

Profound
Interactive
Collaborative

Boutique Masterclass Thought Leadership

April 16 - 17, 2020
by dr Mignon van Halderen

Location

Vught, The Netherlands

In the green heart of North-Brabant

Close to Eindhoven Airport

A2 Highway

For directors and senior executives who want to work on a more meaningful, refreshing positioning at the intersection of business and society.

Context

Thought leaders

Thought leadership is not something you can just claim to have, but it needs to be earned. It is a value that stakeholders associate with your organisation because they appreciate the way your organisation demonstrates new ways of thinking and doing on relevant themes in your market and in society. Hence, your strategic positioning is driven by thought-provoking viewpoints and you will gain stakeholders' trust because they experience how you translate your novel viewpoints into concrete actions and behaviour.

In this masterclass we will go beyond the hype of claiming thought leadership. Instead you gain a meaningful understanding of what thought leadership involves for your organisation's strategy. You will learn what thought leadership means, why it is important in today's society of transformative change, and how to pursue it. After two days of highly interactive sessions in a characteristic setting, you will be equipped with a richer understanding of thought leadership and will return to your workplace with useful models, theoretical insights and methods to pursue thought leadership in your own organisation.

Gains

Take-aways

- + Gain a comprehensive understanding of what thought leadership is and why it is important.
- + Understand that thought leadership is not something that you claim, but earn as a result of your strategy, actions and commitment.
- + Understand the importance of starting from a Novel Point of View and become skilled in developing one for your own organisation.
- + Learn about the strategic models that can help you meet your specific thought leadership challenges.
- + Gain new insight by combining theories and real life practices
- + Apply these insights to your own organisation and get hands-on ideas for translating your novel point of view into actions, communications and results.
- + Engage with other participants in a characteristic and thought provoking atmosphere.

What is the plan?

Thursday April 16, 2020

09:00 Introduction into thought leadership – beyond the buzz
10:30 A Novel Point of View as starting point for your strategy
12:30 Lunch
13:30 Thought leadership strategies: strategy, creativity and reality
18:00 Dinner & bringing your own case to the table
20:30 Rounding up

Friday April 17, 2020

09:00 Introduction into developing novel points of view
10:00 Practice with developing a Novel Point of View
12:30 Lunch
14:00 Develop a thought leadership strategy
16:00 Share key insights & formulate your next steps
17:00 Rounding up

Price

2-day Masterclass

Inclusive

Exclusive

€ 1950,- (excl. tax)

Lunch & dinner

Dinner on first day at Michelin starred restaurant around the corner

Overnight stay (hotel can be booked, 5 minutes drive from location)

Register: info@leading-thoughts.com



Bio

Mignon started Leading Thoughts in 2012, when she was still working at RSM, Erasmus University as an Assistant Professor on Corporate Communication with a specialty in thought leadership. Through her PhD research she became interested in **how organisations position themselves vis-à-vis upcoming transformative changes in society**, and particularly, how companies contribute to such change by promoting new worldviews.

When companies started to invite her for in-company presentations to get a better handle on the term thought leadership, she decided to register at the Chamber of Commerce. Leading Thoughts was born; 'leading' in the sense of "progressing, mobilising and energizing people with provoking points of view" that help your organisations and related themes in society forward. Over the past five years, **Mignon has started to work together with wonderful people who share a similar vision on and drive for thought leadership.** Now, Mignon works with a network of passionate people, each with a unique expertise in pushing thought leadership forward.

What makes Mignon unique is that **she is a skilled and passionate practitioner in combining research, consulting and executive teaching.** Besides Leading Thoughts, Mignon works as an Associate Professor at Fontys University of Applied Sciences in Eindhoven, the region where high tech, design and innovative thoughts come together. She further teaches in the Executive International Master of Corporate Communication at RSM and at the Strategic Communications classes at Nyenrode University and regularly offers advice to companies who are working on thought leadership strategies.

Additional information:

The next masterclass will be held October 8 and 9, 2020.