



Join a movement of leaders
who decide and innovate with their hearts

“As for the future, your task is not to foresee it, but to enable it”

Antoine de Saint-Exupéry

Companies, and therefore business leaders, have a key role to play in preserving our humanity and addressing the challenges of the 21st century



The challenges of the 21st century are systemic :
Multiplication of uncertainties, widening of inequalities, rise of artificial intelligence, exceeding planetary limits...



Today's **business leaders** need to transform and equip themselves to feel less alone to face all the challenges of the 21st century



The very nature of **leadership** is set to evolve, with the horizon of "**heart leadership**" - inspired by life, animated by the heart



Added to this is the need and desire of many leaders to (re)find a real "body-heart-mind" **alignment** - between what they know, feel and do.

**IT IS TO TRANSFORM LEADERS,
EQUIP THEM,
AND PROVIDE THEM WITH THE NECESSARY SUPPORT
THAT WE CREATED**



What is heart intelligence?



Jean-Noël Thorel

Executive Chairman of NAOS (Bioderma - Institut Esthederm - Etat Pur) and initiator of Heart Leadership University

"The **intelligence of the heart** goes beyond the rational, it allows to connect with others, to function with **intuition**. The one who makes decisions must take into account the "other" in the most generic sense: that is, the environment, nature, animals, other human beings. »

The intelligence of the heart is cultivated around 3 fundamentals



Intuition

Trust your intuition and strengthen it to innovate differently



Courage

Have the courage to be yourself, to stand by your values and to act accordingly



Empathy

Develop empathy by learning to better connect with others and your environment, in order to create products and services useful to the world

An innovative university to revolutionize leadership

Heart Leadership University is an independent education association and research institute where people learn, explore and experiment to create a movement of leaders inspired by life, driven by the heart.

Our mission? Succeed in renewing the culture of leadership and fostering the expression of the intelligence of the heart of leaders in practice.

Qui sommes-nous ?



Board members



Jean-Noël Thorel



Florence Guémy



Cyrille Vu



Guillaume Desnoes



Monica de Virgiliis



Hélène Le Téo

Scientific Committee



Miroslav Radman



Alain Grandjean



Jean-Gabriel Ganascia

Operational Team



Marion Cohen



Céline Hélias (Jean-Noël Thorel Foundation)

Three lines of action

To bring out a movement of leaders animated by the heart



A “Heart Leadership Journey”

We believe that the practice of leadership must evolve to face the challenges of humanity.

That's why we designed a transformation journey for leaders “Straight from the heart”: 18 months to change the way they lead, innovate and create.

This peer-to-peer learning path combines real-life situations, expertise and exchanges.



Ensuring a scientific foundation

It is essential to develop a scientific foundation in order to strengthen our knowledge and refine our knowledge of heart intelligence.

Based on the experience and evolution of participants in the “Straight from the heart” journey, and thanks to the support of independent researchers, we develop action research programs and spaces for debate.



Building a movement

To infuse and grow, the movement must be nurtured and animated.

It is therefore essential to offer content accessible to all and to offer spaces for exchanges from leaders to leaders.

Conferences, portraits of leaders, inspiring books, debates and a library, to spread new imaginaries and leadership practices animated by the heart.

The background is a sunset scene with a bright sun low on the horizon, casting long, golden rays across a dark, silhouetted landscape. Overlaid on the right side are several semi-transparent geometric shapes: a large grey arrow pointing down and to the left, a horizontal grey bar, and a vertical grey bar.

AXIS 1: Transforming your leadership through the “Straight from the Heart” program

« Straight from the heart »

A unique learning journey "in the field and among peers" for leaders who want to build a new relationship with themselves, their organization and the planet.



Articulated between
face-to-face
sessions and e-
modules



... The course is
balanced between
contribution of
knowledge, **Self-
understanding and
skills development** :
intuition, courage,
empathy, emotional
intelligence...

