

INTERVIEW

HOW MEN CAN LEARN FROM WOMEN

INTERVIEW WITH RENÉ BOENDER

BY BART TER HUURNE & CHRISTIAN MARKWAT

Can you tell us about your education, you refer to it as Street University?

That is exactly how I tell people about my education: it is Street University, because I learned my knowledge and skills on the streets. Later on during my studies and career I went to Universities around the globe, to pick up some academic knowledge. I like the lecture and tutorial style that Universities use, but you need to learn real knowledge and skills in the street. Knowledge and skills are to be found everywhere, which is why I call it Street University. You have to pick up the knowledge you need in your life. Of course you need to screen out what you do not need, this information overload can be the biggest opportunity OR the biggest threat in your life.

“You need to learn real knowledge and skills in the street!”

Do you think that students should pick up courses at other Universities as well?

There is a global listing with the best universities around the globe. From the Top 100 universities, three of them are located in the Netherlands: I do not believe in that list! I believe that there is good quality knowledge to be picked up everywhere. However, you have to find it and take out what is in it for you. Good University Professors should inspire you whether at Stanford, London, Amsterdam, Tilburg or any other University around the globe.

In your Keynotes and books, you stress the power and opportunities of intuition. How did you learn this in your career?

As a matter of fact I already knew about my intuition when I was as young as five years old. Intuition is the little voice in your head that is always talking to you. Intuition is basically ‘knowledge that is in a hurry’. You always have to listen to ‘knowledge in a hurry’, because when you are in a jungle and a lion

attacks you, you do not have time to think. You have to act using your intuition. It is the most important thing we have. Today’s education systems are made to kill intuition inside of you. I am a big fan of getting back to the intuition of what you like and want to learn.

When you asked me for this interview, in a few seconds, my inner voice told though me that I should take this interview. You reflected my view of youngsters that want to go the extra mile in their life. Other times when my inner voice tells me nothing, I say no.

Other examples come from the so-called Product Arena. If I run into an opportunity, I immediately know if it will be a failure or a success. For instance, I ran into the three students at the Delft University of Technology, who invented the storm umbrella. These students contacted me and I immediately responded: “Let’s make this a worldwide hit!”. My intuition told me that this would be a great product. And that is why people hire me, because of my intuition.

What happened in that past cannot be changed, but what will happen in the future shapes your opportunities. You can learn from the past, but you have to inspire the future. Of course you have to take historical events and education into account, but you also have to make use of your intuition and think about what you want, because you are the one to make it happen, nobody will do it for you!

You use brain candies to motivate people, why do you think it works so well?

For all people a brain candy can help, it is a little thing that pops into your mind, just when you need it. Sometimes, you hear people say something that you want to remember to recall it at a certain future moment. The brain candy has a certain position in your brains, it makes use of visualization by drawing a picture of the situation in your mind. This helps you to recall it the moment you may need it. It is a visualizing technique that is also connected to the 3’12” Eternity Law that I describe in my books. Within

three seconds, you decide whether you are going to listen/watch or not. This is called the primary affective reaction (PAR). When you do not cause a PAR in three seconds, you can talk on but nobody will listen or watch. After the PAR, you have twelve seconds called the secondary affective reaction

“When you are in a jungle and a tiger attacks you, you have no time to think”

(SAR). If people are still interested, then you will get the ‘Eternity’. Eternity will be as long as the receiver allows you to broadcast your message. The receiver decides to move on, you can still talk, but they will not listen. I found out that brain candies are the ideal mind-opener for the brain position of the PAR. This process is never rational, people always rely on their emotion.

Women use their EQ and SQ better than men, how can managers learn from this?

Actually, men and women are equal. However, the emotional side of the brain of women is larger compared to men. This developed over the last 300 years. Nowadays women are coming into the same decision-making and job positions as men do. Women are more emotionally driven, men feel their intuition in their stomach which is turned on throughout the day. The little voice in a woman starts to work the moment they go to bed, at which point they emotionally rationalize everything they did that day. Thus, where the mental activity of men decreases when they go to bed, the opposite happens with women.

Does this have any advantages for women?

Yes! With intuition, the first three seconds are emotional, which can be more important than rational. Women have more emotion involved in their behaviour, they make more use of intuition. This is why the “new” man is more women in this perspec-

tive. Men evolve to be more open, vulnerable and emotional. Nowadays, men even shed a tear when dropping off their kids at kindergarten. This leads men to be in a pretty good shape, knowledge-wise. EQ and SQ are a function of human behaviour from the last century. Within 20 years you will see that most jobs are equally divided among men and woman. Mind you that 80% of all judges right now in the Netherlands are women. By 2020, most of the doctors will be women and as you can see, they are better shaped for the future. We are coming to understand that men are from Mars and women from Venus. We are all coming from a planet. The moment we make contact between both sexes from a brain perspective, we will get a better world than ever before.

In terms of EQ and SQ, how do you think the ideal top manager would look like?

First of all, they should be more open for the new kinds of management. The new kind of management does not emphasize on accumulation of knowledge like we do nowadays, but focuses on leading a group of people. It should be a communication-driven job, making contact and collaborating is the #1 skill to get things done. Since, the primary function of making contact in business is getting a contract, managers should be people-driven in order to succeed.

What is your advice to our readers?

If you have a goal in life, whatever goal, “Be crazy and go for it!”. You have to have “JFDI in your DNA”. Do not stop, but go for it. Do not let others decide what you should do, believe in your own destination and make it happen!

Do you want to know what JFDI stands for? We have one book and several e-book promotion codes to give away. Send a message stating your name and phone number to fq@asset-firstinternational.nl

René C.W. Boender (1958) works as a brand-booster and brain agent. He keynotes his practical ‘surprise, change and conquer’ speech by motivating people to look for good business. His Brain Candy technique helps people to understand and motivate ambition in business and personal life. Boender advises international companies and guest lectures at universities around the world.



“Believe in your own destination and make it happen!”

(René Boender)