

STEVEN VAN BELLEGHEM

PETER HINSSEN



NEVER NORMAL MASTERCLASS

✦ *SPARK YOUR INNOVATION & CX STRATEGY* ✦

The world is more unpredictable than ever,
presenting business leaders with many economic,
geopolitical, societal and ecological challenges.
Some see these Never Normal evolutions as a threat,

BUT OUR EXECUTIVE MASTERCLASS HAS BEEN DESIGNED TO HELP YOU SEE POSSIBILITIES:

- ✦ How can you turn these challenges into **innovative business strategies?**
- ✦ How can you design a culture that actively puts **customers and their needs at the core of your company?**

✦ SPARK YOUR ✦ INNOVATION & CX STRATEGY

This Masterclass - by world leading innovation and CX experts Peter Hinssen and Steven Van Belleghem - will help you tackle all the exciting Never Normal opportunities from two sides:



**INNOVATION
STRATEGY**



**CUSTOMER CULTURE
STRATEGY**

INNOVATION STRATEGY

Innovation strategy and tech expert Peter Hinssen will help you uncover how your company can embrace this era of constant change and turn it into a competitive advantage, by:

- ✦ Fostering a Day After Tomorrow (long term oriented) mindset
- ✦ Building a Never Normal-proof innovation strategy
- ✦ Readjusting your leadership, culture and organizational structures
- ✦ Understanding and leveraging geopolitical risks and opportunities
- ✦ Becoming immune to disruption
- ✦ Reinventing your company like a Phoenix



CUSTOMER CULTURE STRATEGY

Every company wants to be customer centric, yet few seem to succeed. Customer Experience expert Steven Van Belleghem will help you build an “Offer you can’t refuse” for your customers by redesigning your culture in an active way, by:

- ✦ Fostering a positive mindset through the ‘Top Gun Effect’
- ✦ Expanding your ‘Circle of Influence’
- ✦ Becoming a ‘Partner in Life’ for your customers
- ✦ Building real CX credibility towards your team
- ✦ Developing the ‘Customer Flywheel’
- ✦ Driving ‘Effective Empathy’
- ✦ Combining the power of technology with a deeply human approach





PETER HINSSEN

Peter is a top rated keynote speaker and author on innovation strategy, leadership and the impact of all things digital on society and business, who has inspired many Fortune 500 companies like Google, Roche, Microsoft, Gartner, Sanofi, ...

He lectures at various business schools, among which the London Business School (UK) and MIT (US). He's also a multiple board member (at Belfius, Mediahuis and Ergon Capital), a former Entrepreneur in Residence with McKinsey & Company and he founded 3 tech companies of his own which were acquired by Alcatel-Lucent, Belgacom and Descartes respectively.



STEVEN VAN BELLEGHEM

Steven Van Belleghem is widely regarded as one of the world's leading thinkers, keynote speakers and authors in the field of customer experience and culture.

Steven has inspired world-leading companies such as Disney, Mastercard, Mercedes, Booking.com, Heineken and Salesforce with his visionary approach to customer experience.

He is also an investor and partner at several leading companies, a multiple board member and a lecturer at the Vlerick Business School.

THE NEVER NORMAL MASTERCLASS

is available in three formats:

NEVER NORMAL TURBO

An intensive one day crash course, including all the topics described in this folder

NEVER NORMAL SUPERCHARGED

A more interactive two day program, including tailored workshops

NEVER NORMAL CONDENSED

A highly concentrated half day online course, containing all the necessary basics

NEVER NORMAL *MASTERCLASS*



BOOKINGS

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