

CHANGING THE GAME

As described in the best selling book

**4-DAY INTENSIVE
'SUSTAINABLE MARKET
TRANSFORMATION'
COURSE**

**Are you ready to lead
sustainable change?**

This unique 4-day intensive 'Sustainable Market Transformation' course by NewForesight and Nyenrode supports you to develop the abilities and mindset to successfully initiate and lead complex transition processes

As a society, we are facing complex sustainability challenges. How do we increase energy production in the coming decades while at the same time reducing the use of fossil fuels?

How do we change a linear economy to a circular economy in which material flows are retained and thereby remain of value? How do we implement societal changes in a way that biodiversity is respected or even strengthened as far as possible? And how do we do this in a market-driven way?



"Energetic and intensive experience. Giving me the tools but more important, the confidence to be a change-maker in my day to day work"
2020

There are no simple solutions to complex sustainability challenges. Solving these challenges requires different parties such as the government, market actors and NGOs to collaborate and jointly define what the problem and the solutions are, but how do you know what to do when? For everyone who is involved in such processes, a good understanding of how transition processes work is of key importance.

Changing the Game

NewForesight and Nyenrode have developed a unique 4-day intensive Sustainable market transformation course 'Changing the Game'.

This course provides (project) leaders and key decision-makers the right insights, tools and mindsets to initiate and accelerate any transition process.

For whom is this course?

This course is for you, if you:

- are a Senior- to mid-level executive or sustainability manager from a company, financial institution, NGO, government, research and knowledge institute.
- are passionate about making structural sustainable changes within your sector in a market-driven way.
- have moved beyond the point of thinking sustainability challenges are easy to solve and others are to blame

If these criteria resonate with you, then this is the best place for you to learn how to deal with the biggest sustainability challenges of our time

“The most important work today is both highly systemic and deeply personal”

André Nijhof, Professor Nyenrode

What does the course include?

This course helps you to recognize why these tough sustainability challenges persist. You will gain a deeper understanding of the market dynamics in which your organization operates.

You will also learn about the different phases of the transition cycle. Thinking in phases will help you determine which actors should be involved, who is responsible for what, what actions should be taken when, and which current ways of working have to change.

Having the right mindset is key for you to be ready to communicate your plan with conviction and take decisive action.

3 reasons why this course is unique

1. It is understandable, clear, interactive and playful. It combines theory with action oriented steps and practical outcomes.
2. It is based on both theoretical models as well as real action in practice.
3. It focuses on the leadership and mindset capabilities needed to apply this thinking in practice.

How is this course structured?

This course includes the following main elements:

Defining sustainability in your market

Our big sustainability challenges are not a coincidence or a mistake. They are the outcome of the way our system is designed. Gain a deep understanding of the system that you are operating in by analysing 4 system loops that together produce the sustainability challenges.

Understanding the transition processes

A transition process goes through different maturity phases. Each phase has its own characteristics and its own strategies for every market actor involved. Using these different phases we can find answers to the following questions: Which sustainability issues have been tackled in the past and are now more or less institutionalized? Which cases and initiatives are already in development and what can we learn from them? What setbacks are to be expected and how do I cope with this? Which initiatives can facilitate a transition to the next phase of the market transformation process?

Strengthening your leadership

We need your leadership. Only 20% of success comes from using the right strategies. 80% of success is having the right mindset. What is holding you back to initiate, lead and facilitate successful transformation processes? How can you ensure that you have the confidence to do what is needed, wherever you lead change in the system? We will work together to boost your skills and mindset.



Who are your trainers?



Trainer
Lucas Simons

Lucas Simons has been involved in business and sustainable leadership for more than 20 years. He founded and expanded NewForesight Consultancy in the last ten years and several other organizations and initiatives. For his efforts, he has been honored as a Global Leader by the World Economic Forum. He has also been named an Ashoka Fellow and a member of the Clinton Global Initiative. As a changemaker, Lucas applies theories of system change and market transformation in practice at a global scale. Lucas is a much sought-after speaker, trainer, and facilitator. In addition, Lucas is also the author of the bestselling book “Changing The Food Game”.



Trainer
André Nijhof

André Nijhof is professor of Sustainable Business and Stewardship at Nyenrode Business Universiteit. Since January 2016, he has been working at the Center for Entrepreneurship, Governance and Stewardship of Nyenrode. Much of his recent work focuses on embedding sustainable entrepreneurship into the core processes of an organization. André leads executive education programs such as Finance in Transition, a masterclass in Sustainable Entrepreneurship, and various other courses for the MSc and MBA programs at Nyenrode Business University.

“This was by far the best course and overall learning experience to date. Deeply personal really means deeply personal”
2020



Trainer
Edgar Schwandt

Edgar Schwandt is a principal consultant at NewForesight, specialising in organisational transformation and strategy implementation. Much of his recent work focuses on enabling organisations to navigate complex transitions by choosing high-impact priorities and executing them with discipline and persistence. Edgar has experience across sectors including health and prevention, transportation, the built environment, and financial institutions. He has worked as both an external strategy consultant and an internal transformation lead, coordinating and realising change programmes in large organisations.



Trainer
Marjolein Baghuis

Marjolein Baghuis is a sustainability strategist and facilitator who helps organisations accelerate their sustainability ambitions through co-creation, clear strategic focus, and effective stakeholder engagement. She works with both emerging and advanced sustainability teams to raise ambition, set priorities, and drive meaningful change. Marjolein has advised organisations such as Tony’s Chocolonely, Albert Heijn, Bolletje, ASICS and Stahl, and teaches on responsible business and sustainability. She is an associate partner at TOSCA and founder of Change in Context, and has served on several supervisory and advisory boards in the fields of culture, ESG and sustainability.

This is the best that NewForesight and Nyenrode can offer.

Lucas and André have been working together for more than 5 years to shape and research the concepts of market transformation. This course is built on more than 20 years of real-life experience on a global level.

Lucas and André have already trained hundreds of decision-makers, managers and students trained from all sorts of industries and levels. Under the guidance of André, there have been numerous graduation

“The course changed my views on change and transformation in society, my work and on a personal level. I’ll never see the world the same again”



What is the investment?

The costs for this unique 4-day course are only €4,490 (excluding VAT). This includes the book Changing the Game from Lucas Simons and André Nijhof.

We highly recommend that you come with multiple people from the same organization to increase the success of implementation. Each person from the same organization will receive a 25% discount on their individual fee.

Interested to take your game to the next level?

Contact us for further questions



info@leadsustainablechange.org



www.leadsustainablechange.org

Where is it and what are the next dates?

The course will be at the beautiful estate of Nyenrode in Breukelen, The Netherlands. The course language is English.

Visit our website www.leadsustainablechange.org to check out the dates for the next course.

In-company trainings

To lead change effectively, organizations need everyone to understand and engage in the process. We offer tailor-made in-company trainings to support teams ready to take that step. Contact us to explore options.

We aim to make this training accessible. If you work for an NGO or are self-employed, feel free to reach out about special rates.

We also welcome partnerships with organizations looking to bring this training to their members or networks. Options include co-promotion, integrating the training into existing programs, member discounts, referral fees, revenue sharing, co-branded promotion, or group packages. Let's discuss what fits your needs.

