



AMSTERDAM  
BUSINESS  
FORUM



IKENNA  
AZUIKE

ELKE  
GERAERTS

ADAM  
GRANT

BRENÉ  
BROWN

JOSEPH  
OUBELKAS

MARGRIET  
SITSKOORN

MICHEL  
MULLER

DENKPRODUCTIES PRESENTS:

**Amsterdam Business Forum 2024**

# Courageous Leadership

September 27<sup>th</sup>, 2024  
AFAS Live | Amsterdam

**#1** LEADERSHIP EVENT  
OF THE YEAR

**7** WORLD CLASS  
SPEAKERS

**1.500** TOP LEVEL  
ATTENDEES

More information: [DENKPRODUCTIES.NL/ABF](https://denkproducties.nl/abf)

# Program Amsterdam Business Forum 2024

**08.30** Registration

**09.30** Opening by host Ikenna Azuike

## **BLOCK 1: COURAGE TO GROW**

We underestimate the range of skills that we can learn and how good we can become. We can all improve at improving.



**Elke Geraerts:** The New Now - Leadership in a world where change is the only constant



**Adam Grant:** Hidden Potential - The science of achieving greater things

**11.00** *Break 1 with deepdive sessions. Including VIP ticket holder session with **Adam Grant***

**12.30**

## **BLOCK 2: COURAGE TO FOCUS**

How do you stay strong when times are extremely challenging?



**Margriet Sitskoorn:** The Psychology of Will Power - Training your brain to reach your goals



**Joseph Oubelkas:** Extreme Resilience - A remarkable journey

**14.00** *Break 2 with deepdive sessions. Including VIP ticket holder session with **Brené Brown***

**15.30**

## **BLOCK 3: COURAGE TO LEAD**

What Does It Mean to Dare to Lead? How do you embed the value of courage in your culture?



**Brené Brown:** Dare to Lead - The ultimate playbook for developing brave leaders and courageous cultures



**Michiel Muller:** Break the rules, challenge the standards - Lessons from a serial entrepreneur

**17.15** Closing and reception

# International Headline Speaker

*"When opportunity doesn't knock, there are ways to build a door."*

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## **ADAM GRANT**

Organizational psychologist at Wharton, bestselling author of *Think Again*, and host of the podcasts *WorkLife* & *Re:Thinking*

Adam has been **Wharton's top-rated professor for 7 straight years**. As an organizational psychologist, he is a leading expert on how we can find motivation and meaning, rethink assumptions, and live more generous and creative lives. He has been recognized as one of the world's 10 most influential management thinkers and *Fortune's* 40 under 40.

He is the #1 New York Times **bestselling author of 5 books that have sold millions of copies** and been translated into 45 languages: *Think Again*, *Give and Take*, *Originals*, *Option B*, and *Power Moves*. His books have been named among the year's best by Amazon, Apple, the Financial Times, and the Wall Street Journal. His viral piece on languishing was the most-read New York Times article of 2021 and the most-saved article across all platforms. **His new book, *Hidden Potential*, launched in October 2023.**

Adam hosts the **TED podcasts *Re:Thinking* and *WorkLife***, which have been downloaded over 65 million times. His TED talks on languishing, original thinkers, and givers and takers have over 30 million views.

# International Headline Speaker

*"Courage can be taught, developed and measured. All it requires is a commitment to doing bold work, having tough conversations and showing up with our whole hearts."*

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## **BRENÉ BROWN**

Dr. Brené Brown: is a **research professor at the University of Houston**, where she holds the Huffington Foundation Endowed Chair at the Graduate College of Social Work. She also holds the position of visiting professor in management at the University of Texas at Austin McCombs School of Business.

Brené has spent the past two decades studying **courage, vulnerability, shame, and empathy**. She is the author of six #1 New York Times bestsellers and is the host of two award-winning podcasts, *Unlocking Us* and *Dare to Lead*.

Brené's books are **translated into more than 30 languages**, and her titles include *Atlas of the Heart*, *Dare to Lead*, *Braving the Wilderness*, *Rising Strong*, *Daring Greatly*, and *The Gifts of Imperfection*. With Tarana Burke, she co-edited the bestselling anthology *You Are Your Best Thing: Vulnerability, Shame Resilience, and the Black Experience*.

Brené's **TED talk on the Power of Vulnerability** is one of the **top five most-viewed TED talks in the world**, with over 60 million views. Brené is the first researcher to have a filmed lecture on Netflix, and in March 2022, she launched a new show on HBO Max that focuses on her latest book, *Atlas of the Heart*.

Brené spends most of her time working in organizations around the world, helping develop **braver leaders and more courageous cultures**.

She lives in Houston, Texas, with her husband, Steve. They have two children, Ellen and Charlie, and a weird Bichon named Lucy.