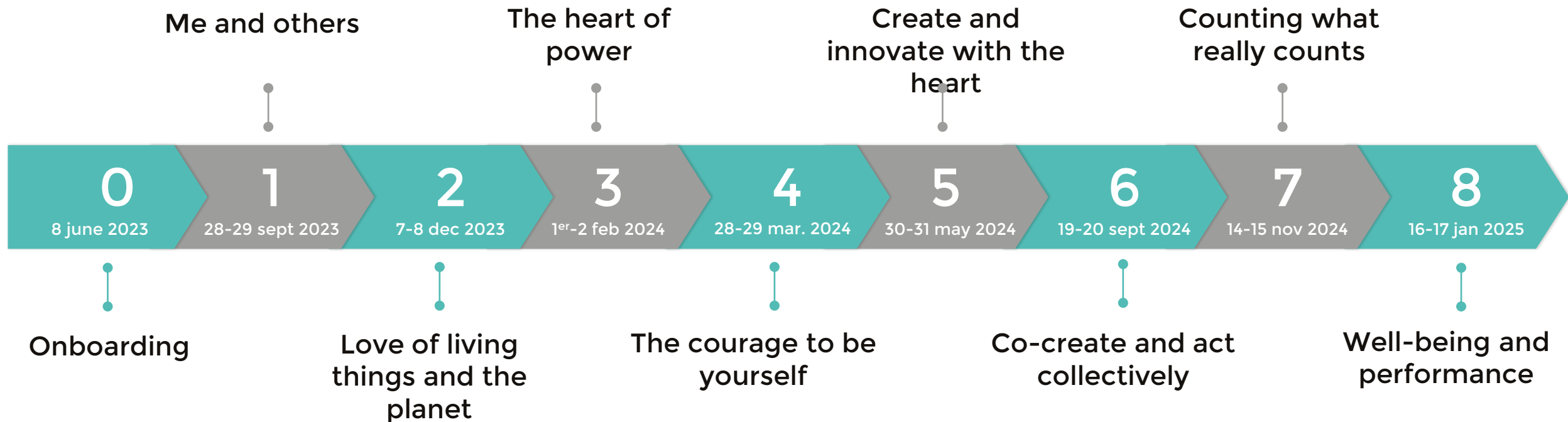


... and **real life exercises
to apply to your
organization** along the
way : **Challenges** to be
seized, **immersion** and
visits/exchanges with
inspiring leaders, **group
work**, learning by
doing/by teaching



Program « Straight from the Heart »

An 18-month course – 8 modules of 2 days :



A learning journey across France, meeting ecosystems and pioneering leaders



Module 1: Me and others: who am I, getting to know each other, developing intuition and empathy

Objectives:

- Understand the physiological and psychological mechanisms involved in our decision-making
- Learn to use your intuition
- Develop empathy



Isabelle Fontaine

Theoretical and practical approach to intuition



Karine Conxicoeur

Emotional performance, self-knowledge



Objectives :

- Understanding the living
- Understand the issues related to exceeding planetary boundaries
- Reinvent your company and your offer through this prism



Field visits and leadership testimonials:

Martin Breuvert (Lemahieu)

Emmanuel Druon (Pocheco)

Thierry Decoster (Ferme du Sens)

