



MICHEL POULAERT

KEYNOTES AND A SHORT BIO

OPTIMISM, AUDACITY, CHANGE MANAGEMENT, CULTURE OF FAILURE, SALES, PUBLIC SPEAKING

THE 2026-2027 PROGRAM



For more than 35 years—and long before his professional career—Michel has always spoken with disconcerting ease and power.

Even as a child, back in elementary school, he showed a remarkable ability to speak with conviction and enthusiasm.

One thing is clear: he captivates his audience! At the same time, he was performing in theater, growing up immersed in American culture, and developing a passion for those great “American-style” orators.

With over 1,100 talks under his belt, he is one of the most requested speakers in France.

His energy and natural enthusiasm are contagious, and all his clients say the same thing: “You can tell he lives what he says!”

And that makes all the difference in the eyes of employees.

He walk the talk, and it inspires others to do the same.

In 2020, he earned the prestigious CSP® certification, awarded to the world's best speakers. This international recognition is an achievement that benefits your event: you're working with a true professional on stage!

According to him, being an entrepreneur, leader, manager, executive, leading a team, and even selling is, above all, a mindset.

When he was an employee and sales executive, he was among those who were as committed as if it were their own company. He was always an “intrapreneur”.

Michel debunks myths, takes the drama out of things, and gets you fired up again!

Michel Poulaert, CSP, has been a professional speaker since 2006.

With more than 1,100 public speaking engagements under his belt, he is one of those speakers who leaves a long lasting impression.

With three TEDx talks to his credit, he is also an author.

The culture of failure, optimism, and sales are his topics of expertise.

For nearly 20 years, while head of sales and market development for the French market at a Dutch company, he was, for several years, the group's top sales executive.

A hands-on professional, his clients were always his top priority.

When prospecting, he experiments with different approaches that are above all customer-centric. In his view, the more you pleasantly surprise a customer, the stronger the bond will be.

For him, if you treat your customer as if they were a friend, you'll feel less pressure to sell, since the customer will come to you to buy!

Always on the hunt for good ideas, he's constantly experimenting. And when something doesn't work, he transforms, adapts, innovates, or... postpones it, because some ideas don't always come at the right time. If there was such a thing as impossible, it was for him!

This creative spirit and eye for beautiful imagery are evident in his videos, which are posted primarily on LinkedIn (27K), Instagram (15K), YouTube (12K), and TikTok (39K). He has been posting inspiring content daily since 2008.

His posts have inspired more than 2 million visitors.

His boldness and proactive optimism have also earned him roles in two feature films and appearances on numerous television shows.

