

\***THINK**  
of a leader  
who leads  
with heart

not with  
an iron  
fist.



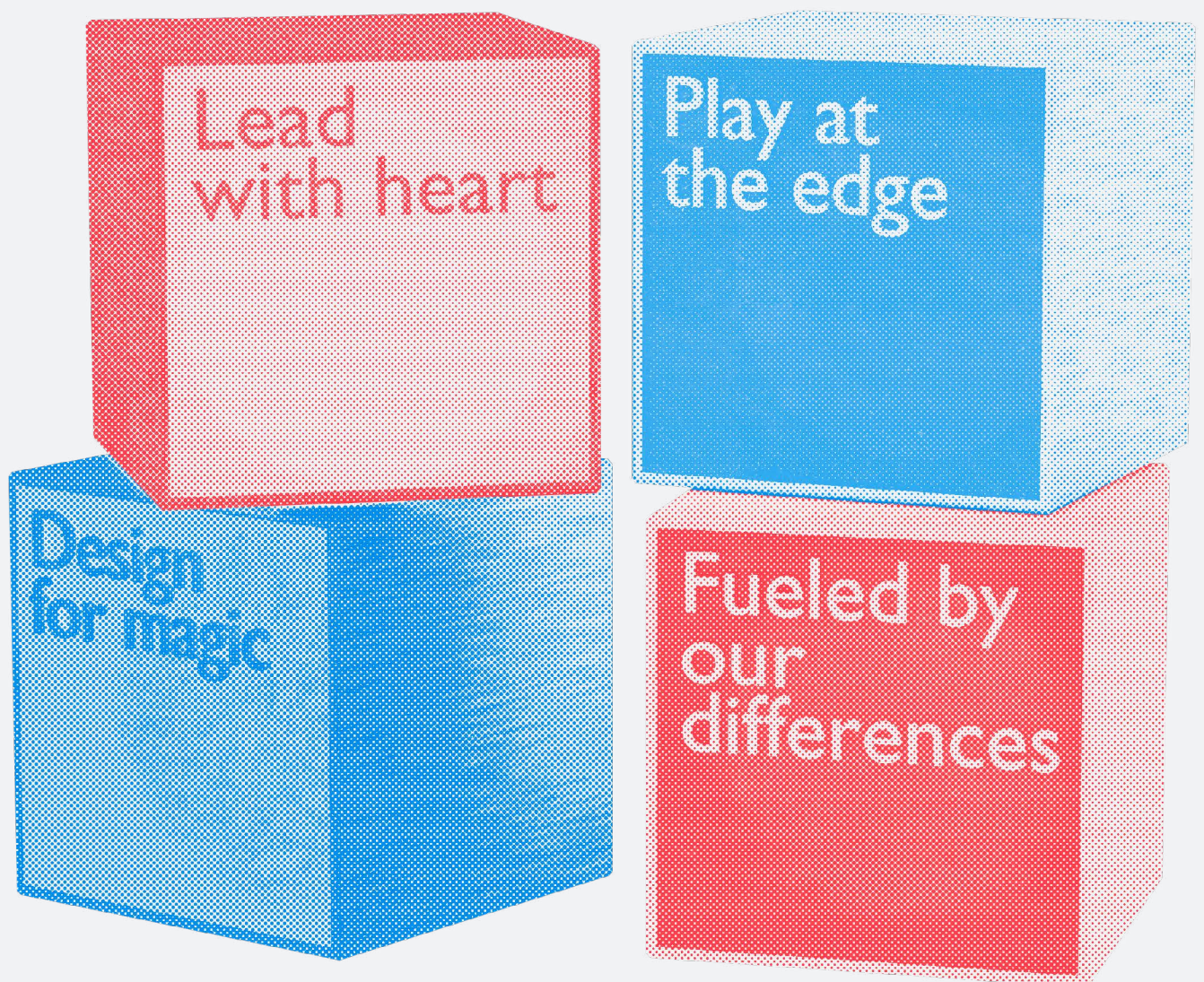
# THINK for organizations

An overview of our custom programs, tailor-made to meet the needs of your organisation.

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# We are THINK\*



# Think of a leadership school. Now forget about it, we're starting fresh.

At THINK, we help organizations and individuals shift their mindsets, creating space for new behaviors and more human leadership. We do this from a belief that embracing the more human side of leadership creates more effective leaders who can lead through the complexities of today's world and create more successful organizations for all stakeholders.

We're on a mission to develop the leaders we need to create the world we want.

