manager Belgium & Luxemburg**

*"Marco is a highly appreciated trainer : he can capture the attention of the audience by his knowledge and his interpersonal capabilities. He really knows how to involve and engage his audience on the journey he is presenting."*



## Mission : cross-cultural communication training

Train 160 engineers of 24 nationalities to communicate better and bridge cultural gaps



**ON Semiconductor®**

- 1 **Luca Ripamonti** - Sr. Principal Global Account Manager: *"It was very nice....I enjoy your presentation"*
- 2 **Marc Dierickx** - General Manager Belgium: *"Thank you very much, you did a great job. The training was a big success and very interesting. I travel a lot and did recognize tons of elements which I learned over time"*
- 3 **Philippe Graber** - Principal ASIC Design Engineer: *"A huge THANK YOU to you for your presentation. It was really interesting and very helpful"*
- 4 **Luc Van Cauwenberghe** - Pilot Line Manager: *"It was a pleasure working with you. We got a lot of positive comments on your presentation"*
- 5 **Niamh O Neill** - Test Development Engineer: *"Thanks for a great and interactive presentation yesterday, I really enjoyed it and learned a lot"*
- 6 **Henri-Xavier Delecourt** - Customer Quality Manager: *"I hope to have the opportunity to work together again in the future"*



# Conference Feb. 18<sup>th</sup> 2016 – Ecofin club



Groupe Ecofin Club  
Go for Business Club Nivelles

Rencontre avec **Marco Hellemans**, Cross-cultural communication lors d'un lunch-rencontre qui se tiendra le **jeudi 18 février** à partir de 11h30 au Golf Château de la Tournette.

Dans ce monde globalisé, nous sommes en contact constant avec des personnes d'origines culturelles diverses : collègues, employés, prospects, clients, fournisseurs,... J'ai développé une méthode de communication transculturelle innovante, appelée «GLOMMUNICATION, communiquer dans un monde global».



## Didier ROELANDS, CEO Ecofin Club

*"I want to thank our brilliant orator for his friendly, dynamic and humoristic presentation. Marco described the best practice of cross-cultural behaviour through concrete examples, that will make us more efficient during future trips abroad or when welcoming a guest from another continent"*



# Conference June 16<sup>th</sup> 2016 – Women Leaders International

*Women Leaders International Belgium*

INVITATION ROUND-TABLE CONFERENCE DINNER – Brussels



**Hosted by the Ambassador of Mexico, Mr. Eloy Cantu Segovia  
At the Residence of the Ambassador**

Tuesday June 14<sup>th</sup>, 2016

Special Guest Speaker

**Mr. Marco HELLEMANS**

FOUNDER DYNAMITE - Bridging cultures with the GLOMMUNICATION

**Theme:**

How to foster better and productive international business relationships :

The threads of cross-cultural communication skills when initiating new business relationships".

Marco Hellemans demonstrating the cultural distance rules to Mrs. Cantu Segovia, wife of H.E. the Ambassador of Mexico to Belgium and EU, and Mrs. Colette Veys , CEO International Women Leaders



## Colette VEYS, President Women Leaders International

*"Thank you for your kind cooperation as speaker at the conference "Women Leaders International" at the Residence of the Embassy of Mexico. The participants highly appreciated your friendly personality. The content of the debate was very interesting"*





**BELROBOTICS**   
THE GRASS MASTERS



## Emmanuel Bois d'Enghein - CEO

*"Marco Hellemans is taking care of our marketing deployment in Belrobotics. Marco is very experienced, creative but realistic, dynamic and capable of incredible night sprints. He gave us a very effective training about the Japanese culture"*

### Mission 1: develop international sales

This very innovative robot manufacturer asked Marco to develop strategies and communication tools (web, brochures, events, ...) to sell around the world.

### Mission 2: cross-cultural training Belgium - Japan

In December 2014, the Japanese multinational Yamabiko acquired a majority stake in Belrobotics. Marco initiated all employees, from the CEO to the workers, to Japanese culture and cross-cultural communication techniques.

# expatriate coaching



**Harrison Crosby**, Commercialisation Manager  
Maasmechelen Village - Value Retail Management  
Country of origin : USA  
Objective : understand European cultures + specific focus  
Belgium, Netherlands, Germany

*"Thanks Marco for this most interesting cross-cultural communication training. My wife & I understand European cultures better now, and feel now much more confident in our contacts with neighbours and with international clientele visiting the outlet village"*



**Rick Yoon Hyuk Chang**, Doosan Bobcat  
Country of origin : South Korea  
Objective : understand European cultures + specific  
focus Belgium, France

*"Your training was perfect!!  
I'm very impressed from your attitude and passion for excellence!! Let's keep in touch!!"*



