



Dr. Jean-Denis (“JD”) BUDIN : conferences and keynotes

A C-suite executive with an amazing trajectory: he transformed a burnout into an EDBA (Executive Doctorate of Business Administration) at Paris Dauphine University (2012).

In 2013 he initiated CREDIR in Alsace, France, to train business executives and other professionals (doctors, lawyers, etc.) like top sport athletes. CREDIR was an immediate success with its attendees and with a good media coverage. CREDIR is a Non Governmental Organization (non profit) with a steady growth, now internationally.

In 2016 he merged his preexisting consulting activities into a new consulting firm with 3 other partners. JD is the main shareholder and the Chief Research Officer. This venture is called CERVEAU 2 (“BRAIN n°2”). It provides global mentoring activities to businesses. If a C.E.O. or a management team member lacks competences on a permanent or temporary base, a CERVEAU 2 partner will supply them on a regular and potentially lasting base.

His years as a Professor in business schools (initial and executive education) have reinforced his pedagogical skills. A reactive public is not an issue... His conferences mix personal experiences, interaction with the audience, and scientific background. With a blend of French accent, JD easily conferences in English.

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MAIN CONFERENCES :

1. IN SEARCH OF A **GLOBAL QUALITY OF LIFE**: NEW CONCEPTS TO OVERCOME THE TRADITIONAL APPROACH OF SUFFERING AT WORK.
2. AN EXECUTIVE DISCOVERY OF HOW YOUR **BRAINS** WORK.
3. THE **INSPIRATION FROM HI-LEVEL SPORT TEAMS** TO OPTIMIZE A MANAGEMENT TEAM.
4. **SUCCESS-FAILURE-RECOVERY**. TOP LEVEL ATHLETES ARE EXAMPLES TO FOLLOW FOR PROFESSIONALS AT WORK.
5. **NO MORE BALANCE IN LIFE?** DIAGNOSIS, CONSEQUENCES, REMEDIES. INTRODUCTION TO THE **INVICTOGRAM** TOOL, DERIVED FROM SEVERAL YEARS OF INTERDISCIPLINARY RESEARCH AT CREDIR.
6. **THE BURNOUT SYNDROME**: TRAINING TO PREVENT, HEALING TO BOUNCE BACK.
7. **THE CONTRIBUTION OF PRACTITIONERS TO ACADEMIC RESEARCH**, OR THE AMAZING RESEARCH WORK ON ONE’S OWN BUSINESS PRACTICES.
8. AN AMAZING TRAJECTORY: 20 YEARS OF BUSINESS SUCCESS, A FAILING VENTURE, A BURNOUT SYNDROME, A DOCTORATE, A NON-PROFIT START-UP, A NEW CONSULTING APPROACH, EXTENSIVE MEDIA COVERAGE... **YES WE CAN, IF WE TRAIN ON A REGULAR AND WELL THOUGHT BASE.**

PUBLISHING & RESOURCES:

Books (only in French at this stage):

- ✓ « #QVG : optimisez votre Qualité de Vie Globale », Editions du CREDIR, August 2018.
Global Quality of Life Optimization: a new concept created by CREDIR.
- ✓ « Ne vous tuez plus au travail, trouvez le bon équilibre. », Editions Alisio, February 2017.
Don't kill yourself at work: in search of the good balance.
- ✓ « CREDIR INVICTUS. Croire à l'invincibilité : 23 facteurs clés pour rebondir maintenant. » La Compagnie Littéraire-Brédys 2015.
CREDIR INVICTUS. Believe in invincibility: 23 key success factors to bounce back now.
- ✓ « A la recherche des facteurs clés de succès dans l'échec. Les histoires méconnues des chefs d'entreprise en difficulté. » La Compagnie Littéraire-Brédys 2012
The untold life stories of distressed firms' managers: in search of key success factors in failures.
- ✓ Contributions to collective books :
 - ✓ « Dirigeants. Le défi de l'engagement », Editions l'Archipel, 2017.
Managers : the challenge of commitment.
 - ✓ « Précis de Recherche Qualitative de l'Université Paris Dauphine », 2019.
Qualitative Research handbook (chapter on peer administered life story interviews, a method JD developed during his research work and a cornerstone of CREDIR)

Medias (press review on request):

- All major French TV channels : BFMTV, FR5, FR3, AFP, Alsace20, FR2, TF1
- Radios (France, Belgium, Switzerland): RSR, Europe 1, RTBF, France Bleue, RMC, Sud Radio
- Newspapers & magazines (France, Belgium): Le Figaro, Libération, La Croix, DNA, Management, Le Parisien, Entreprises et carrières, Liaisons sociales, HR Square, Ouest France, La Montagne, La Vie, etc.
- ✓ Talk TED X May 2013 : www.youtube.com/watch?v=BO8iapZAQig.
- ✓ CREDIR video : <http://youtu.be/u5iGS4P5owQ>

REFERENCES (out of more than 100 conferences over the last 7 years):

Private sector (all company sizes), French Navy, Employers Unions (MEDEF), Chambers of Commerce, Clubs of Managers (CJD, DCF, Cercle du Leadership, Réseau Entreprendre, Personnel Association, etc.), Service Clubs (Rotary, Kiwanis, etc.)
Academia : Paris Dauphine University, Georgia State University, Oklahoma State University, Cranfield University, Tsinghua Beijing University, etc.