

WILLEM GOUS

International Speaker

Innovation & Life Design



Willem Gous

Willem is an international innovation speaker, author and accomplished entrepreneur. He created the *indivineur* method that helps individuals unlock their inner power and renew their thinking patterns. He is a trusted mentor and an energetic business advisor to organisations in various industries.

Willem's experience ranges from the manufacturing industry to more than 20 years in the online industry. He loves reading and works on his personal development daily. Spending a lot of time with his family and travelling is what he loves and does often.

For him, the real exciting side of life is in assisting big companies help their employees overcome their fears and limiting beliefs. As a certified fire walking instructor, he holds the South African record for the biggest single fire walk that comprised 215 people.

Although being married to a confectionary chef who has made cakes for Nelson Mandela, he does not eat sugar.

*“Life without work is expressionless,
work without life is motionless” -
Willem Gous*



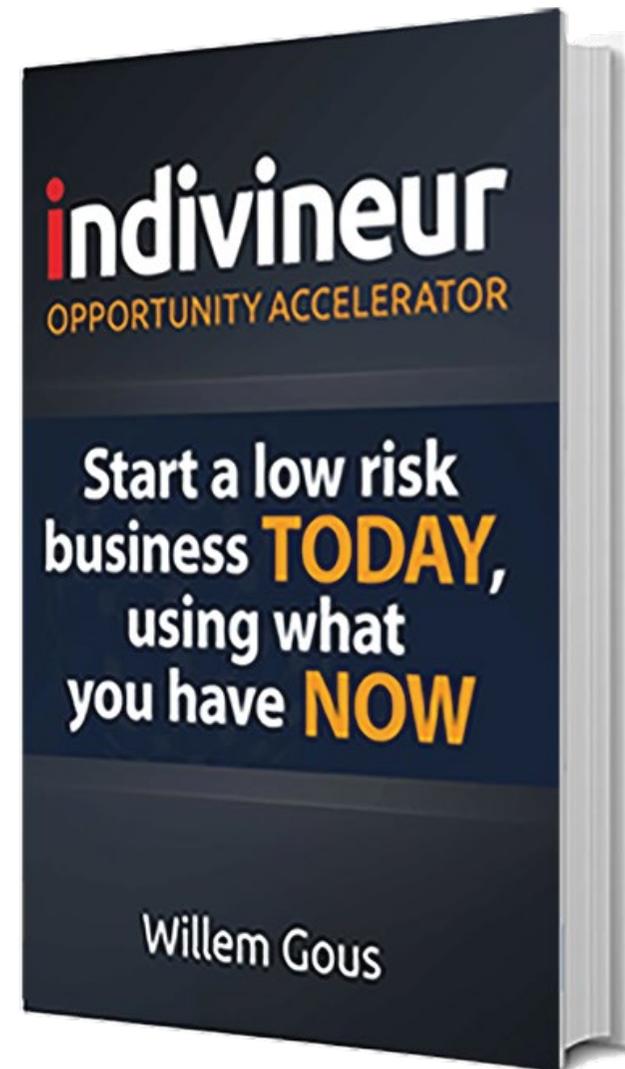
Author

Indivineur is a new, tried and tested approach, to start a business or innovate an existing business. It focuses on individuals, using what YOU have now and combining it with co-creational thinking. Minimising risk, maximising opportunity. Opportunity is within you, all around you.

You learn how to create and innovate new business ideas in a very short space of time. You learn to only risk what you are prepared to lose, avoiding big entrepreneurial pitfalls. You learn to make data driven decisions for a higher probability of business success instead of letting your emotions guide you.

Willem researched the application of innovation within existing companies for his master's degree dissertation.

"Businesses are made up of people. I found many ways to innovate a business, but also discovered that businesses mostly leave the people behind. The next step is to innovate the individual - once you innovate the people, the business becomes innovative from the ground up and does not leave people behind." Willem Gous



Life Design

Turn whatever you do, into a building block in your life with work-life integration.