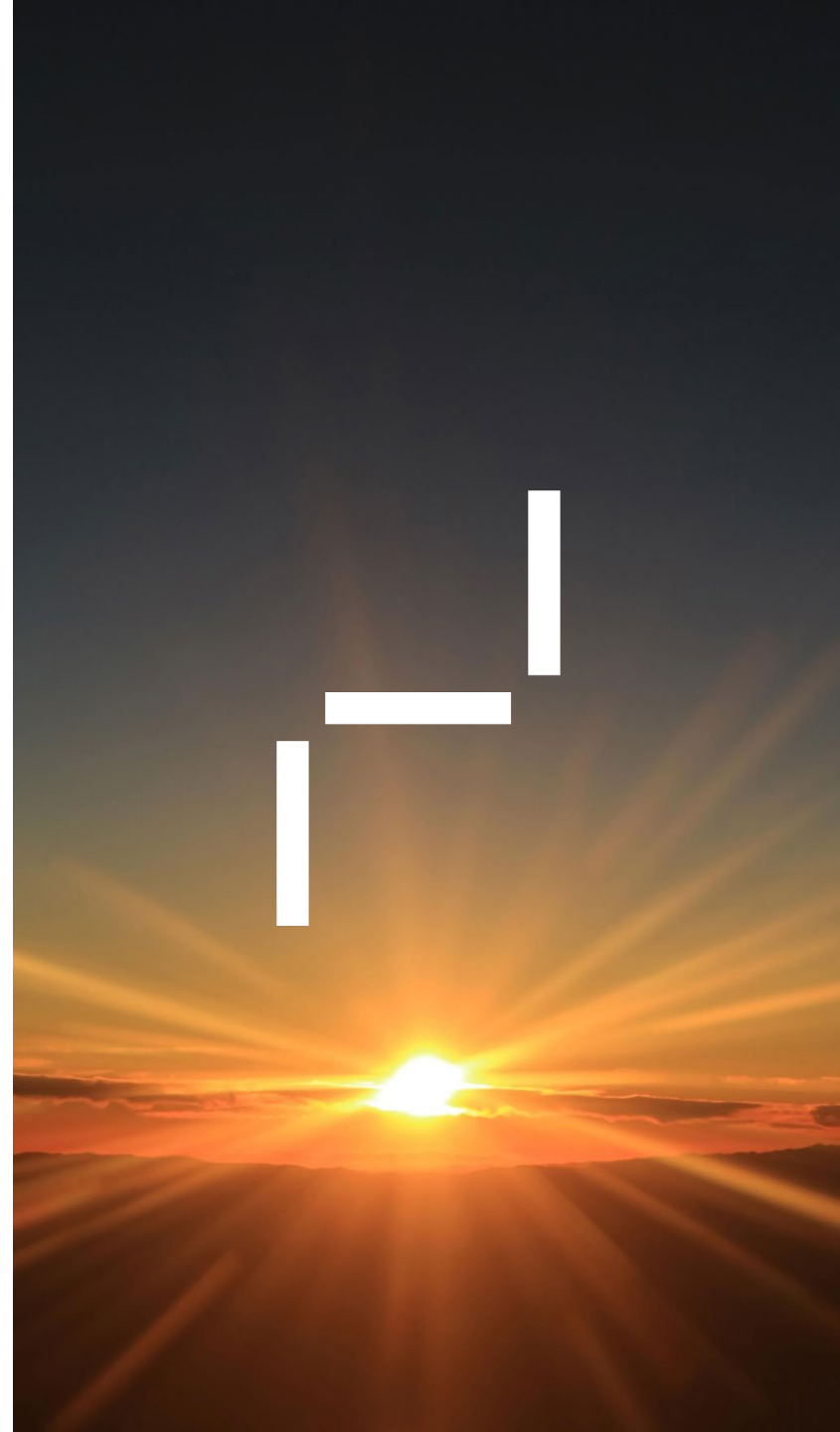
Basille Millet (TerraTerre)

Hélène Le Téno

The company in the age of scarcity: Theory and practice

8

From compensation to the preservation and regeneration of life: economic models that work



Module 3: The heart of power

Objectives:

- Discover new forms of financial and human governance
- Drawing inspiration from models that work
- Rethinking your organization



Geneviève Ferone

The role of the stakeholders: directors, managers, employees, ecosystem. The need to synchronize actors and the weight of governance



Alexis Nollet

Visit of Ulteria, its ecosystem and testimony of Alexis on the genesis and operation of the company



Module 4: Freeing yourself from the known: Conquer your fears, dare to be yourself, dare to be true

Objectives:

- Getting to know your courage as a leader
- (Re)finding your alignment
- Training yourself to act



Laurence Sellincourt

Express yourself accurately (emotions, needs, listening), reflect on your life position, go from false self to true self