We work towards that mission by designing and delivering transformational leadership journeys that are:

## Experiential

Learning through introspection, experimentation, and interaction.



## Peer-to-peer

Challenging and inspiring each other to see new perspectives and increase self-awareness.



## Customized

Our programs are based on what an organization needs at a given moment in time.



# Our people

More than 100 specialists with diverse skills and backgrounds. Coaches, facilitators, and expert practitioners who design and deliver carefully crafted leadership journeys.



# THNK Leadership



**Debby Jannink**

Recently joining the company as a partner and Managing Director, she brings with her a background in consulting at Accenture and PwC, where she led the Dutch People & Organization Consulting practice and made significant contributions to PwC's sustainability initiatives.



**Mark Vernooij**

A serial entrepreneur with experience in consulting at Accenture and McKinsey, Mark is a driven leader passionate about solving tough problems. He has supported several multi-national organizations to develop their strategy, technology, innovation, and leadership capabilities.



**Rajiv Ball**

Hailing from McKinsey & Company, Rajiv is laser-focused on leadership development. He is also a lecturer at the Haas School of Business at the University of California Berkeley, and he sits on the board of Designathon Works and the Achmea Foundation.



**Natasha Bonnevalle**

Previously at McKinsey, IBM, Jones Lang LaSalle, and Kluwer, Natasha has worked and lived around the world. Her expertise is leadership development in the context of business transformation. She specializes in supporting boards and senior executive teams. She sits on the Board of the War Graves Foundation.

