Press release

Solvay Brussels School – 20 October, 2016

Solvay Brussels School and Deloitte launch Knowledge Alliance in Innovation Leadership

Today Solvay Brussels School of Economics and Management (SBS-EM), one faculty of Université Libre de Bruxelles (ULB), and Deloitte announced that they have partnered to launch "Knowledge Alliance in Innovation Leadership” which will focus on innovation culture within large firms. This alliance is led by John Metselaar, Professor of Management Practice in “Leading Innovation” at SBS-EM.

The majority of corporations today focus on defining innovation strategy, processes, and structures. Yet, even with all these in place, it often continues to be difficult to produce innovation output that, effectively, yields tangible business results.

Karim Moueddene, Innovation Consulting Leader Deloitte Belgium states: "Deloitte and Solvay Brussels School believe that organisations continue to overlook a critical component of innovation, the culture of innovation. Our ‘Knowledge Alliance in Innovation Leadership’ will zero in on building specific competences in this field enabling corporations to define and establish a culture of innovation deep in their organisations."

Making it real and making it stick

The “Knowledge Alliance in Innovation Leadership” will benchmark the innovation progress made in selected companies against the Learning Culture model developed by Professor Metselaar. This will enable Solvay Brussels School and Deloitte to refine the model, allowing for broader teaching while helping corporations to further strengthen their innovation competence.

John Metselaar: I have spent the last five years studying, learning, benchmarking, and applying a culture of innovation and I have identified that the road to business results through innovation today is through a love-of-learning culture.” He adds: “My learning culture model integrates the three core pillars that underpin culture: leadership, the individual’s intrinsic motivation, and amazing team collaboration by working hard to truly include the diversity of the organization. My work has shown that leadership needs a holistic effort covering these pillars in an integrated manner. Unfortunately, one or more of them are often overlooked or not implemented effectively by leaders – holding back innovation output.”

A series of one-on-one interviews will be conducted with selected leaders of the chosen corporations. The results will be compiled and compared to enable the companies that take part in the study to step-change their innovation output through an organization that lives and breathes a culture of learning and experimentation.

Business Voice Series (BVS) -15 November 2016

As part of the alliance, Solvay Brussels School and Deloitte will be hosting a Business Voice Series event on how to build a culture of innovation in an organisation at the Solvay Brussels School of Economics and Management on 15 November.
John Metselaar: "The Solvay Business Voice Series event is an excellent forum to share knowledge about a culture of innovation, and then allow for everyone to join in on the conversation, discussing and learning together. For us, the event represents the start of a journey. SBS is looking forward to learning and building innovation leadership and culture competence together with Deloitte.

Sam Sluisman, Innovation Services Partner at Deloitte Belgium: "John Metselaar is an all-round Innovation Leader with 30 years of global experience in the consumer goods industry, which he has recently complemented, and strengthened, with academic perspective and insights. He has a particular passion for, and expertise in, developing a breakthrough culture of innovation maximising each individual’s intrinsic motivation and growth and then bringing them together in winning teams and seamless organisations. We are excited to have him lead this chair and look forward to developing a case study together that can help organisations enhance their innovation output."
About Solvay Brussels School of Economics and Management (SBS-EM)

The SBS-EM is the School of Economics and Management of the Université Libre de Bruxelles (ULB). The School is in charge of carrying out education, research and community outreach activities in the fields of Business Engineering, Economics and Management.

Our mission is to have a decisive and positive impact on how economic and business challenges are addressed. With a strong emphasis on quantitative methods, we produce pioneering research and educate women and men to become true leaders and entrepreneurs in their field.

Our vision is to be a top European School of economics and management integrated in a research-based university, combining a unique blend of scientific rigour, contextual engagement and problem solving skills with an ambitious global reach.

Our values are free inquiry, excellence, entrepreneurial spirit, multidisciplinarity, equal opportunity, democratic governance, societal relevance.

Our alumni represent a network of more than 23.000 and are present in all sectors in more than 85 countries worldwide. Each year the School, which is EQUIS and – AMBA accredited, welcomes more than 4.200 students.

Key Figures:
- 2 Bachelor and 8 Master Degrees
- 7 specialised Master Degrees.
- Executive MBA programme
- 2 Phd programmes
- 30+ Executive Education programmes, custom-made training for companies
- Master in Management Science in the top 25 FT Ranking
- 350 outgoing students every year

About Deloitte in Belgium

A leading audit and consulting practice in Belgium, Deloitte offers value added services in audit, accounting, tax and legal, consulting and financial advisory services.

In Belgium, Deloitte has more than 3,200 employees in 10 locations across the country, serving national and international companies, from small and middle-sized enterprises, to public sector and non-profit organisations. The turnover reached 432 million euros in the financial year 2016.

The Belgian firm is a member of the international group Deloitte Touche Tohmatsu Limited, an organisation of independent member firms devoted to excellence in providing professional services and advice.

We are focused on client service through a global strategy executed locally in more than 150 countries. With access to the deep intellectual capital in the region of 244,400 people worldwide, our member firms (including their affiliates) deliver services in various professional areas covering audit, tax, consulting, and financial advisory services. Our member firms serve over one-half of the world’s largest companies, as well as large national enterprises, public institutions, and successful, fast-growing global companies. In 2016, DTTL's turnover reached over $36.8 billion.

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