Luc Magnani

Visit of the NAOS company and its factories managed by the OPTA method



Meeting with the students of **Cours Ozanam** to question the notion of power, legitimacy and authority



MODULE 5: Creating and innovating with the heart: reconciling ethics and business

Objectives:

- Differentiate between executive ethics and business ethics
- Establish an ethical process and any necessary tools in your company
- Based on concrete cases, understand ethical dilemmas, in the light of digital technology



Charles Hervé-Gruyer

Immersion at the Bec Hellouin agro-ecological farm and testimony of its co-founder



Amal Marc

Digital ethics, challenges and issues, personal choices of leaders and decision-makers



MODULE 6: Acting better together and developing a collective heart: giving and receiving, acting together

Objectives:

- Connecting through the heart
- Enabling and facilitating change
- Find your leadership style



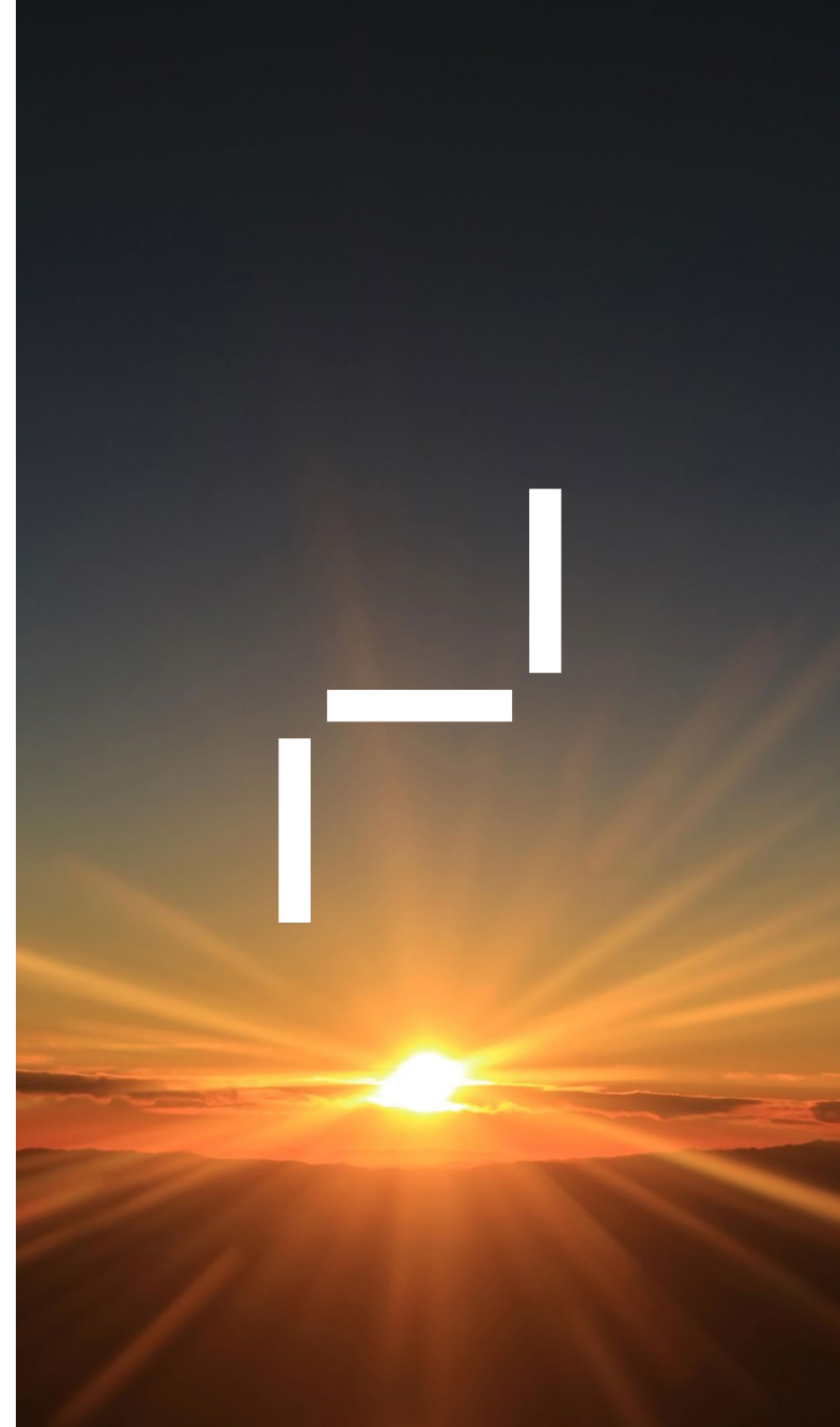
Guillaume Desnoes

Visit of Alenvi and how to understand the development and autonomy of teams



Laurence Sellincourt

Appropriate the basics of group dynamics to develop "a collective heart"



MODULE 7: Counting what really counts

Objectives:

- Ensuring sustainable value creation
- Explore new compasses for the leader
- Debate: Should we really count?



H  l  ne Le T  no

Changing the company's compasses: between governance/management, for the management committee, for the teams



Delphine Gibassier

Counting differently in business - accounting and finance: existing accounting standards and frameworks (constructive criticism), innovation, value assessment and overall performance



MODULE 8: Well-being and Performance

Objectives:

- Taking a step back on the course
- Looking to the future with serenity and valour
- Perform for a long time with the intelligence of the heart



This course is for you if:



You are a **leader or member of a comex** and want to transform your organization to adapt it to the challenges of the twenty-first century



