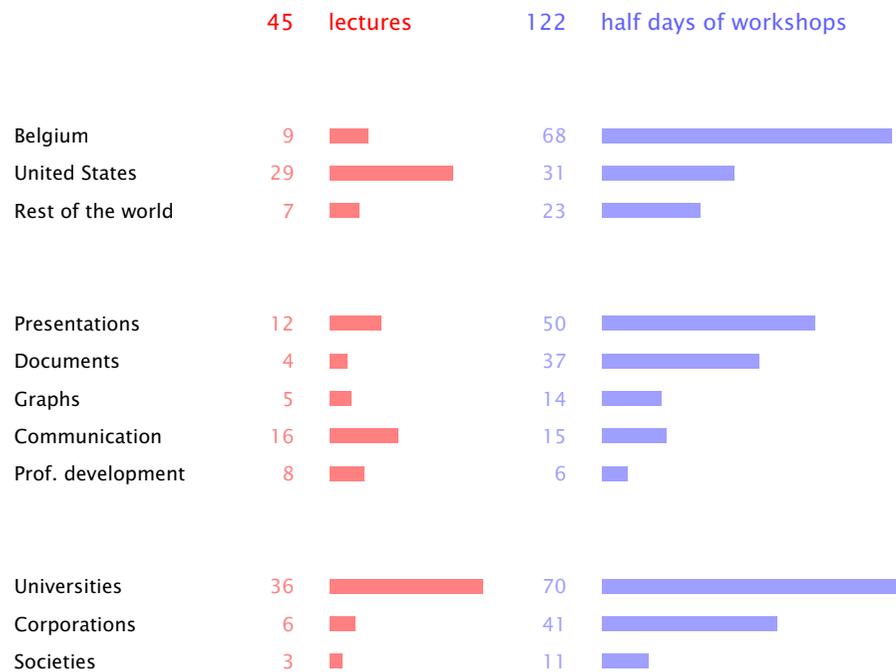


OUR ACTIVITIES IN 2019 were nicely balanced between lectures and interactive workshops, between work in Belgium and work abroad, and among topics addressed and types of clients, too. We enjoyed once again the diversity of our audiences, which not only offers a welcome variety in our work but also reinforces our belief in universal principles.



Our calendar for 2020 is almost fully booked already and promises as much balance and diversity as 2019. We look very much forward to continuing our work with existing clients and starting work with new ones. 😊

Without surprise, our home country was our largest market, representing more than half of our small-group workshops.

US universities / research institutions have always been fond of our two-hour lectures, but are asking increasingly often for interactive, customized half-day or full-day workshops.

We traveled close to home for sessions in Denmark, Germany, Italy, the Netherlands, Spain, and Sweden, and further away to Chile, Japan, and for the first time Brazil and Saudi Arabia.

Among our three communication classics, oral presentations remain the most popular topic (more adrenaline, perhaps?), whereas the importance of graphs remains underestimated.

Our clients confirmed their interest for sessions on posters, on communicating to nonexperts, and on basics, such as *getting the message across* and our now famous *three laws*.

Our fastest-growing topic was *networking for researchers*, now complementing our time-tried sessions on persuasion, personal efficiency, critical thinking, and more effective CVs.

Among the 41 universities and related research institutions at which we ran sessions in 2019, we welcomed 14 new ones, for example, Universität Hamburg, Lunds universitet, Abdus Salam International Centre for Theoretical Physics (ICTP), King Abdullah University of Science and Technology (KAUST), Universidad del Bío-Bío, UC San Francisco (UCSF), Vanderbilt University, or Lawrence Livermore National Laboratory (LLNL).

Five corporations kept us busy in 2019: GlaxoSmithKline, Janssen (Johnson & Johnson), Novartis, Philips, and Roche.

Among not-for-profit societies in 2019, we started training young, promising Brazilian professors through Serrapilheira.

We love to hear from you

We are always happy to hear about your successes, failures, or frustrations with what you have learned in our sessions. Those many e-mails out of the blue that go “hey, you don’t know me, but I attended a lecture you gave and tried hard to do everything you recommended, and now I won an award for it” are perhaps the most heartwarming part of our job, besides helping us convince the skeptics out there that our approach is effective—and well received. By all means, keep these stories (and others) coming.

Also, if you’d like us to lecture or run workshops at your organization, it is never too early to write to us and explore options or make tentative plans. Never hesitate to let us know what’s on your mind.

In general, e-mail is the best channel to get in touch with us (plain old e-mail, not Facebook messages or similar social media). Once in our e-mail pipeline, your note will not easily be overlooked or forgotten. (Should we seem slow to reply, send us a reminder: your initial mail might not have reached our inbox.)

On the other hand, if you have a follow-up question about a lecture or a workshop, or more generally if you are seeking advice on a specific challenge, a better forum to post your request is our LinkedIn discussion group named *Trees, maps, and theorems*. In this way, our answers benefit a larger number; moreover, other members of the group may have valuable suggestions to offer about your question.



Principiæ
Structuring thoughts