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THE MAGIC
OF THE HARVARD
CLASSROOM
IS COMING TO
AMSTERDAM!



DONDERDAG 4 MAART 2021 | AFAS LIVE – AMSTERDAM

HARVARD PROFESSORS ON TOUR

LIVE IN AMSTERDAM:

Anita Elberse *Blockbuster Strategy*

Amy Edmondson *Psychological Safety*

Tsedal Neeley *Secrets to Effective Leadership*

WWW.DENKPRODUCTIES.NL/HPOT

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04
03
21

PROGRAM

🕒 09.00 REGISTRATION AND RECEPTION

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Block #1: Strategy

Building a Blockbuster Strategy

- The science of hit-making, risk-taking and generating big business
- Launching and managing a blockbuster
- Creating superstars and using their powers
- Your business is like show business
- Key learnings for entrepreneurs and business leaders

Anita Elberse, Professor of Business Administration, Harvard Business School

BREAK

Block #2: Teamwork

The Power of Psychological Safety

- Learning from psychologically safe work environments
- How to invite participation so people will respond
- Hearing the sounds of silence
- Building a fearless workplace
- The leader's tool kit

*Amy Edmondson, Professor of Leadership and Management,
Harvard Business School*

BREAK

Block #3: Leadership

The Secrets to Effective Leadership

- The fundamental difference between managing and leading
- How to influence group behavior and performance
- The role of a leader as a beacon
- The role of a leader as an architect
- Motivating and aligning people behind a common goal

Tsedal Neely, Professor of Business Administration, Harvard Business School

🕒 17.15 CLOSING AND RECEPTION

HARVARD PROFESSORS ON TOUR

As a professional, you want to keep your business knowledge up to date and up to standard. Your time is precious, so your education time should be time well spent: high quality, high impact, high value.

The magic of the Harvard classroom in Amsterdam

DenkProducties asked Anita Elberse – the only professor at the Harvard Business School who hails from the Netherlands – to return to Amsterdam and to invite two other world class, award-winning Harvard Business School professors to join her. All in an effort to bring the magic of the Harvard classroom to her home country. And she said YES!

World class professors

On May 11th you will have the opportunity to learn from three world-renowned Harvard professors in a unique one-day seminar. Elberse, Edmondson and Neeley will share best practices and ground-breaking insights on **strategy**, **teamwork**, and **leadership**:

- **Anita Elberse** – Growing your business using the blockbuster strategy
- **Amy Edmondson** – Creating psychological safety in your team
- **Tsedal Neeley** – Discovering the secrets to effective leadership

The Harvard way

Elberse, Edmondson and Neeley will teach in a way that is uniquely the style of a Harvard Business School professor – through a series of practical case studies and inspiring lectures that are highly interactive, in which you will not only find yourself on the edge of your seat but also eager to raise your hand and participate.

If there is only one day to spend on your professional education in 2020, then this is it.

Three world class, award-winning professors share their best practices and ground-breaking insights.

YOUR PROFESSORS

Anita Elberse is the **only Dutch professor** at Harvard Business School and is one of the youngest female professors to have been promoted to full professor with tenure in Harvard history. She develops and teaches the MBA course 'Businesses of Entertainment, Media, and Sports', which ranks among **the most sought-after courses** in the School's curriculum.

She is highly acclaimed for her pioneering research and won multiple teaching awards. The planet's biggest celebrities and companies turn to her for advice. She knows everything about **what drives the success of products in entertainment, media, sports**, and other creative industries.

Elberse described her best case studies in the bestseller *Blockbusters: Hit-making, Risk-taking, and the Big Business of Entertainment*.



Amy Edmondson is recognized as **one of the world's leading management thinkers**. She is renowned for her work on how teams and organizations can be shaped to make it 'safe' for everyone to express ideas, ask questions and admit mistakes, thereby creating cultures that **enable real innovation and creativity**.

She was recognized by the Thinkers50 global ranking of management thinkers in 2011, 2013, 2015 and 2017. She studies **teaming, psychological safety, and leadership** and wrote over 70 articles and 4 books about leadership, teams, innovation, and organizational learning.

Edmondson's latest book is *The Fearless Organization: Creating Psychological Safety in the Workplace for Learning, Innovation and Growth*.

More information:
WWW.DENKPRODUCTIES.NL/HPOT

Tsedal Neeley is Professor of Business Administration and one of Harvard's **foremost experts on leadership and communication**. She is a driving force behind multinational organizations finding 'their language of global success,' working effectively across national boundaries. She received the prestigious HBS Charles M. Williams award for outstanding teaching.

In her research she identified **potential solutions to overcome the communication challenges** many people are facing in a digital and global work environment. About her outstanding research and findings, she wrote the **award-winning book** *The Language of Global Success*.

Neeley was included in the Thinkers50 Radar, a list of emerging thinkers with the potential to make lasting contributions to management.

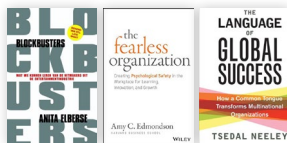


TIPS & TOOLS

In the two weeks after the seminar we will help you to put theory into practice. You will receive a series of emails with videos and tips from our speakers. Useful ways to remind you of what you learned.

CHOOSE YOUR BOOK

After the seminar you will receive a free book or e-book of your choice: *Blockbusters*, *The Fearless Organization* or *The Language of Global Success*.




INFORMATIE

 Donderdag,
4 maart 2021

 09.30 - 17.15

 AFAS Live,
Amsterdam

 € 995,- excl. BTW

 Dit programma is volledig Engels gesproken

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More information:

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PRICES

The price of one regular ticket is € 995,- (excl. 21% VAT). This price includes drinks, food, parking and extra materials. On all our seminars we offer a 100% satisfaction guarantee. They're worth every euro.



GROUPS

More and more organizations send groups to our seminars. Learning together makes it easier to apply the insights into practice. We offer group discounts from 5 people and up. For more options, please contact Godfried Dorsers at godfried@denkproducties.nl.



I WANT TO KNOW MORE

☎ +3120 - 3033820

✉ customercare@denkproducties.nl



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