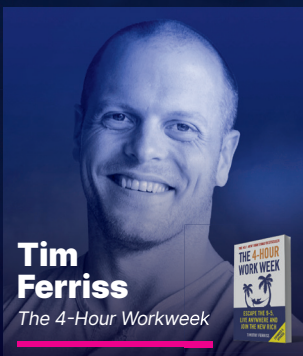




AMSTERDAM
BUSINESS
FORUM



DENKPRODUCTIES PRESENTS:

Amsterdam Business Forum 2023

The Impact Edition

September 29th, 2023 | AFAS Live Amsterdam



#1 LEADERSHIP EVENT
OF THE YEAR

11 PHENOMENAL
SPEAKERS

4 WORLD CLASS
CASES

1.500 TOP LEVEL
ATTENDEES



“If the challenge we face doesn’t scare us, then it’s probably not that important.”

Tim Ferriss

HANDS-ON INSIGHTS TO MAXIMIZE YOUR IMPACT

The best leaders and best companies are the ones that make IMPACT. Impact on their employees, impact on their customers and impact on the world of today and tomorrow.

Maximizing IMPACT is your crucial task as a leader. You hold the key! At Amsterdam Business Forum 2023, world class speakers will share their best insights with you.

- 1. Impact Business (with Rutger Bregman)** - How do you blend business and purpose into your company's DNA?
- 2. Impact Cultures (with Erin Meyer)** - How do you build an outstanding corporate culture that ignites innovation and attracts top talent?
- 3. Impact Leadership (with Tim Ferriss)** - How do you amplify your impact as a leader? Help people grow and excel as a professional and person?

At Amsterdam Business Forum, you'll get the right ingredients to get started: outstanding speakers, brilliant practices and a community of 1.500 great minds in the audience.



**Learn from
the best
minds**



**Meet
1.500 other
leaders**



**Bring
your entire
team**

More information: **DENKPRODUCTIES.NL**

Main Stage Topics

08.30 Registration

09.30 Start seminar

09.45

BLOCK 1: IMPACT BUSINESS

How do you blend business and purpose into your company's DNA?
Making impact as a business philosophy: this is how it works.

Moral Ambition is a business model

Rutger Bregman (45 mins)

Talkshow – World Class Impact Companies

Learn from the leaders of world-class impact companies:

- **Ben & Jerry's** – *Lilian Geijssen*
- **Tony's Chocolonely** – *Douglas Lamont*

11.00 *Break 1 with Deepdive sessions*

12.30

BLOCK 2: IMPACT CULTURES

How do you build an outstanding corporate culture that ignites innovation and attracts top talent? In this block you will learn how to build a culture that makes work awesome.

No Rules Rules – Unlocking a Culture of Innovation

Erin Meyer (45 mins)

Talkshow – World Class Company Cultures

Learn from leaders with brilliant company cultures:

- **Netflix** – *Alix Jacobson*
- **AFAS Software** – *Britt Breure*

Young leaders as changemakers in your team

Melati Wijsen

Main Stage Topics

14.00 *Break 2 with Deepdive sessions*

15.30

BLOCK 3 IMPACT LEADERSHIP

How do you amplify your impact as a leader? Help people grow and excel as a professional and person?

Extreme Resilience: leadership lessons from the Heart of Ukrain

Maryna Saprykina

Habits and Routines of Magnificent Leaders

Tim Ferriss (45 mins)

A conversation with *Jim Stolze*

The Impact Mindset

Typhoon

17.15 Drinks and afterparty

FOR LEADERS WHO WANT TO HAVE POSITIVE IMPACT!

This program is for leaders and entrepreneurs with their hearts in the right place and a keen eye on the future. These leaders can be found anywhere in the organization. *Drive* is even more important than *position*. You will learn a lot at Amsterdam Business Forum if you are looking for ways to initiate positive change in your team or organization. You will be inspired by our speakers and will meet a lot of like-minded people.

