



MARC JACOBS

THE CULTURE GUY

marc.jacobs@theculturefactor.com

Experienced Senior Executive - Serial Entrepreneur - International Author

Marc works with audiences ranging from global business leaders to entrepreneurs to help them convert the understanding of cultural dynamics into tangible actions resulting in immediate advantages.

Marc has amassed a wealth of hands-on expertise in managing across cultures on an executive level. He is passionate about using intercultural management and organisational culture as management tools to help optimise the performance of organisations.

He is a serial entrepreneur and author who has lived in Belgium, Luxembourg, Italy, and the UK and has worked with companies in over 25 countries. He holds a Master's Degree in Engineering from KU Leuven and a Sloan Master in Leadership and Strategy from London Business School.

He co-authored the book 'Negotiate like a local, 7 mindsets to increase your success rate in international business'. It features on London Business School's 2021 recommended reading list, is published in China by Fudan University Press (Shanghai) and most recently it was also published in Italian and Japanese.

TESTIMONIALS

We have been fortunate to welcome Marc Jacobs from The Culture Factor in the last three successive years to deliver an immersive and fun workshop. The student feedback is always so positive that the workshop is a key fixture in their academic syllabus at London Business School.

London Business School

PAUL DREW, Head of Leadership Programmes, Career Centre

Mr. Jacobs performance was light-hearted, humorous, and highly engaging, successfully capturing and maintaining the attention of the audience throughout. His insights into cultural diversity were not only thought-provoking but also directly applicable to our client relationship management strategies in a global context.

Banque Internationale à Luxembourg

OLIVIER GORIN, Head of Digital Banking

Many participants mentioned that they started changing their communication style right after the course—proof of how actionable the content was. This wasn't just theory for theory's sake; it was a transformative learning experience that inspired immediate behavioural change across the team."

OMP

MARTIN THESLING, Manager, Presales Lead

His methodology, emphasising a global perspective rooted in local context, paired with practical guidance tailored to tour guides' everyday responsibilities, proved exceptionally valuable.

Luxembourg City Tourist Office

TANJA BOLLENDORF, Head of Sales & Operations



KEYNOTES & WORKSHOPS

Marc delivers in English, Dutch, French and German

ORGANISATIONAL CULTURE & BUSINESS

For C-Suite Executives & boards that want a data-driven, hands-on approach to align their organisational culture with their strategy and values.

Culture isn't part of the game - it is the game (Lou Gerstner, IBM)

Many leaders struggle to (pro-) actively engage with the topic of organisational culture because they consider it 'fluffy' and hence hard to manage.

Marc will introduce you to a data-driven, peer-reviewed and metrics-based approach that will finally give you the tools to visualise and manage the culture of your organisation just like you manage your P&L and Balance Sheet.

You will learn how to connect your culture with your strategy and how to actively manage it so it supports the delivery of your strategy.

BEYOND CULTURAL AWARENESS

For international managers that want to increase the effectiveness of their teams.

Participants will leapfrog the equivalent of 10 years of international experience in just one workshop.

They will learn how to improve their understanding of key cultural differences, what they mean and how to apply these insights into their day-to-day work-life to immediately increase their effectiveness in areas such as leadership, teamwork, project management, feedback, communication, sales and marketing.

Participants will also have the opportunity to assess their own cultural preferences using a Culture Compass survey and will receive a detailed report with personalised feedback.

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NEGOTIATE LIKE A LOCAL

For CCO's, Sales Directors & Business Development Directors operating internationally.

You've taken all the courses, you understand how to develop business and how to close deals, but somehow, things are different once you're dealing with people from countries other than your own. The approach and style that made you very successful in your own country doesn't seem to work that well anymore.

Very likely, the reason is to be found in the cultural differences between your home country and the countries you are dealing with. In a world where business is becoming ever more global, the development of intercultural competence has become strategically vital.

Marc provides you with a practical system based on a limited number of easily understandable mindsets that help you to negotiate more successfully anywhere in the world.

BEYOND TRAINING: THE HUMAN ASPECTS OF AI ADOPTION

For C-Suite Executives & boards.

According to BCG, only 30 % of the reasons for success are linked to tools and technology, with the remaining 70 % linked to people. AI can commoditise knowledge, but it cannot commoditise trust.

Human beings make the vast majority of their decisions emotionally, not rationally. Yet, when leaders decide to implement AI agents, most of the resources are devoted to the tools, not on understanding the emotional motivators of their team members and adjusting the implementation strategy accordingly.

Combining insights on individual motivators with organisational culture drivers, Marc will propose a roadmap that will help to significantly increase your chances of successful implementation and adoption of AI agents in your organisation.

Trusted by

Amazon	Luxembourg Institute of Health
Banque Internationale à Luxembourg	Luxembourg Institute of Science & Technology
Barco	Luxembourg School of Business
Deutsche Bank	MARS Inc.
ESSCA Business School	OE-A
Electronic Arts	OMP
Euro-Asia Luxembourg	Propeller Club Antwerp
Eurocontrol	Red Cross Luxembourg
Euroports	Solvay Lifelong Learning
ING Bank	ThermoFisher
Johns Manville	Transeo
La Lorraine Bakery Group	Tralux
London Business School	University of Luxembourg
Luxembourg Centre for Systems Biomedicine	VOKA (Flemish Chamber of Commerce)
Luxembourg Chamber of Commerce	vidaxl
Luxembourg City Tourist Office	

And many more.

Member of

ILA: Luxembourg Institute of Governance
Active member of the startup & scaleup committee

GUBERNA: Belgian Institute of Directors

PULSE: The Voice of all Luxembourg startups

ULVMS: University of Luxembourg Venture Mentoring Service

Book a call today



marc.jacobs@theculturefactor.com

+352 621 132 154

Web, social, podcast, video & article

Website: www.theculturefactor.com

Linkedin: www.linkedin.com/in/mjacobstcf/

Podcast: [How does culture shape leadership?](#)

On Stage: [Negotiate like a local](#)

LBS Article: [Understanding the 7 mindsets](#)

“The best book I have ever read on the cultural aspects of negotiation and even the best book I have read on cultural aspects of doing business around the world full stop. A very practical read with a lot of personal experiences that explains logically and demystifies what we are up against out in the negotiation field.”

Alexis Kyprianou (on [Amazon.com](https://www.amazon.com))

Former Head of M&A at Danone

Former VP of Strategy & M&A at Vivendi





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