You need to be **equipped to better innovate** and **courageously transform** your organization (governance, triple capital accounting, overall performance, ecology ...)



You aspire to learn how to **better practice your intuition and empathy**



You want to embody a **new form of leadership** that **takes care of yourself, others and the planet**



You have a **pioneering soul**, you feel a certain loneliness and you would like to **join a community of peers**

Testimonies



Cyrille Vu
CEO of SeaBird

"The angle of attack of training around heart intelligence, emotional intelligence are areas too little taught in the classical training of French grandes écoles and universities. "



Florence Guémy
Managing Director of Bayard Group

"HLU, a foundational experience, which shows the power of the heart to act on the world. I learn to trust my intuitions, to feed them with concepts and tools to take action. In Bayard, we have just decided to become a mission-led company, and to set up an endowment fund to "act for a bonding society". »

Les participants du parcours en parlent mieux que nous !

|



Odile Ehrbar
Director, founder of Vapodil

«We are all leaders who have the opportunity to change and lead others. HLU is a laboratory for experimentation and sharing about the leadership for tomorrow. »



Rhoda Migaud
Founder of RCBM

"Meeting leaders who have already transformed their companies gives me proof that you can follow your intuition. On the urgency of the issues, I took a slap. I leave with a new axis of adaptation for my company. »

Joining Heart Leadership University means:



Taking part in a leadership movement and cohesive experts moving towards a common goal.



Develop an intelligence of the heart to become a leader capable of grasping the new challenges of this century.



Give ourselves the means to transform organizations and by extension, the world around us.



AXIS 2: Ensuring a scientific and factual basis

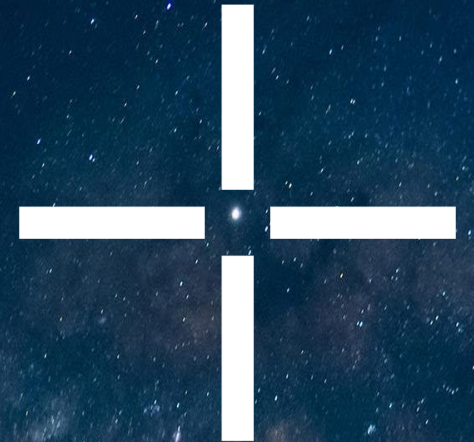
Heart Leadership University, a research institute

It is also a think-tank and a do-tank determined to change the terms of the debate on leadership and its practice at European level.