More information: **DENKPRODUCTIES.NL**

Headline speakers



RUTGER BREGMAN is one of Holland's most prominent young thinkers. He has been nominated twice for the prestigious **European Press Prize** for his work at De Correspondent. His articles have been featured in The Washington Post and on the BBC. His book, **Human Kind** (De Meeste Mensen Deugen) is a worldwide bestseller, with over 1.5 million copies sold and translations in 40 languages.

"Rutger Bregman is the Dutch Wunderkind of new ideas" (The Guardian)



ERIN MEYER is a science rockstar in the field of (company) culture. She is professor at **INSEAD Business School** and she is listed in Thinkers50 list of best leadership thinkers in the world. Erin's book **The Culture Map** became a world-wide bestseller. Her book **No Rules Rules**, co-authored with Netflix founder Reed Hastings, deconstructs the unique culture that enabled Netflix to grow and become one of the most successful companies on earth.

"The most important document to come out of Silicon Valley" (Sheryl Sandberg on the Netflix Culture Manifesto)



TIM FERRISS is one of the world's leading experts on leadership, entrepreneurship and personal innovation. He is the author the iconic global bestseller: **The 4-Hour-Workweek**. He is an early investor in companies such as Uber, Shopify, Duolingo and Alibaba. Tim is on Fast Company's list of **"Most Innovative Business People."** His podcast **The Tim Ferriss Show** is the world's most listened-to podcast for entrepreneurs and leaders with over **900 million (!!!) downloads**.

"Tim Ferriss is the Oprah of Audio" (The Observer)

Speakers and hosts



Maryna Saprykina is the well deserved winner of the international Speaker Contest of the Business Forum Group, earning her a stage spot at Amsterdam Business Forum. Maryna will travel to Amsterdam from Kiev, Ukraine, where she is currently helping businesses to stay resilient and sustainable in times of war. Her story, straight from the heart of a war zone, will bring you lessons in leadership you will not learn in any textbook or business school.



Melati Wijzen is a young changemaker from Bali. In terms of personality, she is best characterized as a blend of Greta Thunberg, Bojan Slat and Barack Obama. At the age of only 12 (!) Melati and her sister managed to get single use plastic bags banned in Bali. Melati is the founder and figurehead of Youthtopia, a network of young changemakers around the world. Melati is one of those speakers you may not know upfront, but will never forget after September 29th.



Musician and language artist **Glenn de Randamie**, better known as **Typhoon**, will take us on a journey to connection, inclusion and fresh perspectives. How can we make even more impact by working together in a better way? How do we ensure that all voices are heard and blend into better decisions? How do we bridge gaps and break barriers? Glenn will share unexpected and valuable lessons about personal leadership, vitality, inclusion and diversity, growing, slowing down, trusting and connecting.

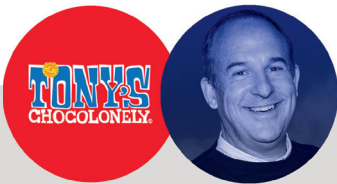
Jim Stolze is too multi-talented for this short text. He is a writer, an entrepreneur, an AI expert and the man who brought TEDx conferences to Europe. Jim Stolze will be the host of Amsterdam Business Forum. Guiding us through the day, connecting the dots and sculpting all separate talks and insights into one coherent and inspiring learning experience.



Best practices from World Class Companies

As a leader, you want to learn from the world's best professional thinkers (professors, bestselling authors). But that's not enough. You also crave unfiltered, real-life stories. You want to hear from leaders who have walked through the trenches and are willing to provide a candid glimpse into their operations. Those kind of insights are invaluable.

