



4 NOVEMBER 2019 | THEATER AMSTERDAM

# PURPOSE DRIVEN LEADERSHIP

WITH SIMON SINEK

[WWW.DENKPRODUCTIES.NL/SINEK](http://WWW.DENKPRODUCTIES.NL/SINEK)

**SOLD OUT!**

04  
11  
19

# PROGRAM

🕒 09:00 REGISTRATION & RECEPTION

🕒 10:00 DOORS OPEN

🕒 10:30 START SEMINAR

## **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.

🕒 10:45

### **Organizations as Purpose Driven Tribes**

*Speaker: Jitske Kramer*

- An anthropologist's view on purposeful leadership
- The interplay of power & love
- Jamming your way towards purpose

🕒 11:30

### **Landscapes of the Future**

*Speaker: Daan Roosegaarde*

- Using art and technology to improve daily life
- The social role of design
- A new dimension to 'Schoonheid'

🕒 12:15 BREAK

## **BLOCK 2: PURPOSE DRIVEN ORGANIZATIONS**

In this block we will take you on a deep dive into Purpose Driven Organizations. What makes them so unique and what kind of leadership do they have?

🕒 13:15

### **The Infinite Game (new!)**

*Keynote presentation by Simon Sinek on his new book + Q&A (60 minutes)*

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

# PROGRAM

🕒 14:30

## Purpose Driven Mindset

*A moderated conversation with Simon Sinek led by Nadia Moussaid (45 minutes)*

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

🕒 15:30 BREAK & BOOK SIGNING SIMON SINEK

## BLOCK 3: MAKING THE DIFFERENCE

In the final block, we meet purpose driven leaders and pioneers that walk the talk. Day in, day out.

🕒 16:25

## Loyalty and Purpose: the military mindset

*Speaker: Peter van Uhm*

- How to build trusting teams
- Leaders eat last
- Commanders intent

🕒 17:00

## The Lightyear story

*Speakers: Lex Hoefsloot & Tessie Hartjes*

- How a group of students started a groundbreaking car company
- Lightyear's contribution to the future of mobility
- A day in the life of a purpose driven entrepreneur

🕒 17:35

## Living On Purpose

*Speaker: Sander de Kramer*

- How a journalist from Rotterdam became a Chief in Sierra Leone
- Chasing your dream and overcoming obstacles
- This is what it takes to live your purpose

🕒 18:30 END PROGRAM & RECEPTION

# 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? An organization that:

*Has a clear WHY, serving as a lighthouse to guide choices.*

*Has no ‘managers of metrics’ but ‘leaders of people’.*

*Gives inspiration, safety and fulfilment 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 will 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**

## 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.

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

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.



More information:  
[www.denkproducties.nl/sinek](http://www.denkproducties.nl/sinek)

## SPEAKERS

### DAAN ROOSEGAARDE

Daan is a Dutch artist and innovator and is world famous for his social designs like the Smart Highway and the Smog Free Project. He works with his team of designers and engineers towards a better future with smart sustainable prototypes for the cities of tomorrow.



### JITKE KRAMER

Drs. Jitske Kramer is a corporate anthropologist, author of five books and the founder of Human Dimensions. She travels all over the world to learn from tribes, leaders and innovators. She shows us how we can drastically improve our way of organizing and working together.



### PETER VAN UHM

Peter was the highest military commander of the Netherlands between 2008 and 2012. In his 40 years of service Peter learned all about leadership, purpose and building trusting teams.

The military mindset is a mindset that businesses and leaders can all learn from.



### LEX HOEFSLOOT

Lex is the CEO and co-founder of Lightyear, a tech company on a mission: to create clean mobility for everyone. They created the first electric vehicle covered in solar panels suitable for long distance: Lightyear One. An ultra-efficient and beautifully designed car.



## SPEAKERS

### TESSIE HARTJES

Tessie is the chief Marketing & Sales of Lightyear. In September, Lightyear was named the best startup of 2019 in the Netherlands on LinkedIn. Lightyear grew from 5 to 140 employees in two years time. The first 100 Lightyear One cars should be on the road in 2021.



### SANDER DE KRAMER

Sander started as a journalist. Meanwhile he founded the Dutch 'Daklozenkrant' and coached the Dutch homeless soccer team. For the past 12 years he worked his ass off to give children in Sierra Leone a better future, for which they honored him with the title of 'Chief'.



### NADIA MOUSSAID

Nadia is a program maker and presenter at VPRO. She is best known for her successful talkshow Laet op één during the summer of 2018. With her experience, personality and skills Nadia is the perfect person to interview Simon Sinek.



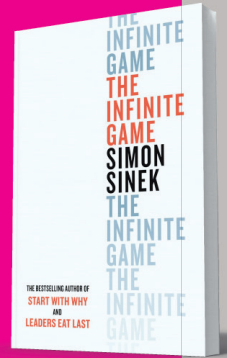
### RONNIE OVERGOOR

Ronnie is the chairman of Purpose Driven Leadership. He is razor sharp and belongs at the very top of the Netherlands. He was nominated as 'chairman of the year' and is also the driving force behind the biggest online video channel for entrepreneurs: 7Ditches TV.

*“Martin Luther King, Jr. gave the ‘I have a dream’ speech, not the ‘I have a plan’ speech.”* **Simon Sinek**

## FOR EACH ATTENDEE 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. Simon Sinek will be signing books during the afternoon break (15.30-16.15) of the seminar. A 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**



### INFO



November 4th, 2019



10:30 - 18:30  
(traffic jam friendly!)



Theater Amsterdam  
Danzigerkade 5



Tickets: sold out



# More information: **WWW.DENKPRODUCTIES.NL/SINEK**



## TICKETS

All tickets for Purpose Driven Leadership are sold out.

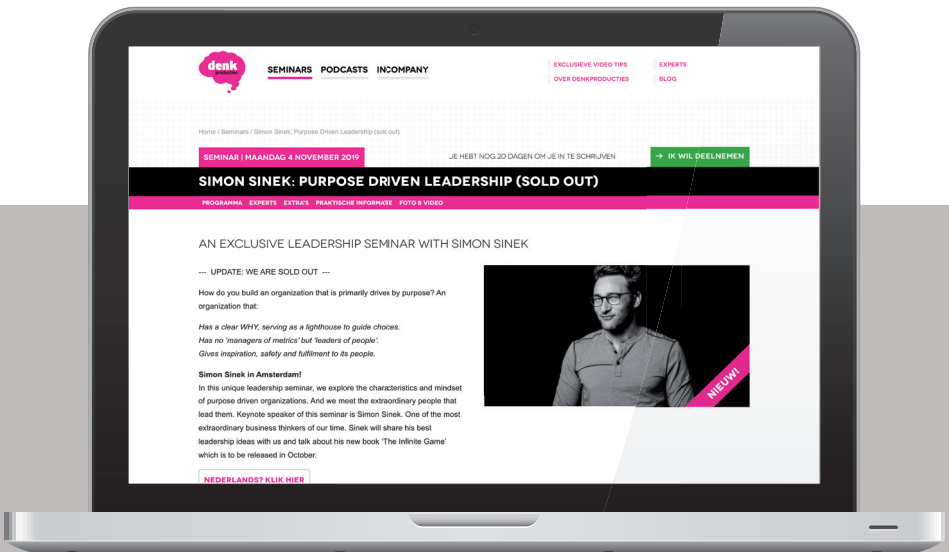


## I WANT TO KNOW MORE

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