Our partners



**OBSERVATOIRE
DES VALEURS**



Programmes already in action



The power of the heart

Directed by Clara Houzelot

Power sharing, value sharing, information sharing... Clara studies the **implementation of new forms of corporate governance**, focusing on the role of structures.

With ProPhil [Learn more](#)

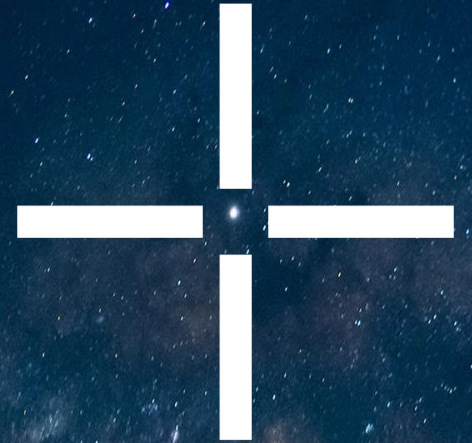


Heart intelligence in action, brakes and levers

Directed by Stéphane Labranche (GIECO)

Levers, obstacles and motivations for change for leaders: Stéphane studies individual behaviors to better understand the psychological and sociological mechanisms at work

With GIECO [Learn more](#)



Programmes already in action

The imaginaries of leadership

Directed by Eranos

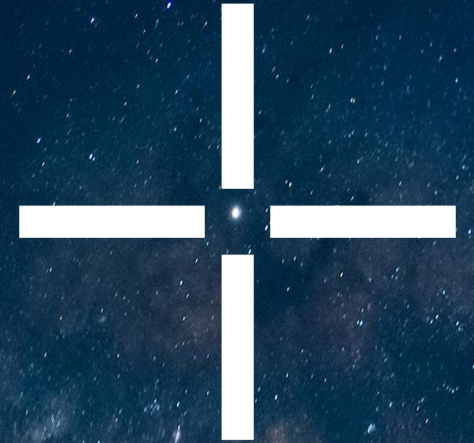


Warrior? Paternalistic? Creative?
Powerful? Sensitive? Conductor?
Charismatic? What imaginaries in the
past, today (survey of leaders, future
leaders and young people), what
perspectives and what levers to
influence these imaginaries?

[Learn more](#)

And many other topics in preparation

- An exploration of the potential for the destruction of humanity through excessive and abusive use of AI
- The rise of the Metaverse: towards the end of human relationships animated by the heart?
- Biology of intuition: a new research on body-heart-mind links
- [...]





AXIS 3: Share and animate the movement

A movement of pioneering leaders who decide, lead and innovate from the heart

Who better than a leader to talk to a leader?

Every two months, we offer you a format of **online and face-to-face meetings**, with **author-leaders who testify through books**, their sensitivity and their professional experiences.

An invitation to **exchange and dialogue** to offer everyone an opportunity to **contribute to the debate**, expand their network and move around the **#HeartLeadership**.

The first 4 editions are to be seen and reviewed in **Replay**:

- The bonding society
- The contributing company
- The impact of digital technology on humanity
- Which leaders for a sustainable future

REGARDS
CROISÉS

An HLU partnership with Céline Mas, founder of "Love for livres": The book, incomparable tool to bring out emotions, reflection, debate and to dare to think the unthought.



Love for Livres
Our emotions, our books



An effective dissemination strategy to maintain and disseminate the movement



AN ACTIVE MONITORING GROUP

HLU members have at their disposal a private WhatsApp loop to share ideas and debates that question them and bring the community to life.



THE HEART LEADERSHIP LIBRARY

Built as a base of useful resources, the university aims to offer a selection of books and reading sheets to renew the culture of leadership.



OUR LINKEDIN PAGE

A real platform for meeting and discussion, this is where we broadcast our events, news, and share our articles. This is where part of the HLU **movement** is created.



