



Wednesday February 4th, 2026 | Beatrix Theater Utrecht

**We Want More session with Peter Hinssen**

# The Uncertainty Principle

“ If you **don't take change** by the hand,  
it will take you **by the throat.** ”

Still waiting for things to go “back to normal”? Forget it. Uncertainty is the new normal. Peter Hinssen proved it with his electrifying keynote at Amsterdam Business Forum 2025. The audience was ecstatic, he scored a 9.2! The conclusion was clear: **we want more.**

And so, you'll get more Peter Hinssen. This time not 35 minutes but 2.5 hours. With in-depth answers to burning questions:

- ◆ Why is uncertainty not your enemy but your best chance for progress?
- ◆ How can you anticipate and innovate faster than the rest?
- ◆ How do you make your organization stormproof in the *Never Normal*?

"In the **Never Normal**, we don't need puzzle solvers,  
we need **mystery solvers**"

# Program

13.00 **Registration**


14.00 **EMBRACE THE NEVER NORMAL**

- Why uncertainty is your best friend (if you dare)
- How to spot disruption before your competitors do
- From fear to active hope: leadership that truly makes a difference

## **FROM CONTROL TO CAPABILITY**

- The three muscles of future-proof leadership
- Kill the crap: eliminate yesterwork and make room for renewal
- How to carve out space for “The Day After Tomorrow”

16.30 **Closing**



“ Stop hoping for calm.  
**Start designing for the storm.** ”



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14.00 - 16.30



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English