

# What do people value most in life?



Business Strategist for a Healthier Future

**CHRISTOPHE JAUQUET**

*"How changes in society, business and technology influence our health & well-being, and vice versa."*



## WHAT DO PEOPLE VALUE MOST IN LIFE?

People value good health and happiness most in their lives and they are increasingly looking to companies and brands for help. This **Healthusiasm** is a unique opportunity to create more value for customers & patients today and tomorrow.

HEALTHUSIASM

**71%**  
of people want brands to help them improve their health & well-being

**HAVAS**  
HAVAS, Meaningful Brands study, 2023

HEALTHUSIASM

"Consumers increasingly ask whether a brand enhances or detracts from their well-being"

**Ogilvy**  
Report "Wellness Influencers are real, but where are the brands?" (2023)

HEALTHUSIASM

**53%**  
of respondents prefer to support brands and business that work hard to improve well-being in society

74% feel they don't do enough

**lululemon**  
Lululemon, Global Well-being report, 2023

HEALTHUSIASM

**82%**  
of U.S. Trendsetters agree that all brands will need to be considerate of health and wellness to survive

**State of Mind report, Cassandra (2021)**

"Marketing should be about aspiration; about making people healthier."

**The Drum**  
Diane Young, CEO The Drum(2021)

|  |  |
|--|--|
| <p>"Every business is a health business"</p> <p><b>accenture</b><br/>2020</p>                    | <p>"Now every business could be a health &amp; wellness business"</p> <p><b>THE : FUTURE : LABORATORY</b><br/>2021</p> |
| <p>"Every business has a part to play in building better health"</p> <p><b>IDEO</b><br/>2021</p> | <p>"Every brand needs to behave like a health &amp; wellness brand"</p> <p><b>FASTCOMPANY</b><br/>2021</p>             |

HEALTHUSIASM

**the superself**  
Self-care gets supercharged.

**WUNDERMAN THOMPSON**

HEALTHUSIASM

**79%**  
of consumers said that wellness is important

42% consider it a top priority

**McKinsey & Company**  
McKinsey, Future of wellness survey, April 2021

The commercial determinants of health

**World Health Organization**

HEALTHUSIASM

HEALTHUSIASM

**83%**  
of global citizens would like to have more control over health decisions

**Ipsos**  
Ipsos, Global Trends Survey, 2023

**73%**  
of people say that brands need a wellness strategy as part of their core mission

**Ogilvy**  
Wellness Gap Survey, Ogilvy (2020)

HEALTHUSIASM

"Health and wellness was THE single most powerful consumer force of 2021."

**NielsenIQ**  
Global Health and Wellness report, NielsenIQ (2021)

HEALTHUSIASM

**78%**  
of adults surveyed agree that they are working on more goals tied to health and wellness than in previous years.

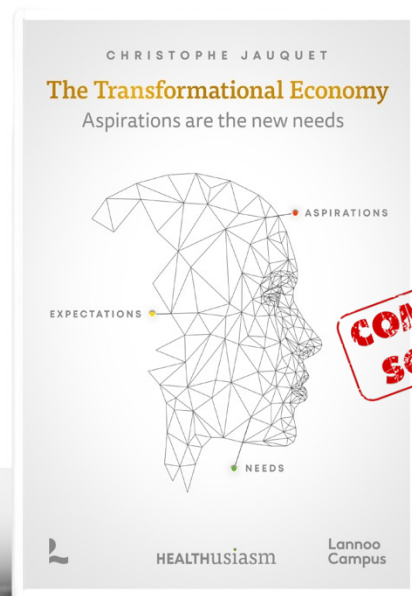
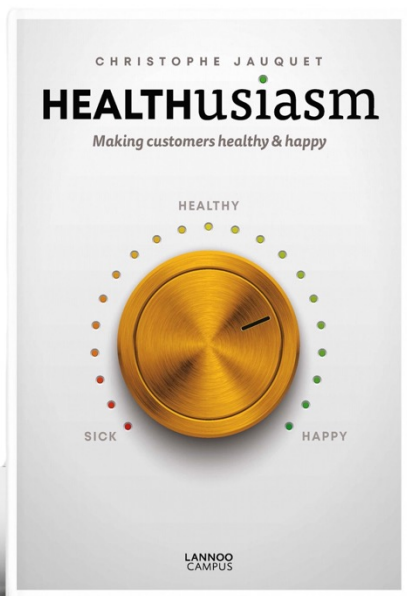
**AMERICAN EXPRESS**  
Amex Trendex, Sept 2021



## BUSINESS STRATEGIST FOR A HEALTHIER FUTURE

With over two decades in health business management, Christophe Jauquet expertly navigates the intersections of Customer Centricity, Innovation, and Future trends. He keenly tracks groundbreaking innovations, social-cultural shifts and health-related behaviours to decipher what they mean for your business strategy. Leveraging this profound understanding, Christophe has been delivering transformational keynotes since 2014, guiding the future direction of numerous business strategies in diverse sectors—from retail, beauty, and insurance to consumer goods, construction, pharmaceuticals, and tech. At the core of his vision is the belief in integrating health into every business strategy.