# expatriate coaching



**Juliana Moretti** – HR Director – Lhoist  
Country of origin : Brazil  
Objective : understand European cultures

*"I moved from Brazil to Lhoist worldwide headquarters, located in Belgium. In my new role I need to interact with people from different countries in Europe. As an expat, my initial tendency was to interpret their behaviour and communication through my "Brazilian lenses" what made my job very difficult. During the cross cultural training of Marco I've learned about smartotypes (clever way to improve communication) and Glommunication which help me to decipher and to understand other cultures. With this better understanding about cultures, I became more efficient in my interactions with my colleagues. This knowledge is also helping me to support other managers in my company facing the same cultural challenges that I'm facing. Marco is very competent, intelligent and was able to adapt and provide a content that really fitted our expectations"*



**Nicolas Englebert**, General Manager Atlas Copco Norway  
Country of origin : Belgium  
Objective : understand Norwegian culture + how to manage a Norwegian team + sales techniques in Scandinavia

*"I remember our collaboration as very positive. You first listened to my needs, then scheduled a training which filled my requirements in the best possible way. The trainings are interactive, with lots of examples, and references to the theory available!"*







**BNP PARIBAS**  
**FORTIS**

*Marco animating the debate with  
Herman Daems, Chairman of the Board of  
BNP Paribas Fortis*



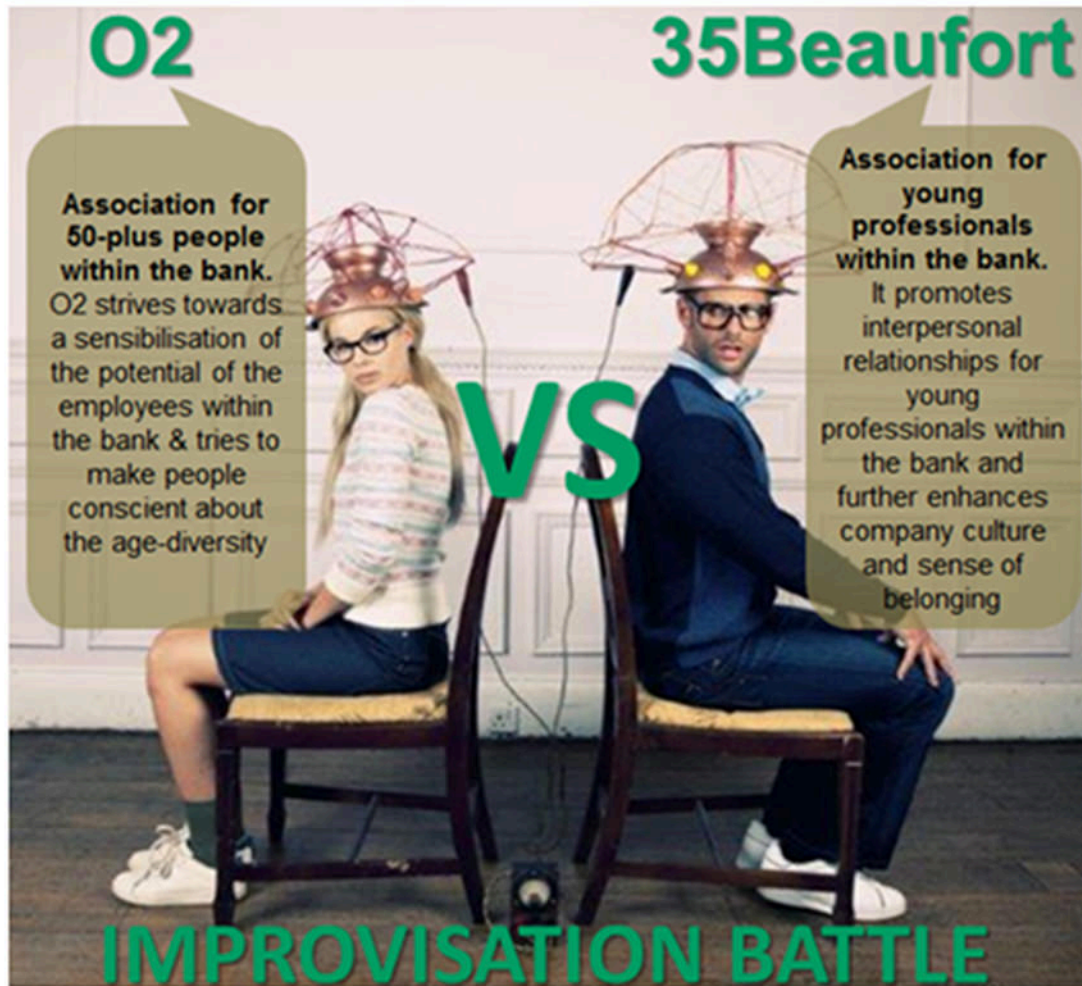
## Mission : develop mix boards

In front of an audience of 200 board members and top managers, Marco was a keynote speaker and debate moderator of a group of 5 chairmen & board members, analysing the advantages of diversity in boards (gender, generation, culture, experience, education, ... )

