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**AMSTERDAM
BUSINESS
FORUM**

DENKPRODUCTIES PRESENTS:

Amsterdam Business Forum

People Centered Leadership

SEPTEMBER 18TH, 2026 | TAETS ART AND EVENT PARK



AHMED
ABOUTALEB

DIANA
KANDER

STEVEN
BARTLETT

JACINDA
ARDERN

SETH
GODIN

EVA
DE MOL

IKENNA
AZUIKE

76% OF ALL SEATS ARE ALREADY BOOKED

#1 LEADERSHIP EVENT
OF THE YEAR

7 WORLD CLASS
SPEAKERS

3.000 TOP LEVEL
ATTENDEES

More information: **ABFORUM.NL**



**“I am not a human resource,
I am a **human being**”**

Henry Mintzberg

PLACE PEOPLE BACK IN THE HEART OF THE ORGANIZATION

In today's changing world, we need to think beyond performance and results. The time is now for *People Centered Leadership*. For leaders who place people back at the heart of organizations.

For years, employees were managed as “resources.” But with AI now taking over routine tasks, and new generations entering the workforce, one thing has never been clearer: the true value of organizations lies in people as human beings. They bring the creativity, resilience, and meaning that technology cannot.

At **Amsterdam Business Forum 2026** these amazing speakers will share their best insights.

LIVE, IN PERSON, ON ONE STAGE:

- **Diana Kander (UA & USA)** - Serial entrepreneur & innovation expert
- **Seth Godin (USA)** - Living legend in leadership and marketing
- **Ahmed Aboutaleb (NL)** - Former Mayor of Rotterdam
- The Rt. Hon. Dame **Jacinda Ardern (NZ)** - Former Prime Minister of New Zealand
- **Eva de Mol (NL)** - Leading tech investor
- **Steven Bartlett (UK)** - Entrepreneur & host of The Diary of a CEO

Guiding you through this extraordinary day; **Ikenna Azuike (NL)** as our host:

Join us and learn how to lead with humanity, purpose, and impact. Because in the end, organizations don't grow - people do.

More information: **ABFORUM.NL**

Program Amsterdam Business Forum 2026

08:00 Registration

09:30 Opening by our host Ikenna Azuike

BLOCK 1

THE HUMAN ROLE IN DIGITAL ORGANIZATIONS

Digitalization and AI are transforming organizations at lightning speed. But now more than ever, it is people who make the difference. What is the new Human Edge in this digital era?

- **Diana Kander** explains why curiosity is a crucial human skill AI can never replace. What daily habits can we adopt to train our curiosity muscle?
- **Seth Godin** shows why our uniquely human qualities - creativity, empathy, and initiative - matter even more in a world of algorithms.



11:30 **Lunch break #1** with side sessions, networking and VIP session with Seth Godin (VIP ticket holders)

BLOCK 2

HUMAN LEADERSHIP: EMPATHY OVER DOMINANCE

The era of dominant leadership is over. People centered leaders are kind, connecting and compassionate. These 2 leaders walked that talk and share their vision and values.

- **Ahmed Aboutaleb** shows how humanity, inclusivity, and vision can guide leadership even in times of tension and polarization.
- The Rt. Hon. Dame **Jacinda Ardern** demonstrates that you can be both strong and empathetic, and that consensus often builds more lasting results than conflict.



More information: **ABFORUM.NL**

Program Amsterdam Business Forum 2026

14:15 **Lunch break #2** with side sessions, networking and VIP session with Jacinda Ardern (VIP ticket holders)

BLOCK 3

BUILDING HUMAN-CENTERED ORGANIZATIONS

How do you create organizations where people truly come first?
How does this affect how you deal with customers, with investors and with employees?

- **Eva de Mol** gives cutting-edge insights from innovative startups: how to build companies that use technology wisely while keeping people at the center.
- **Steven Bartlett** shares insights from his journey as an entrepreneur and investor on shaping culture, teams, and purpose in ways that make people want to stay, grow, and contribute. He shows how people-centered organizations not only care for their employees but also achieve sustainable growth and long-term success.



17:15 Closing and reception

OUR HOST: IKENNA AZUIKE

Ikenna Azuiké hosted Amsterdam Business Forum in 2022, 2024, and 2025, sharing the stage with world-class speakers like Brené Brown, Adam Grant, Yuval Noah Harari, Amy Edmondson, Usain Bolt, Simon Sinek and Sanna Marin. No doubt about it: **Ikenna returns to Amsterdam Business Forum 2026.**



International Headline Speaker

“Leadership starts with the courage to be fully, relentlessly human.”



STEVEN BARTLETT

- Host of Europe's #1 podcast *The Diary of a CEO*
- Bestselling author of *The Diary of a CEO: The 33 Laws of Business and Life*
- Youngest ever Dragon on BBC's *Dragons' Den*

Steven Bartlett is one of Europe's most exciting and influential young entrepreneurs. As the creator and host of *The Diary of a CEO*, Europe's #1 podcast, he takes millions of listeners on an unfiltered journey into the minds of the world's most remarkable leaders, thinkers, and changemakers.