Christophe's influence in the field is undeniable. Not only was he quoted by **Deloitte** in their 2022 Global Life Sciences Outlook, but he was also invited to speak at the **European Parliament** and collaborated with boards of Directors from various global corporations. Beyond his keynote skills, he's recognised as the author of the trailblazing Healthusiasm books titled **"Every Business is a Health Business"** and **"The Transformational Economy"**. Meanwhile, Christophe keeps the global community on the edge of future trends with monthly podcasts, bi-weekly newsletters and weekly YouTube videos.



Driven by an unwavering belief that businesses and brands possess the potential to sculpt a healthier and happier world, Christophe remains steadfast in this mission. He is passionately dedicated to guiding industry leaders, healthcare professionals, and budding entrepreneurs towards harnessing this potential. **Join him in redefining your business strategy with a health-focused lens.**



## PERSONALISED KEYNOTES

Christophe delivers a fresh, unique and much-needed perspective on general topics like healthcare, business and technology. His talks help companies see the bigger picture, **putting health & happiness front and centre** in how they approach customers, innovate, and plan for the future. *(see the next pages for the different keynote topics)*

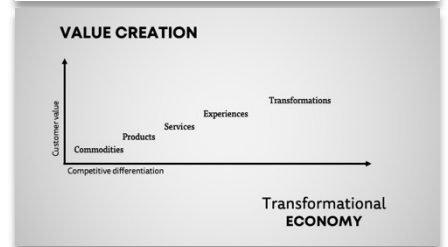
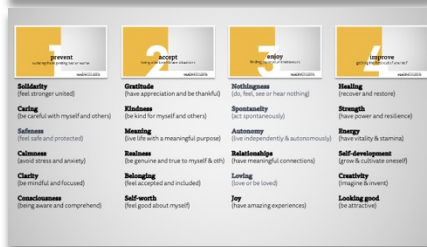
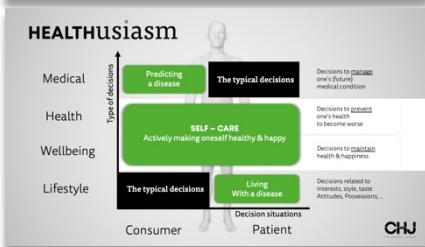
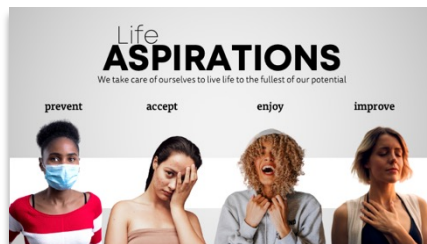
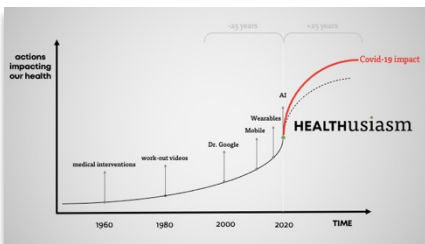
The keynotes are fast-paced, visually strong, well-crafted stories that contain eye-opening insights, recognisable, real-life examples and practical tools. **You can choose between off-the-shelf, personalised, or tailor-made talks.** This means that every keynote can be adapted to the event's specific objectives, the industry dynamics, the cultural particularities and the target group's needs.

## UNIQUE PERSPECTIVES

Christophe's keynotes are centred around three essential customer insights:

1. Everybody wants to be healthy & happy = **Healthusiasm**
2. People are driven by universal human dreams and desires = **Life Aspirations**
3. There is a desire to see changes for a better world = **Transformations**

## PRACTICAL MODELS





# TRANSFORMATIONAL HEALTHCARE

Embrace new **human behaviours** and **technologies** to lead healthcare change.

Healthcare is on the eve of the most drastic, necessary and fastest change ever. It is happening now: **New technologies bring unprecedented possibilities, and people have never been so involved in their health.** But how will this manifest itself? And how do you integrate these technologies and new human behaviours into a customer strategy? In this keynote, Christophe explains how universal human aspirations to be healthy & happy will push transformations in healthcare. He also illustrates the critical role of different technologies in attaining these transformations.