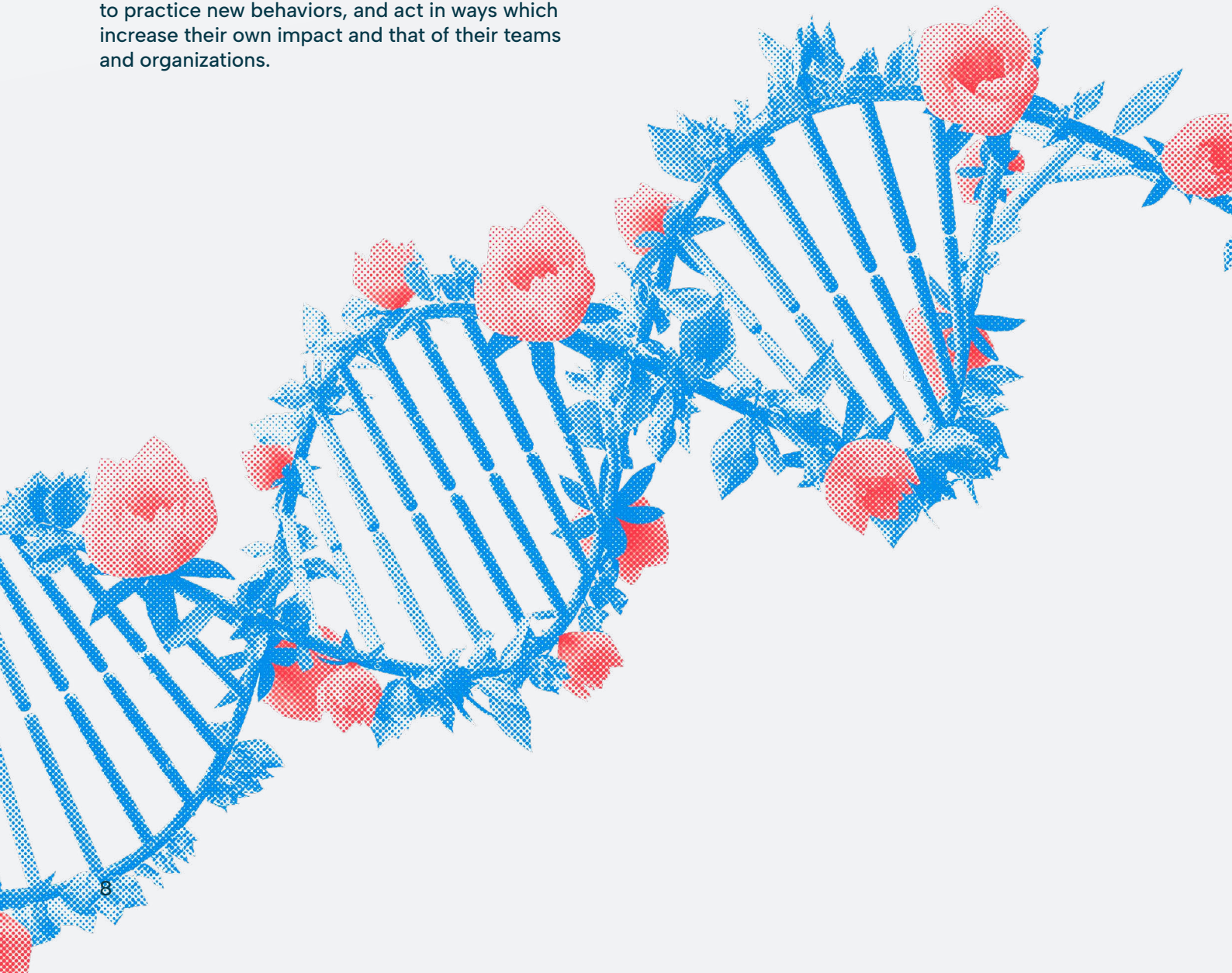


**Wouter Koetzier**

With previous experience in Unilever and Accenture, Wouter brings a wealth of knowledge on business transformation, growth and innovation strategies at large organizations. At THNK, he focuses on product innovation and oversees our marketing efforts.

# We inspire the human in every leader\*

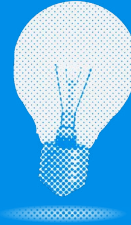
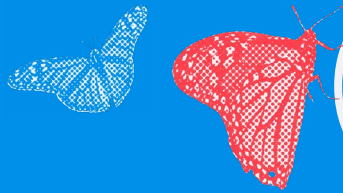
Expectations placed upon leaders and organizations are constantly evolving. Our custom programs support your organization to thrive in complexity, envision new possible futures, and build inclusive, collaborative teams. We help leaders step out of their usual ways of thinking, gain the confidence to practice new behaviors, and act in ways which increase their own impact and that of their teams and organizations.



# What we can help you with

## Leadership programs

Build a leadership development architecture and expand your leadership capacity through targeted learning strategies.

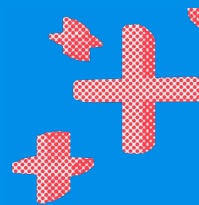


## Transformation

Discard old narratives, build new capabilities, and navigate with intent toward future opportunities.

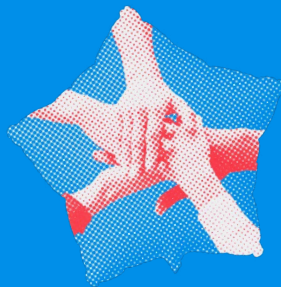
## Culture

Strengthen the health of your organization by changing mindsets, interactions, and behaviors.



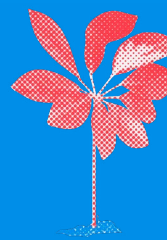
## Top team performance

Build a strong and collaborative team at the top (focusing on the five elements of team excellence: alignment, architecture, collaboration, vitality and vigor).



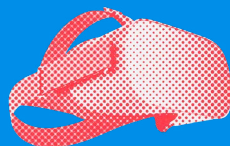
## Scaling

For organizations facing rapid growth. Build a strong leadership bench and support leaders to succeed and thrive in a fast-paced, ever-changing organization.



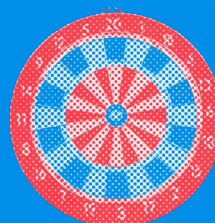
## Innovation

Shift leadership mindsets and capabilities to create an active culture of innovation at all levels in your organization.



## Purpose

Build the focus, skills, and mechanisms in your organization to create a positive impact on all stakeholders in your ecosystem.

