



PURPOSE- DRIVEN LEADERSHIP

WITH SIMON SINEK

PURPOSE-DRIVEN LEADERSHIP

“If you hire people just because they can do a job, they’ll work for your money. But if you hire people who believe what you believe, they’ll work for you with blood and sweat and tears.” **Simon Sinek**

How do you build an organization that is primarily driven by purpose?

That has a clear WHY, serving as a lighthouse to guide choices.

That has no ‘managers of metrics’ but ‘leaders of people.’

That gives inspiration, safety and fulfillment to its people.

Every organization can be more purpose-driven

In this unique leadership seminar, we explore the characteristics and mindset of purpose-driven organizations. And we meet the extraordinary people that lead them.

SIMON SINEK IN AMSTERDAM!

For the first time in years, Simon Sinek will be coming to The Netherlands to share his refreshing ideas on leadership. He will also talk about his new book ‘The Infinite Game’ which is to be released in October (and of course: you will get a copy).

This is a unique opportunity to see one of the most extraordinary business thinkers of our time, live in Amsterdam.

“Customers will never love a company until the employees love it first.” **Simon Sinek**

PROGRAM

🕒 10.30

BLOCK 1: the Power of Purpose

In this block, we discover the extreme power of an inspiring purpose.

How it generates energy, creates meaning and inspires action.

(speakers to be added)

🕒 13.00 BREAK

🕒 13.45

BLOCK 2: Purpose-Driven Organizations

In Block 2, Simon Sinek takes you on a deep dive into the Purpose-Driven Organizations. What makes them so unique and what kind of leadership do they have?

🕒 13.45

The Infinite Game (new!)

- Playing the Infinite Game for enduring growth
- There is no such thing as 'winning' in business
- Infinite leadership: lessons for you as a leader

Keynote presentation by Simon Sinek on his new book + deepdive Q&A

🕒 14.45 INTERMEZZO

🕒 15.00

Purpose-driven mindset

- Leading as an unshakable optimist
- How to inspire and engage millennials
- Becoming the leader you wish you had

An optimistic conversation with Simon Sinek

🕒 15.45 BREAK WITH BOOK SIGNING

🕒 16.30

BLOCK 3: Making the difference

In the final block, we meet purpose-driven leaders that walk the talk. Day in, day out. They create amazing organizations and achieve extraordinary results.

(speakers to be added)

🕒 18.00 END PROGRAM

VIP SIDE EVENT

🕒 17.00-17.45

Finding your Why (exclusive VIP session – max 60 participants)

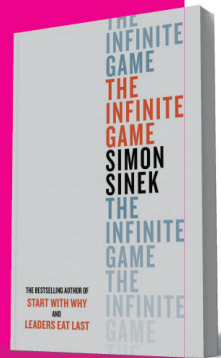
In this exclusive VIP session, Simon will share his ideas on a crucial question for many leaders and entrepreneurs: 'How do I find the Why for myself, my team and my organization?'. In a moderated conversation, Simon will share his ideas and answer your personal questions.

(VIP room, session of 45 minutes)

"Martin Luther King, Jr. gave the 'I have a dream' speech, not the 'I have a plan' speech." **Simon Sinek**

FOR EACH PARTICIPANT: THE INFINITE GAME (+ BOOK SIGNING)

Each attendee will receive a free copy of the new book 'The Infinite Game' by Simon Sinek. This book will be released in October 2019 so you will be one of the first to have it. And Simon Sinek will be signing books during the afternoon break (15.45-16.30) of the seminar. An unique opportunity to have your brand new book signed by the author personally!



"There is no such thing as winning business. Just like there is no such thing as winning marriage or life. These are infinite games." **Simon Sinek**

PURPOSE-DRIVEN LEADERSHIP

Date: Monday, November 4th 2019

Time: 10.30 - 18.00 (traffic jam friendly!)

Venue: Theater Amsterdam

EXCLUSIVE SEMINAR WITH SIMON SINEK

Simon Sinek is an unshakable optimist. He believes in a bright future and our ability to build it together. Described as “a visionary thinker with a rare intellect,” Sinek teaches leaders and organizations how to inspire people. With a bold goal to help build a world in which the vast majority of people go home every day feeling fulfilled by their work, Sinek is leading a movement to inspire people to do the things that inspire them.

He is the author of multiple bestselling books, including the global bestseller, *Start With Why: How Great Leaders Inspire Everyone to Take Action*; *New York Times* and *Wall Street Journal* bestsellers *Leaders Eat Last: Why Some Teams Pull Together and Others Don't*; and *Together is Better: A Little Book of Inspiration*. He is also the author of *Find Your Why: A Practical Guide to Discovering Purpose for You and Your Team*. Later this year, his new book *The Infinite Game - How Great Businesses Achieve Long-Lasting Success* will be released.

Simon may be best known for popularizing the concept of Why in his first Ted Talk in 2009. It rose to become the third most watched talk of all time on TED.com, with over 35 million views and subtitled in 45 languages. His interview on Millennials in the Workplace broke the internet in 2016. It garnered over 80 million views in a week and is now up to more than 200 million views, inspiring conversations on the subject around the world.

Sinek's unconventional and innovative views on business and leadership have attracted international attention. From American Airlines to Disney, from Deutsche Bank to MARS, from big business to entrepreneurs to police forces, Sinek has been invited to meet with an array of leaders and organizations in nearly every industry. He has also had the honor of sharing his ideas at the United Nations, the United States Congress and with the senior-most leaders of the United States Air Force, Marine Corps, Navy, Army and Coast Guard.

*“Our minds can be convinced,
but our hearts must be won.”* **Simon Sinek**