# Speakers and host



Belgian Doctor in Psychology **Elke Geraerts** held various positions at the universities of Harvard, St Andrews, Maastricht and Rotterdam. She is founder of Better Minds at Work, specializing in increasing mental resilience, energy and productivity of employees. Her big breakthrough came with her bestseller Mentaal Kapitaal (Better Minds).



Entrepreneur **Joseph Oubelkas** has an incredible life story about resilience and will power. On a business trip to Morocco, Joseph got arrested and wrongfully put in prison with a 10-year sentence. He was able to prove his innocence and shared his extremely valuable life lessons in his book '400 letters from my mother'.



**Margriet Sitskoorn** is a neuropsychologist and professor of Clinical Neuropsychology at Tilburg University. She is perhaps the best-known brain expert in the Netherlands. She owes her fame to bestsellers such as 'The makeable brain' and her many TV appearances in popular science programs.



Serial entrepreneur **Michiel Muller** is Holland's most renowned business disruptor. He is founder and CEO of online supermarket Picnic. Michiel has an impressive track record of shaking up industries, founding unmanned petrol service station chain Tango and the road assistance company Route Mobiel.



**Ikenna Azuike** was host of Amsterdam Business Forum in 2022. He shared the stage with speakers like Yuval Noah Harari, Amy Edmondson and Usain Bolt. Yet the highest rated speaker of this event was not one of those speakers. It was ... the host: Ikenna. With a rating of 9,22/10. There was no doubt: Ikenna has to return to Amsterdam Business Forum.

# What attendees say

9

Really inspiring and action oriented, with great diversity of speakers and viewpoints.

*Jeltje Doeven, Dura Vermeer*

8

Inspiration galore!

*Mandy Markerink, Stichting Campus Nederland*

10

Fantastic, inspiring and great learning experience.

*Markus Konings, Sandenburg-DST*

9

Inspirational and sensational!

*Tessa Peetoom, LeasePlan*

9

A truly inspiring day filled with mind-provoking thoughts.

*Lennart Nordin, Simbase*

9

When you think it cannot get any better, DenkProducties is able to, again, make it happen!

*Yaïsa Gottenbos, T-Systems International*

8

A day full of inspiration and practical takeaways!

*Peter Monbailieu, MB Presents*

9

Inspiring!

*Joris Vollebergh, Akzo Nobel*

9

Overwhelmed by inspiration!

*Lise Van Dam, Odido*

9

Like an 8 course star dinner served in an inspiring environment with people you didn't know you needed or they needed you.

*Karlijn L'Ortye MO the movement*

More information: [DENKPRODUCTIES.NL/ABF](https://denkproducties.nl/abf)

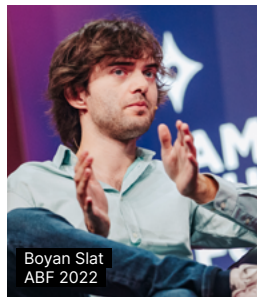
# Amsterdam Business Forum

THE Leadership Event of the Year

(previous speakers)



Usain Bolt  
ABF 2022



Boyan Slat  
ABF 2022



Tim Ferriss  
ABF 2023



Rutger Bregman  
ABF 2023



Yuval Noah Harari  
ABF 2022



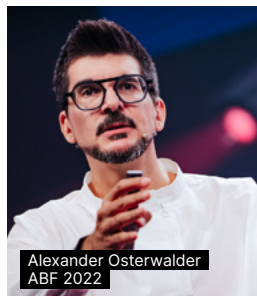
Erin Meyer  
ABF 2023



Typhoon  
ABF 2023



Amy Edmondson  
ABF 2022



Alexander Osterwalder  
ABF 2022

At Amsterdam Business Forum you'll get: outstanding speakers, actionable insights and a community of 1.500 great minds in the audience.



Learn from  
the best  
minds



Meet  
1.500  
leaders







Bring  
your entire  
team

More information: [DENKPRODUCTIES.NL/ABF](https://denkproducties.nl/abf)

# Ticket types






REGULAR  
~~1095€~~ **995€**  
excl. VAT

-  Main stage program
-  All Inclusive Catering
-  Networking opportunities
-  30 days on demand access to all presentations (integral video and articles)

## GROUP

With a group to Amsterdam Business Forum? Smart idea! By going together, you not only strengthen the internal network but also make it easier to translate the insights you gain into concrete ideas.

### GROUP DISCOUNT

-  -10% from 5 participants
-  -15% from 10 participants
-  -20% from 20 participants

In addition, there are opportunities to build partnerships. If you are interested in forming a partnership for Amsterdam Business Forum 2024, please get in touch with Stefan van der Spek via: [stefan@denkproducts.nl](mailto:stefan@denkproducts.nl).



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