He can focus on...

1. How **technology** will transform healthcare. (Artificial Intelligence, digital therapeutics, health platforms, metaverse, digital twins, omnichannel, Emotive AI, etc.)
2. How health services are turned into **patient transformations**.
3. How **self-care, wellness and health consumption** impact the healthcare industry.

➔ **Concerned topics:** Customer Experience, Omnichannel, Innovation, Future of Health

➔ **Perfect for:** Conferences, Leadership Meetings, Cycle Meetings, Client-facing events.

➔ **Global Clients:** Roche, Pfizer, Sanofi, Takeda, Merck, MSD, Haleon, GSK, Ipsen, ...

➔ **Related keynotes:**

- The Patient is no Longer Patient – *about patient centrality*
- Creating Better Health Experiences ([watch](#)) – *from services to transformations*
- The Future of Self-care ([watch](#)) – *about the Copernican Health Revolution*
- HCP Engagement – *how to create value for healthcare professionals*
- Healthcare of Tomorrow – *an overview of healthcare trends that matter*

# TRANSFORMATIONAL BUSINESS



Help customers thrive by answering their deepest needs.

People want change. **It's no longer sufficient to do good business but your business needs to do good for customers, society and the world.** It's about creating value that meets the values of your customers. It's about meeting their deepest needs: their Life Aspirations. This means that you'll need to innovate for what matters most and turn Customer Experiences into Customer Transformations. In this keynote, Christophe will elaborate on *why* and *how* every business should pursue this ambition. He will explain **how different industries have entered the Transformational Economy** and inspire you to create Customer Transformations in your own sector so that you can contribute to the change your customers want. You will learn...

1. How to benefit from technological innovations.
2. How to contribute to individual, societal and environmental challenges.
3. How to offer what matters most to your customers.

➔ **Concerned topics:** Customer Experience, Innovation, Future Trends

➔ **Perfect for:** Conferences, Leadership Meetings, Team Meetings, Client-facing events.

➔ **Global Clients:** Unilever, Pepsi, Nestlé, NN Insurance, IQVIA, Colruyt, Proximus,...

➔ **Related keynotes:**

- Health is the Most Meaningful Consumer Value ([watch](#)) – *about consumers*
- No Healthy People on a Sick Planet – *how health makes sustainability tangible*
- The Transformational Economy – *from CX to Customer Transformations*
- Every Business is a Health Business – *health as engine for business growth*



# TRANSFORMATIONAL TECHNOLOGY

Innovate and apply technology to what matters most to your customers and your business strategy.

It sometimes seems unreal when we think about technology's influence on our lives over the past 10-15 years. And it continues to grow exponentially. At this speed, it is challenging to keep abreast of these changes, let alone estimate their real impact tomorrow. **Typically, in the media, the impact of technology on business is often overestimated, while its broad influence on people, society and the planet is underestimated.** We need a more balanced view of the transformational power of technology to remain relevant for our customers and patients.

In these keynotes, Christophe informs the audience on...

1. what these technologies really mean for your business or healthcare.
2. how you can use technology in health and well-being
3. what influences these technologies have on our lives and society

- ➔ **Concerned topics:** Customer Transformations, Innovation, Future Trends
- ➔ **Perfect for:** Conferences, Leadership Meetings, Team Meetings, Client-facing events.
- ➔ **Global Clients:** Abbott, AG Insurance, Ageas, Viatrix, Amplifon, Metagenics, Hospitals,..
- ➔ **Related previous keynotes:**
  - The Overabundance of Intelligence – *how to embrace Artificial Intelligence*
  - Virtual Worlds - *what are the human/business dynamics in the Metaverse*
  - Digital Humans - *about bringing back empathy to relations*
  - The Reality of Tomorrow – *an overview of technology trends that matter*

# ASPIRATIONAL LIVING

NEW



Focus on what is **essential in life** to influence your health and well-being.

Each of us desires to be healthy and happy. It is easily the most essential thing in our lives. But what does 'Being Healthy and Happy' mean, and how do you 'aim' for this? People often resort to what Christophe calls the 'Wellness Bingo': exercise, sleep, nutrition and mental health. They exercise more, eat healthier and sleep more. But how do you maintain these healthy activities without concrete aspiration? What do you really want to achieve? **In this new keynote Christophe introduces you to the Life Aspirations, universal human dreams and desires in our pursuit for health and happiness.** We feel happier and healthier when our Life Aspirations are fulfilled, and completing our Life Aspirations will make us feel healthier and happier. In this interactive keynote, you learn:

1. What healthy & happy could mean for yourself and others.
2. How to get started yourself by keeping the right, achievable goals in mind.
3. How to work together as a team or company to create a better working environment?

