

# MEET SIMONE BERGER

## behavioural specialist and coach

**VISION**  
To navigate leaders and brands to their fullest potential.

**PASSION**  
To help make people's eyes shine.

**BACKGROUND**  
Simone Berger is the founder of Univation, a future-led agency that designs compelling experiences and programs to increase future-fit leadership and increased consciousness. Her focus areas include creative thinking, flow, polycrisis agility, mindfulness, vision-building, self-mastery, and inner resilience.

Simone's background is television and brand strategy. There, she headed up some great brands such as Cell C black, SABC1, and Econet Media. Her unique creative thinking process has been published in an academic journal called Action Design, together with the University of Pretoria.

Through Univation's programs, Simone has had the privilege to coach and facilitate some incredible teams and brands, including Discovery Health, Investec, ACSA, The American Tower Company, The ILO, Clarins International, Fraser Alexander and Merck Pharmaceuticals.

Simone has a unique way of working where she integrates storytelling, systemic thinking, and mindfulness to ensure deep shifts with sustainable results. Her work is backed by neuroscience, ancient wisdom, and a host of methodologies such as Consciousness Coaching, NLP, U-Lab, Compassionate Enquiry, and The Enneagram.

**CURRENT PROJECTS**  
Simone Berger is currently writing a book on the principles of flow and will be hosting her yearly online 8-week flow experiment journey from March 2024, guiding individuals on how to live in flow.



 +27 84 777 8870

 [univation.co.za](http://univation.co.za)

 [simone@univation.co.za](mailto:simone@univation.co.za)