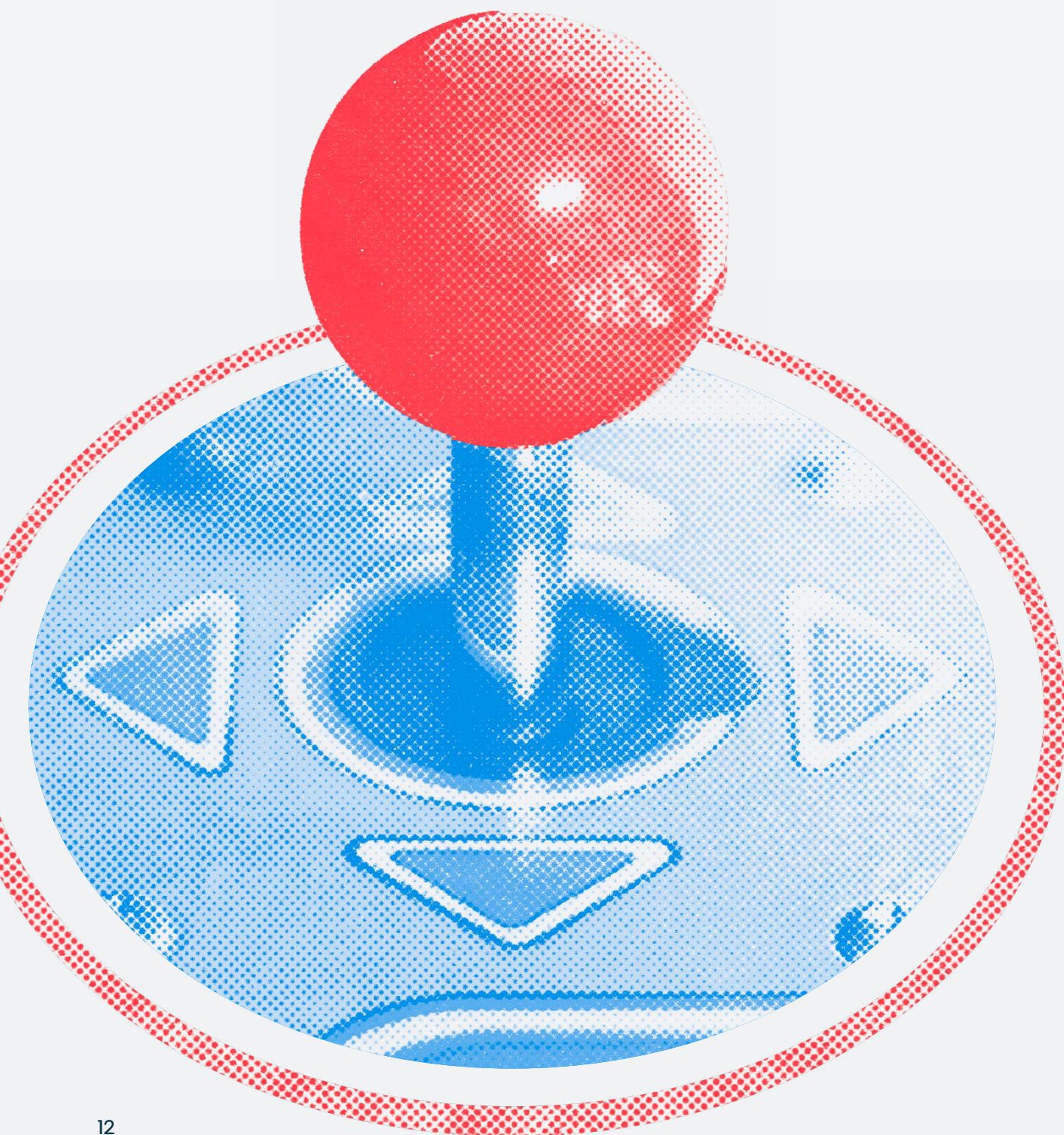


**“The leadership approach  
to disrupt thinking,  
then business”**



# The THINK way

Our aim is not to change what people think, but rather how they think — while also making it fun. When designing any program, there are a few principles we keep in mind to make the magic happen:



# PREP START

## Experiential and peer learning at the core

Dubbed by Stanford University as “the future of higher education,” our approach is focused on bringing theory to life, learning by doing, and guiding participants in transforming their insights into real-life behavioral change.



## A non-traditional approach for transformational results

We are non-dogmatic and draw from many schools of thought, which allows us to find the best solution for your challenge without being limited by a single model or approach.



## Designed for magic

We love combining cutting-edge content with innovative delivery formats. We support you in curating a participant group to maximize for creative clash, deep connections, and learning. We engage diverse faculty teams that do not act as a ‘Sage on stage’ sharing their solutions but as a ‘guide on the side’ helping your people discover their own solutions.



## Relevant solutions, not simplistic ones

Humans are complex, as are organizations. That’s why we provide well-informed, multi-layered programs. Our aim is to design solutions that reach leaders at various levels (skills, behaviors, and mindsets) and form an integrated part of your (people) strategies.



## No two organizations are the same; no two programs are the same

We design programs from the ground up, starting with a comprehensive diagnosis to land on the necessary shifts in your leaders and organization.



