

Bruno Demonie



Common Good
Consultant

Co-initiator of
EarthWays

I like to identify with the image of the 'rebel' – but with a cause – and as a servant leader. Having courage to identify where it hurts, where the pain is, but also helping to cure, to guide to improvement – and always humble, on the background, not as an actor but as a coach.

My talents are servant leadership and transformation management. I get energy out of growing individuals and teams to a better state. My emotional and social skills are key as well as my talent to present complex matters in a comprehensive and clear way. My view on reality is holistic. I believe that you cannot grasp or describe reality with only a few identifiers. Only by bringing unseen and unpronounced aspects above the water and given them the place and importance they deserve, improvements can be sustainable.

My professional experience is situated in financial administration, reporting and management with over 30 years of service in different industries – ranging from wholesale (Canon, FAG), retail (Mister Minit), chemical industry (BOC / Air Liquide) and financial services (Cigna Insurances). I have learned how to organize financial teams and how to manage financial and reporting flows. But I also experienced how sole financial information is a very poor and uni-directional way of describing the status of organizations. This is why I am exploring different ways of measuring and describing the value of an organisation in a broader, holistic way – how is the organisation contributing to the common good, to a better world and how to identify and implement methods which are bringing all stakes for all stakeholders into a fair equilibrium. The Economy of the Common Good balance is a tool which is appropriate for this and that is why I engaged in learning how to implement this methodology.



EarthWays was founded in 2017 by Chris Hoérée and in 2020 I joined the EarthWays ecosystem. In 2020 I gained the certificate of Common Good consultant and together with other Common Good experts we created an approach to help organizations & teams integrate the Common Good ideas in their businesses and their way of working and acting.