At just 33, Steven has already built a diverse portfolio of disruptive ventures. He is an active investor in health and wellness companies like Huel and Zoe, co-founder of Flight Story and third web, and founder of Flight Fund, his private equity fund designed to back the next generation of European unicorns. His innovative vision across sectors like Web3, biotech, and social media has made him a driving force for the businesses of tomorrow.

In 2023, Steven released his first book, *The Diary of a CEO: The 33 Laws of Business and Life*, which became an instant bestseller. He also made history as the youngest ever Dragon on BBC's hit show *Dragons' Den*. Beyond business, Steven is dedicated to inspiring underrepresented communities, partnering with schools and even the UK Prison Service to give disadvantaged young people access to entrepreneurial tools and inspiration.

International Headline Speaker

"To me, leadership is not about necessarily being the loudest in the room, but instead being the bridge, or the thing that is missing in the discussion and trying to build a consensus from there."



JACINDA ARDERN

- **Prime Minister of New Zealand (2017–2023)**
- **Author of *A Different Kind of Power* (2025)**
- **Founder, Field Fellowship for Empathetic Leadership**

The Right Honourable Dame Jacinda Ardern made history as the youngest female Prime Minister of New Zealand, taking office at just 37. Her leadership became globally admired for its empathy, courage, and decisiveness in the face of immense challenges. From guiding New Zealand through the Christchurch terror attack and the COVID-19 pandemic to leading swift reforms on gun control and social equality, she redefined what it means to lead with humanity.

Ardern's government reached milestones in women's empowerment with 50% female representation in Parliament and government boards, progressive reforms on abortion, pay equity, and parental leave, and a groundbreaking example of balancing leadership and motherhood.

In 2025, she published her first book, *A Different Kind of Power*, making a strong case for a new style of leadership: empathetic and connecting.

Today, she continues her mission as a global advocate for empathetic leadership and climate action. At Harvard University, through The Earthshot Prize, and with the newly founded Field Fellowship, Ardern inspires a new generation of leaders to combine compassion with impact.

International Headline Speaker

"AI is the biggest change in our world since the invention of electricity – a bigger change than the internet (...) You're either going to work for an AI or have an AI work for you. Which would you prefer?"



SETH GODIN

- **Author of 21 bestselling books, including *Purple Cow*, *Tribes* and *This Is Strategy***
- **Writer of one of the most popular blogs in the world**
- **Inducted into the marketing hall of fame (2018)**

Seth Godin is one of the most influential voices in modern marketing and leadership. Known for his ability to turn complex ideas into simple, powerful lessons, he has inspired millions through his books, his legendary blog, and his captivating talks.

For more than 20 years, Seth has published a new post every single day – over 8,000 in total. His blog is read by millions worldwide and has become a daily source of insight on leadership, change, and the power of ideas.

With 21 bestsellers translated into 40 languages, Seth has reshaped how we think about ideas, connection, and impact. From *Purple Cow* to *The Dip* and *The Song of Significance*, his work has become a toolkit for leaders and creators who want to make change happen. His latest book, *This Is Strategy*, was featured in Harvard Business Review and became a nationwide bestseller.

Beyond writing, Seth is the founding editor of *The Carbon Almanac*, a global bestseller on climate responsibility, and has given some of the most popular TED Talks of all time. As an entrepreneur, he built and sold two pioneering companies and is widely credited as the inventor of ethical email marketing.

International Headline Speaker

*"If you want to innovate,
make curiosity a daily
habit, not an occasional
inspiration."*



DIANA KANDER

- **Serial entrepreneur & innovation expert**
- **New York Times bestselling author**
- **Advisor to boards, executive teams, and global organizations**

Diana Kander is a leading innovation expert, serial entrepreneur, and New York Times bestselling author. Arriving in the United States as a refugee from Ukraine at the age of eight, Diana went on to launch and sell millions of dollars' worth of products and services before she turned thirty.

Her bestselling books on innovation and curiosity are taught at more than 100 universities, shaping the next generation of entrepreneurs and business leaders.

As a consultant, Diana has helped create multi-billion-dollar products, coached boards and executive committees on innovation best practices, and led large-scale culture transformations within major organizations.

She brings these experiences to every keynote, delivering highly engaging case studies and perspective-shifting stories that challenge audiences to think differently.

Diana has truly cracked the code on how curiosity can spark exponential growth. She empowers audiences to achieve better outcomes – professionally and personally – by learning how to ask better questions.

National Headline Speaker

“A leader needs both authority and a conscience.”



AHMED ABOUTALEB

- **Mayor of Rotterdam (2009–2024)**
- **Named *World Mayor*: best mayor in the world (2021)**
- **Author of *Thuis***

Ahmed Aboutaleb is one of Europe's most respected and inspiring political leaders. Born in Morocco and raised in the Netherlands, he became the first immigrant mayor of a major Dutch city and served as mayor of Rotterdam for almost 16 years. Under his leadership, Rotterdam flourished as a vibrant, resilient, and globally admired metropolis.