➔ **Concerned topics:** Corporate Well-being, Motivational Talk

➔ **Perfect for:** Town Hall & Year End Meetings, Team Buildings, Well-being Sessions

➔ **Global Clients:** UCB, Randstad, Baloise, ...

➔ **Related keynotes:**

- Employee Transformations – *how to provide a better employee experience*
- Live life to the fullest – *why and how you can be more consciously aspirational*





# HEALTHUSIASM

## and other health & wellness trends

Find new business opportunities in how health trends impact every part of life.

Our health and well-being influence every aspect of our lives. But likewise, every part of our lives also impacts our health and happiness. Hence, today, we are consciously and actively involved with our health & well-being in these different parts of our lives. It means that health is no longer about not being sick but about living life to the fullest. As a result, we have the Healthusiasm to manage our health holistically, even when not ill.

In this keynote, Christophe can highlight various **trends that show how health and self-care are becoming increasingly influential parts of...**

1. **everything we do** (eating, exercising, sleeping, sex, travelling, growing old, dealing with money,...),
2. **every place we are** (our house, work, car, city, supermarket, etc.) and
3. **every object we handle** (clothing, glasses, jewellery, telephone, clock, lights, ventilation, games, etc.).

➔ **Concerned topics:** Innovation, Future Trends

➔ **Perfect for:** Conferences, Strategic Meetings, Client-facing events.

➔ **Global Clients:** Darling Ingredients, Colruyt, Global DIY Summit, Radical Health, EBBIA

➔ **Some previous keynotes:**

- Ageless Ageing – *how ageing is impacting every single business*
- Sport Innovation – *about the holistic, aspirational value of sports*
- Good Food – *there is more to eating than nourishing ourselves*
- Personal Science – *how people are actively involved in health and science*
- Financial Wellness – *not about the 'what' or 'how' but about the 'why' of money*
- The Potential of Sleep – *why sleep is more than sleeping*
- From physical places to transformative spaces – *about our homes, stores & cities*



# CHJ

christophe jauquet

## PREVIOUSLY INSPIRED



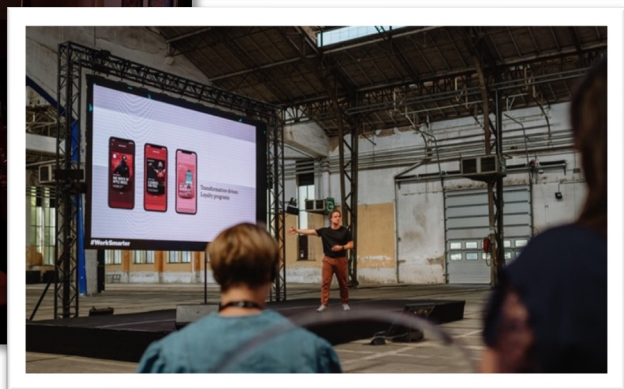
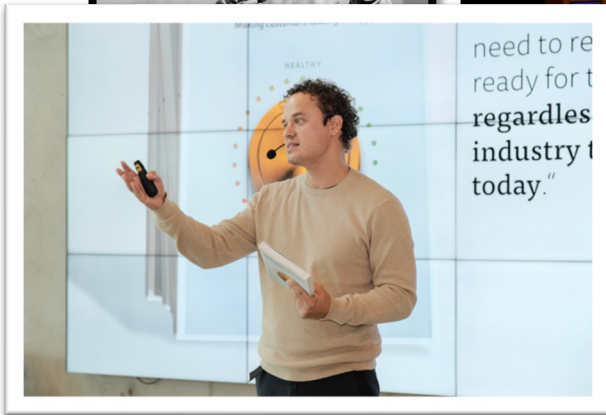
## THIS WHAT THEY SAY