## Claire Godding – Diversity manager

*“Marco did a very thorough job of preparation, which was really appreciated all the participants. We were very pleased with his work. He was not afraid either to use humour, which was highly appreciated”*





**BNP PARIBAS**  
**FORTIS**



**Mission : bridge generations together**

Bridge the gap between age groups, facilitate mutual understanding & cooperation, stimulate intergenerational interaction. Marco organized a conference, together with an improvisation battle and interactive exercises. It significantly helped the bank to counteract generational stereotypes and have employees consider age differences as a permanent source of inspiration & creativity.



ICHEC

BRUSSELS MANAGEMENT SCHOOL

Brigitte Bouton, ICHEC Brussels Management School

*"Marco Hellemans has worked for more than 30 years as professor at ICHEC. He is as well a popular lecturer in adult education programs, where he shares his field experience (story boxes, marketing case, ...). As part of management recycling programs for job seekers, Marco also collaborated successfully and repeatedly, as a coach in order to oversee and guide participants in their employment search or business creation. His dynamism and large experience are always unanimously appreciated"*





# ALUMNI<sup>i</sup>

Louvain School of Management

Caroline Gillard, Manager Alumni Louvain School of Management

*"I want to thank you for your energy and enthusiastic presentation that made this evening a real success. Everyone was delighted and I hope this will give you the opportunity to share your method with new audiences."*





## Malachy Vallely, Director General

*"Marco Hellemans has been making presentations for over 25 years here at the Leuven Institute for Ireland in Europe. This Institute specializes in the provision of modules which form part of masters programs in universities throughout Ireland – MBA, Msc. Marketing, MA European Studies, MA European Integration, MA Public Sector Management etc. Each year we review the previous year's module with each of the course managers and this form the basis of the course design for the current year. Marco Hellemans presentations have been always very well rated by the students and he has become a standard feature of our modules over the years"*





**Dr. Michael Mulreany, Assistant Director General IPA**

*"The students were really delighted with your talk. They found it informative, stimulating and fun – a wonderful way to learn. I cannot thank you enough"*



**Dr. Margaret Malone, Director, US Programme in European Studies IPA**

*"Thank you, as always, for an extremely stimulating and absorbing presentation. The students were hugely enthusiastic about your session and could have listened you all day. Quite a compliment!"*

**Elisa Cameirano, Office of the Comptroller and Auditor General**

*"I found the presentation both very interesting and entertaining, the best presentation on cultural difference I have ever attended (and I saw many of them)"*





## Dr. Geoff Simmons, Professor Marketing Strategy



*"The students really enjoyed your session – a stimulating and insightful presentation and very relevant. You were so enthusiastic about the topic. Thanks again for such a rewarding presentation and I hope to see you again at Leuven"*





## Dr. Noel Murray, Professor at Department of Marketing and International Business

*"Thank you for a very engaging and informative lecture on 'Glommunication'. The students were very engaged with the content of your lecture and really enjoyed your delivery. Personally, I was delighted with the passion and enthusiasm you displayed in your lecture and your expert knowledge in the area. I am looking forward to returning to Leuven next year with both undergraduate and Master's students who I know will gain a great deal of insight from you"*



# Invest Northern Ireland

Siobhàn Mulvenna, Coordinator

*"We all certainly enjoyed your knowledge, wisdom and humour. It will be good to keep in touch"*

Vladislav Devecká, participant

*"It was absolute privilege to listen to you"*

Hillary Scott, Lecturer at Belfast Metropolitan College

*"I have been teaching Marketing to professional students for about 20 years. Professionally, I really appreciated what you had to say. I just wanted to thank you for your wonderful series of lectures - so insightful and if I may say, so entertaining. I know the students really appreciated what you had to say and the manner in which you said it, so thank you! I also know that I had to check the girls' luggage to ensure that none of them had smuggled you home such was the threat to do so!"*

Karol Bak, participant

*"I want to say thank you for those two days. It was great to learn more from your knowledge. I especially enjoyed the cross-cultural communication part. As a person from Poland, living in Northern Ireland I found it very relevant. I'm very interested in other cultures and I also worked one year in India. Things that you taught us opened my eyes and answered why sometimes people are and work different in each part of the world. I think I'll be able to use all that in my work very soon. Apart from that, your slides were great quality, many good examples and case studies, good fun too! We're still recalling some of your case studies and teaching style during our classes here in Belfast"*





**Maynooth  
University**  
National University  
of Ireland Maynooth

Prof. John O'Brennan, Head of Maynooth University Centre for European and Eurasian Studies / Jean Monnet Professor of European Integration