In recognition of his work, Aboutaleb was named *World Mayor* in 2021 and has been awarded multiple times as best local administrator. Known for his integrity, vision, and ability to connect across cultures, he has become an international symbol of inclusive and courageous leadership.

In 2025, Aboutaleb publishes his memoir *Thuis* ("Home"), reflecting on his extraordinary journey from a Moroccan village to becoming one of the world's most admired mayors. His story is not only personal but also a powerful case for belonging, resilience, and the human side of leadership.

National Headline Speaker

"It's better to have a strong team with an average plan than an average team with a great plan."



EVA DE MOL

- **Leading European tech investor**
- **Founding Partner at CapitalT VC**
- **Author & Podcast host, *Deal With It***

Eva de Mol is a leading European investor, scientist, and author who has a unique vantage point on what makes organizations thrive. As co-founder of CapitalT VC, she has evaluated and supported hundreds of startups at their earliest stages. This role gives her direct access to the inner workings of founding teams - allowing her to spot the patterns in leadership, culture, and teamwork that accelerate success.

Her data-driven approach, rooted in her PhD research at VU Amsterdam and UC Berkeley, shows that strong teams consistently outperform brilliant ideas. Diversity, psychological safety, and shared purpose are more predictive of long-term success than any pitch deck. Eva's progressive vision has made her one of the most respected voices in European venture capital and a trusted partner to ambitious founders.

Through her bestselling book and podcast *Deal With It*, Eva shares the hidden lessons of the startup world with a broader audience. She reveals how leadership styles, team dynamics, and decision-making under pressure determine whether a venture fails or becomes the next unicorn. For leaders outside the startup ecosystem, her insights offer powerful takeaways on how to build resilient, innovative, and high-performing teams in any organization.

What attendees say

"The atmosphere, mix of topics and speakers. Mindblowing, again!"

Patrick Van der Pijl, Business Models Inc.

"A day well spent with top speakers, time to think and discuss among attendees and a great overall set up. It really feels like we graduated from a Positive Leadership class!"

Lisa Noraz, Decathlon Netherlands

"Amsterdam Business Forum 2025 left me buzzing with energy, fresh ideas, and the kind of inspiration that makes you want to rethink what's possible."

Imane El Orche, Michael Kors

"An amazing business event once again, leaving you inspired and overwhelmed at the end of the day. It provided lots of food for thought."

Johan Hoekjan, Kabisa

"Awesome day with high class keynote speakers. Inspiring and already looking forward to next year."

Kiran Madarie, NS

"A truly inspirational and hopeful outlook on the future."

Doortje Kok, Team Eiffel

"Inspiring day on generations, AI, leadership and humanity"

Alex Koper, Randstad

"Absolutely worth the trip ... all the way from Australia! An inspirational day!"

Paul Slezak

"Fun and inspiring forum which helped me recalibrate my leadership style in uncertain times."

Victor Thijs, Nationale Nederlanden

"I loved every minute of it!!!"

Marieke Folkers, Internationale School Utrecht

"Amsterdam Business Forum felt truly engaging and almost spiritual, with every speaker sharing stories that left me energized about the power of optimistic leadership."

Oscar Geerts, Rabobank

More information: **ABFORUM.NL**

TICKETS

REGULAR
1.295€
excl. VAT

MOST POPULAR

- Main Stage program
- All inclusive catering
- Networking opportunities
- Online access to presentations in video (until 30 days after the event)

VIP
1.995€
excl. VAT

LIMITED AVAILABILITY

Everything included in the Regular ticket

+

- VIP seating (Best 20%)
- VIP lounge
- VIP session with Seth Godin
- VIP session with Jacinda Ardern
- VIP drinks + dinner



ALREADY 2.225 OF THE 3.000 SEATS
HAVE BEEN TAKEN

GROUP

Planning to attend Amsterdam Business Forum 2026 as a group? Excellent choice! Boost your internal network and seamlessly transform fresh insights into practical solutions.

GROUP DISCOUNT

10%: 5 - 9 attendees

15%: 10 - 19 attendees

20%: 20+ attendees

PARTNERSHIPS

Looking to build partnerships? Amsterdam Business Forum 2026 offers great opportunities. Reach out to us to explore collaboration.

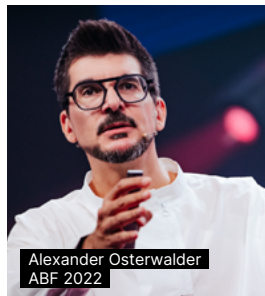
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More information: **ABFORUM.NL**

Amsterdam Business Forum

THE LEADERSHIP EVENT OF THE YEAR

(previous speakers)



At Amsterdam Business Forum you'll get: outstanding speakers, actionable insights
and a community of 3.000 great minds in the audience.



Learn from
the best
minds



Meet
3.000
leaders



Bring
your entire
team

More information: **ABFORUM.NL**