An effective dissemination strategy to maintain and disseminate the movement



INSPIRING CONFERENCES / MEETINGS

Conferences open to all regularly allow to be spaces for debate.



A WEB SERIES "STRAIGHT FROM THE HEART"

Designed to share with as many people as possible the meetings made during the modules and to bring to life the evolution of the participating leaders, the web-series from the heart to action is a tool of inspiration and recognition for leaders. Watch it [here](#)



A YOUTUBE CHANNEL TO SHARE PORTRAITS OF LEADERS AND CONTENT

A true platform for valorization, it is here that we share portraits of leaders driven by the heart.



HLU at a glance

What is it?

An independant education association along with a Research Institute, this non-profit organization is supported by the Jean-Noël Thorel Foundation.

Our beliefs

It is through empathy and emotion that we can grasp and feel the world in all its richness and complexity.

Our mission

Accompany leaders wishing to establish a new relationship with their leadership practice, their organization and the planet.

A European ecosystem

Heart Leadership University surrounds itself with partners, patrons, as well as experts, leaders and entrepreneurs recognized on a European scale.

36

Dirigeants
nous ont fait confiance

18

Mois pour transformer
son leadership

6

Programmes de
recherche



Would you like to take part in our next promotion
"Straight from the Heart" from September 2024?

...You can APPLY now
by contacting us by email!

contact@heartleadershipuniversity.org

www.heartleadershipuniversity.org





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in 

www.heartleadershipuniversity.org





#HeartLeadership

Portraits



ULTERÏA: THE COURAGE TO DO THINGS DIFFERENTLY

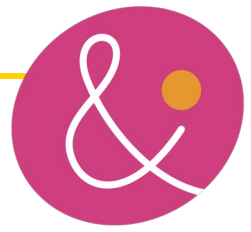
It all began in 2006, when two engineer friends, Sébastien Becker and Alexis Nollet, took over the MobilWood factory, specialized in the layout and fitting out of wooden stores (Yonne, France).

In just a few years, they have made it a reference in the ecological layout of bulk stores. Today, Ulterïa "ecosystem creating values for Man and the living", it is also a farm, a Montessori school, a training center and a research center.



"Our idea was to restore competitiveness in the rural areas where we operate. We assume and concretize through this project our humble questioning around value creation, its sharing, property, post-capitalist transition, integral ecology, education..."

ALEXIS NOLLET, COFOUNDER OF ULTERÏA



ALENVI: EMPATHY AT THE HEART

Alenvi (home help services company for elderly or dependent people) was born from the desire to humanize the accompaniment of the elderly on a large scale and to transform this sector. Created in 2016 by three former HEC classmates, Alenvi offers a model capable of meeting the growing demand linked to the demographic shock while reconnecting with the profoundly human nature of the professions concerned. To do this, Alenvi relies in particular on innovation and access to training to reinvent the support professions with dialogue, subsidiarity and sobriety as levers.



"This framework (from society to mission) allows us to abandon a certain form of rationality in favor of the search for meaning and coherence. Very quickly, and in complete opposition to the manual of the perfect entrepreneur, we decided to diversify by setting up training courses to help home help structures and medico-social institutions to reconcile their human and economic issues. »

GUILLAUME DESNOËS, COFOUNDER OF
ALENVI

POCHECO: OR THE INTUITION OF "ECOLONOMY"

In 1997, when Emmanuel Druon arrived at the head of Pocheco, a printing company created in 1928, he saw the disaster of a management driven solely by cost reduction, profit and not the quality of products and the safety of employees and the environment. To qualify the resilience approach and the ambition of sustainable entrepreneurship that he has put in place to transform this company, Emmanuel has forged the concept of "ecolonomy": improving working conditions, while saving money and limiting its harmful effects on the environment.



"To save our business, we took directions and made choices that observers at the time found at best amusing, but more often delusional. In any case perfectly unconventional, if we refer to the classical rules of twentieth-century capitalism."

EMMANUEL DRUON, PRESIDENT OF
POCHECO