Feeling disengaged? Demotivated? Not knowing why you even go to work or your business? This is usually caused by a common mistake that more than 90% people make in life. They start their career or business as the original building block, but then they remain in that position. They forget about themselves and never ask the most important question - how is what I do every day a building block in my life?

Life Design is about turning whatever you do into a building block in your life. Getting people motivated, energised, focused and excited about the work they do every day because they see how what they are doing is helping them become all that they can be. It is about aligning what your business or career wants with what you want in life. It results in a strong symbiotic relationship, giving everyone what they want. Get engagement back at work. Get the joy of working in your own business back.

“Life without work is expressionless, work without life is motionless” - Willem Gous. In this amazing talk, Willem shows you how, by applying 6 steps, you can turn whatever you do into a building block in your life. Bring joy back to work, increase engagement. Never mind motivation, we are talking inspiration. If you are a business owner, entrepreneur, student or employee, you will benefit from this talk as you see how your work is there to help you achieve all that you want to be in life.



Innovation

Creating new business opportunities, using what you have now.

Economic environments are getting more and more challenging the world over. Local markets are getting more competitive and it is hard to stay ahead of competitors and developing customer needs. These external forces make life in business and for individuals interesting, to say the least. Yet, it is within this sea of uncertainty where we aim to find new opportunity, most of the time ignoring the opportunities already available within our current situation. Instead of looking outside, it is time for some introspection.

In this keynote, Willem Gous talks about his indivineur approach of finding new business opportunities for businesses as well as individuals. Firstly, exploring and developing the opportunities hidden within individuals and employees and then accelerating that into new business opportunities using collaboration and co-creation. Your delegates will walk away with new hope and motivation and a bag full of ideas they can go and apply now.

Audience types: Schools, Corporates, SMME's, business and innovation conferences





Firewalking Instructor

Help Employees overcome their limiting beliefs

Help your employees overcome their limiting beliefs. What holds them back in life, will hold them back in business. Move your employees and business to a higher level of success. Groups of 5 to 5,000 can be accommodated.

Testimonials

The presentation by Willem Gous opened my eyes to the different aspects of running a business. It is not all about facts, numbers and investments. Sometimes, the resources around you can be used effectively to have a positive impact. I thoroughly enjoyed your webinar. Thank you Willem.

Aqeel Shamsul
United Kingdom

“Your approach is very logical and well structured. It's a practical, hands on system of good questions. In my case it strengthened me in the action I'm already taking but in that it gave me confidence and motivated me to keep going. The little exercises demonstrate the power of the lessons you explained. It was definitely worth the time! Something I can rarely say after a webinar.”

Pauline Jongmans MSc
The Netherlands

“I really do not attach so much relevance to this sought of training and seminars, but yours really changed my idea, and further piloted me to create value in an area I thought least!

Your seminar left such a lasting impact. Its an eye-opener and also a fire-cracker. A brilliant combo you can't just buy off the shelf.”

Bunmi Omodogbe
Nigeria

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Really great event - I would suggest you get this given to every student at the university

Dr. Richard Smith

Testimonials

On Saturday, 10 September 2016, 40 parents and students from St Peter's College gathered in the Tak Heimstra Pavilion for the annual Entrepreneurship Breakfast. Willem Gous, a St Peter's College parent and accomplished serial entrepreneur/international innovation speaker and trainer. Willem has helped many business owners to turn their lives around from where they served the business to where the business now serves them and its customers through a principle called 'co-creation'. His presentation was very enlightening, interactive and entertaining.

St Peter's College

'My students and I had the opportunity of hearing Willem share his business and life experience in one of my entrepreneurship classes at the North-West University, Potchefstroom campus. His comfortable, yet potently effective way of sharing his knowledge and experience engaged the students and encouraged them to let their own creative juices flow for developing their own businesses in the future. What a privilege to have had him address real-life applications to the business world and make the classroom come alive with his presence! I thank Willem for his time and great attitude. Would recommend him without reserve to any business or training environment.' – Marna Laurens

North-West University

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