*"Your talk is one of the most popular parts of the programme for students every year!"*



Dr John Paul Newman - Maynooth University Centre for European and Eurasian Studies

*"Thank you as ever for your dynamic performance. There were a very attentive and interested group this year, which is great, and they found your presentation particularly stimulating."*





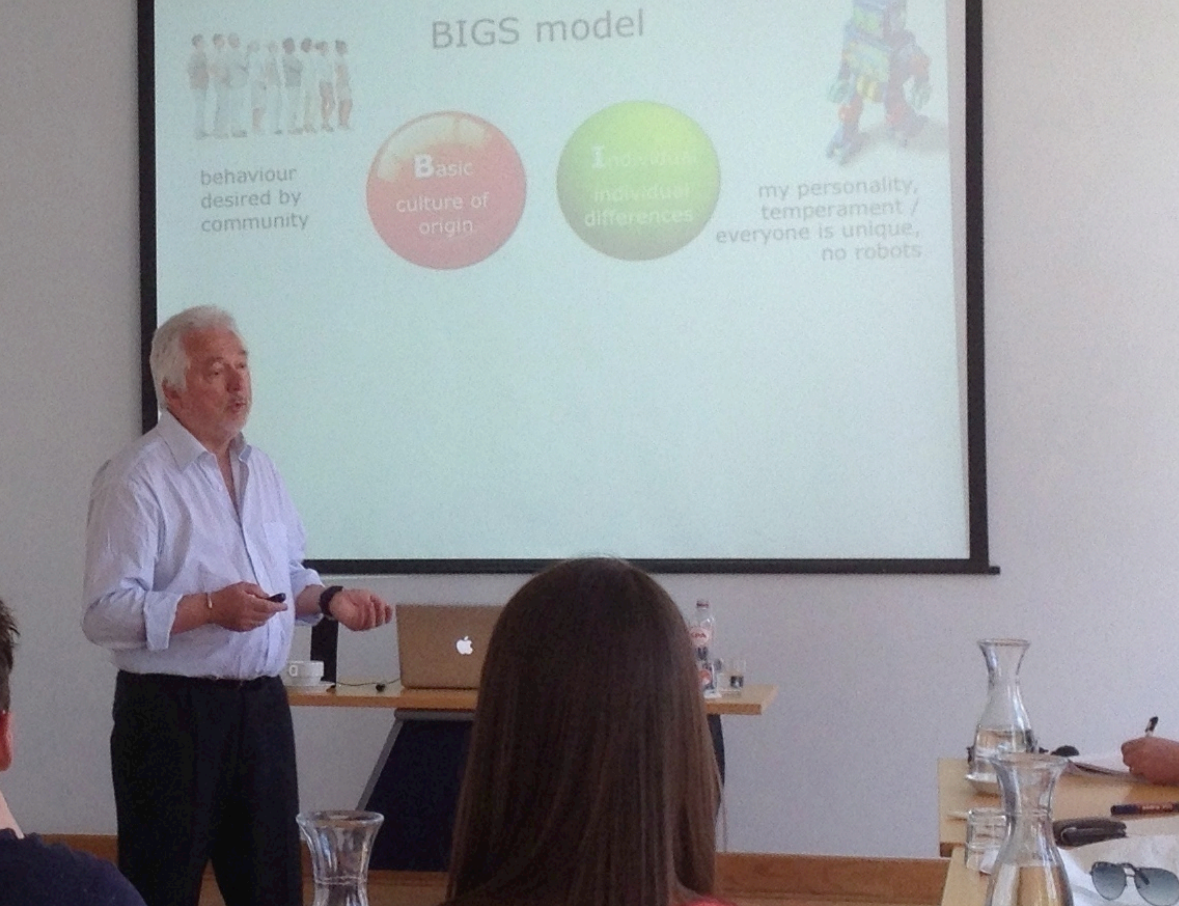
David Mc Comb, Client Solutions  
Manager at Parity Professionals

*"Thanks again for your work with our group, very  
much appreciated"*

Barry Neilson, Chief Executive Construction Industry Training Board Northern Ireland

*"I personally, and the group, really enjoyed your workshop. I think we could have spent all afternoon, if  
not a day, on this subject alone. Thank you so much for your guidance. "*





## Barbara Claves, Managing Director

*"I've known Marco for the last 5 years, since I took over the direction of ECS Brussels. Students are a difficult audience to catch. They are demanding and difficult to interest. Marco has this ability to hook them and push them to think beyond what they already know. Mobility has become key in the education process. We are already thrilled to have Marco involved in preparing our students to integrate our brand new school in Shanghai. Thanks to his wide & diversified competences, high professionalism combined with a tremendous sense of humour, he is one of the preferred lecturers within the school. No or very few absences during his classes...the proof is in the pudding"*

your cross-cultural help button



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