Amsterdam Business Forum provides a platform for these leaders. On September 29th, you will have the opportunity to hear from the leaders of these four iconic companies:



Tony's Chocolonely is a company driven by a powerful mission: "crazy about chocolate, passionate about people." Their unwavering commitment to ending slavery and child labor in the cocoa industry sets them apart. With ethically sourced, slave free chocolate, they have become the top-ranked brand in the Sustainable Brand Index. CEO **Douglas Lamont** will show you how Tony's Chocolonely is revolutionizing the chocolate industry, creating a positive impact on both people and the planet.



Experts say that **Netflix** may have the most innovative corporate culture in the entire world. The company has a very provocative stance on talent density and candid feedback. It is rigorous in the way it selects employees and handles mediocre performance. But it also leaves unlimited freedom to these employees. The Netflix Culture Manifesto is considered to be *"the most important document to come out of Silicon Valley"*. Netflix's Former Vice President HR EMEA **Alix Jacobson** will show you how the company's unique culture works as a magnet for talent and accelerator of innovation.

Best practices from World Class Companies



The Dutch software company **AFAS Software** from Leusden has been listed Greatest Place to Work in Holland for three years in a row. And it even won the European 'Great Place To Work' award. Part of this amazing success is the bold, daring and unconventional company culture that AFAS has adopted. As an example, the company does not have secretaries, no legal department and only a 'HR department of one person' on 600 employees. This one person is: **Britt Breure**. At Amsterdam Business Forum, she will give you a glimpse behind the scenes of what is sometimes called 'The Cult of Leusden'.



Can you use ice cream to change the world? At **Ben & Jerry's**, they firmly believe you can. The iconic ice cream brand is a bird of paradise in a rather dull retail landscape. Behind the cheerful, original products is a deeply rooted, rock-solid business philosophy. In which human rights and dignity are paramount, inequality is fought, and the planet must be protected and restored. Managing Director Europe **Lilian Geijsen** will give you an inside look at Ben & Jerry's. What drives this company? How does it walk the talk? What does it take to lead it?

TALKSHOW + DEEPDIVES!

These four iconic companies will share their best stories on Main Stage during two talk shows. If you want to know more, you join them in special deepdive sessions where they delve deeper into purpose, culture and leadership. With room for discussion and your questions.

More information: **DENKPRODUCTIES.NL**

Program structure



BLOCK 1 **IMPACT BUSINESS**

With keynote **Rutger Bregman** on the moral ambition of companies as well as three impact entrepreneurs who show how business success and a responsible business model come together.



BLOCK 2 **IMPACT CULTURES**

Featuring keynote **Erin Meyer** on Netflix's innovative organizational culture as well as two leaders of organizations that have built a culture that attracts talent, fosters wellbeing and ignites innovation.



BLOCK 3 **IMPACT LEADERSHIP**

Featuring keynote **Tim Ferriss** on the habits of extraordinary leaders and two leaders from unexpected backgrounds who may give you the most to take away from them all.

WHAT DO I LEARN?

Your 7 takeaways from this seminar. You will learn:


- 1.** How to build a company on moral ambition. Where purpose is deeply embedded into all the fibers of the organization's DNA.
- 2.** How to achieve long-term business success with a responsible business model.
- 3.** How a good business leads to better customers, better employees and a better bottom line.
- 4.** How to forge an organizational culture that amplifies happiness, engages talent and accelerates innovation.
- 5.** What culture interventions can make your organization a ferociously attractive place to work.
- 6.** How inclusive leadership works and what it gets you.
- 7.** Which routines and competencies make you an outstanding leader.


Tickets


REGULAR


995€
excl. VAT

MOST POPULAR

 Main stage program

 All Inclusive Catering


 Matchmaking & networking opportunities


 90 days on demand access to all presentations (integral video an articles)


VIP


1495€
excl. VAT

Everything included in the regular ticket

 The best seats in the room (top 20%)

 Access to the VIP Lounge


 Access to an extra session with Tim Ferriss

 Access to an additional session with Rutger Bregman

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

 Own meeting points or lodges in the foyer, growing with your delegation.

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