

## Contact

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## Top Skills

Leadership Development  
Keynote Speaking  
Human Resources (HR)

## Publications

Het Nieuwe Mentaal  
Mentaal Kapitaal  
Better Minds

# Elke Geraerts

International Keynote Speaker | Author | PhD in Psychology | CEO  
at Better Minds | Transforming Workplaces through Science and  
Strategy

Antwerp Metropolitan Area

## Summary

I started my career in academia.

Harvard, St Andrews, Maastricht, Rotterdam. Research, teaching,  
publishing.

A PhD in psychology and a deep dive into resilience, stress and  
attention.

Useful. But not enough for me.

Because the real question was never academic for me.  
It was practical.

How do we turn solid science into something that actually changes  
the way people work and live?

That question led me out of the university halls and into  
organisations.

And eventually to founding Better Minds.

We're an international consultancy focused on mental resilience,  
leadership and healthy workplace cultures. A knowledge boutique,  
not a factory. Science-based, yes. But always personal. Tailored.  
Grounded in real organisational life. Impact matters more than  
theory.

Along the way, I wrote books such as Better Minds, The New Mental,  
Authentic Intelligence, The Mental Reset and Focus is the New Gold.  
Not to add titles to a shelf, but to give leaders and teams language  
and tools they can actually use.

I also speak. A lot.

From TEDx stages to boardrooms and company offsites across the  
world.

My aim is always the same: challenge comfortable thinking and spark action.

What drives me?

Helping people and organisations build mental strength that lasts. Not hype. Not quick fixes. But resilience and leadership that hold up under pressure.

If that resonates, let's talk.

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## Experience

### Better Minds

#### Chief Executive Officer

January 2013 - Present (13 years 2 months)

Antwerp, Flemish Region, Belgium

At Better Minds, we strengthen mental capital in leaders, teams and organizations.

We support organizations create the conditions for focus, resilience and sustainable performance, from individual behavior to collective culture.

As a boutique consultancy, we work hands-on and tailor-made. Close to our clients, with depth, trust and measurable impact.

### Ghent University

#### Professor

March 2023 - September 2024 (1 year 7 months)

Ghent, Flemish Region, Belgium

At the Faculty of Economics and Business Administration I held a guest professorship in lifelong learning, inspiring alumni students to continue learning. I taught courses on HR, leadership, and the future of work.

### World Economic Forum

#### Global Shaper

October 2011 - January 2016 (4 years 4 months)

Amsterdam, North Holland, Netherlands

Global Shapers are organized in a network of local hubs based in each major city around the world. They undertake events and activities that generate a positive impact within their local community. I was part of the first cohort of the Global Shapers, within the Amsterdam hub and was invited to the Davos summit.

Erasmus University Rotterdam  
Associate Professor  
2009 - 2014 (5 years)

I was the founder of the Clinical Cognition Laboratory, examining resilience, stress and burn-out, with several PhD students being involved.

University of St Andrews  
Lecturer  
2007 - 2009 (2 years)

I supervised several PhD students and was responsible for several psychology courses such as Law Psychology.

Harvard University  
Postdoctoral fellow  
2006 - 2007 (1 year)

As a postdoc I conducted research on trauma and its impact on cognitive functioning.

Universiteit Maastricht  
PhD student, Dept of Neurocognition  
January 2004 - February 2006 (2 years 2 months)

My doctorate research focused on the impact of trauma on cognitive functioning; I graduated Cum Laude.

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## Education

Maastricht University  
Doctor of Philosophy (Ph.D.), Cum Laude, Psychology · (2004 - 2006)

Maastricht University  
MSc, Cum Laude, Psychology · (2000 - 2004)