- Christophe presented at our European Health Insurance Event in Austria to an audience of C-level industry leaders. He is a remarkable speaker who brings an inspiring story in a compelling yet very simple way. **Meriem Seghir, Senior conference producer, InventU**
- We invited Christophe at the Pharmaceutical Executive Club for a presentation to the CEO's from the pharmaceutical industry. His inspiring talk makes you think and rethink about the way look at healthcare. **Jan Bamelis, Director Roularta Healthcare**
- Christophe an inspiring session for the entire team at the kick off meeting for the Levant countries at Roche. We particularly liked the engaging discussions and interesting real life examples. **Talar Santourian, Roche Levant Countries.**
- Christophe is a super-compelling speaker, adaptable to stages large and small. **Maxine Birmingham, CEO Sustainable health & event organisor at GIANT Health.**
- Christophe was the perfect kick-off for one of the organized experienced by nexworks. He was able to inspire them on what the future of healthcare is and provide a glimpse on what solutions are already out there. **Matthias De Clercq, COO & partner at nexworks**
- Christophe succeeds in captivating his audience in an inspiring way and with a clear framework to help us make the best choices. **Steven Hermans, Director Innovation, CM**
- Christophe's session was placed as the opening keynote, and successfully set the tone for the rest of the event, leaving our audience inspired and energized for the rest of the programme. **Frances van Kalveren, Community Engagement Manager at ICCA**
- Christophe gave us a lot of valuable insights in a way that all countries, despite de variety of cultures, could have many interesting take aways for their daily jobs. **Philippe Gelder, President & CEO Voted Product of the Year WorldWide**



## CHRISTOPHE IN ACTION

Christophe's keynotes are almost cinematic experiences, weaving captivating stories with stunning visuals and videos. On top of that, he delivers actionable models and immediate takeaways, engaging audiences from the first instance to the moment they leave the room.

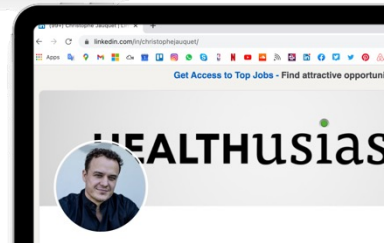
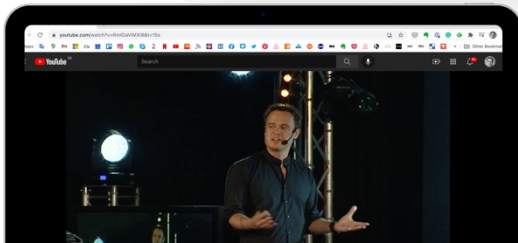
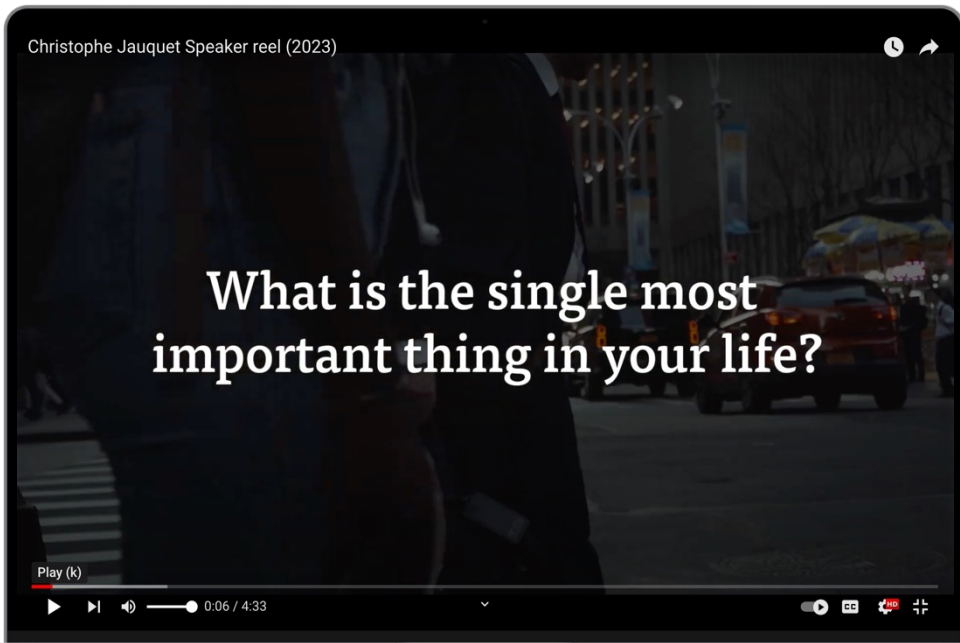




## STAY IN TOUCH – BE INSPIRED

- [LinkedIn](#): Connect professionally and stay on top of all important announcements
- [Instagram](#): Discover daily Healthusiasm inspiration and behind-the-scene footage
- [Newsletter](#): Subscribe to these long reads with a future perspective on health
- [YouTube](#): Follow keynotes, watch Healthusiasm monologues & learn from his thoughts
- [Blog](#): Find in-depth information on a health trends, behaviours and innovations.
- [Twitter](#): Interact live and discuss the latest trends in health & self-care
- [Podcast](#): Listen to panel discussions on the Healthusiasm future of health & self-care

[Click](#) to view Christophe's Speaker Reel



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