## A partner, not just a provider

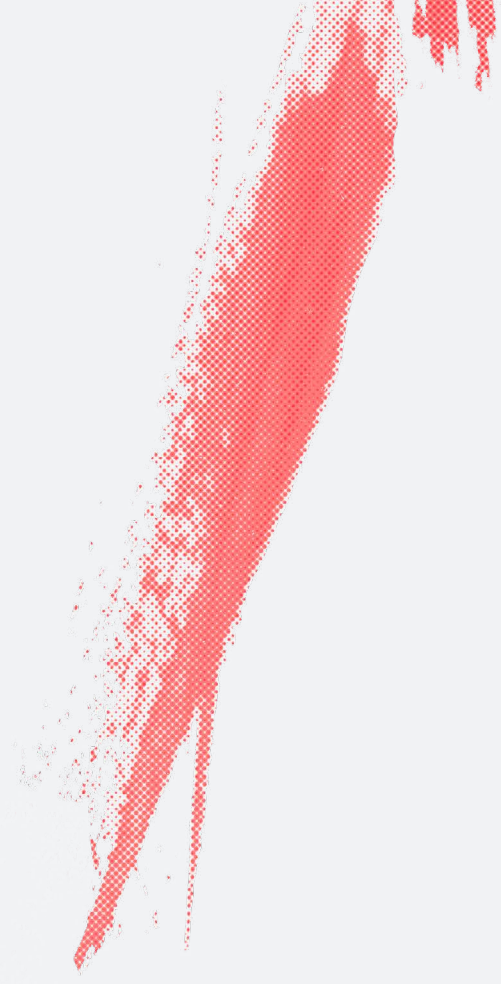
We co-create and co-deliver. Each stage of our diagnose-design-deliver approach happens in full collaboration with you and your team and we are keen to involve your senior leaders. Finally, we can help build facilitation skills into your team so programs can be scaled across your organization.



# Crafting transformational learning experiences\*

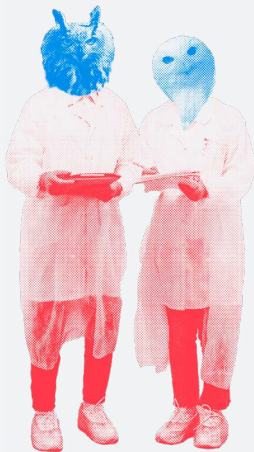


# How we work with you



Step 1

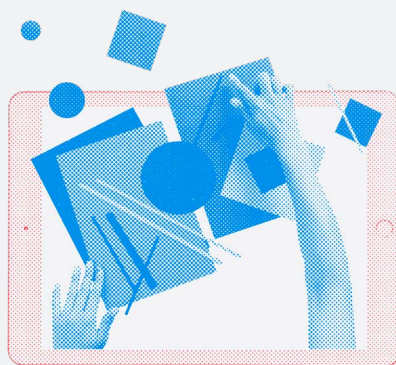
## Diagnose



A comprehensive needs assessment: spending time to deeply understand the challenges that need to be solved.

Step 2

## Design



A detailed program design architecture with fine-tuned briefs for each element.

Step 3

## Deliver



A learning experience where we continuously check-in, debrief, and optimize.

# What can you expect during a program?

While we don't adhere to a single method, here are some typical building blocks we incorporate into learning experiences, whether it's online, in-person, or hybrid.



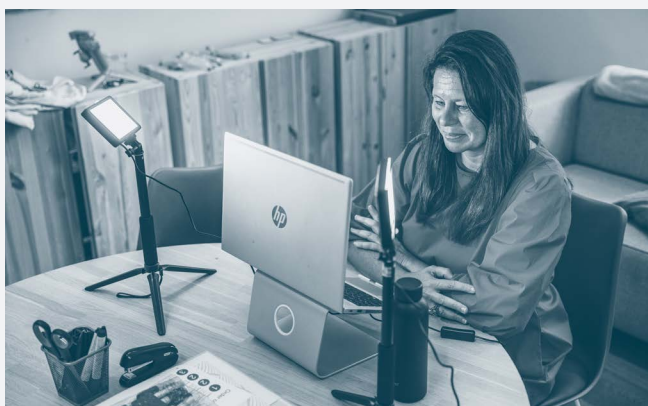
## Immersives

Consecutive session days with a deep focus on specific leadership themes (e.g. leading self, leading others, leading business).



## Coaching Circles

Small group sessions in which leaders learn to coach each other on leadership and business topics.



## Boosters

On-line "espresso shot"-like sessions on specific leadership topics in which leaders are stimulated to practice new mindsets, skills, and behaviors.



## Learning platform

Online platform to connect program participants, follow and support their learning journeys, and nudge them on behavior changes.



## Leadership fora

Short facilitated sessions in which program participants get up close and personal with senior leaders who address specific challenges and opportunities.



## Industry/functional 101

Expert sessions where program participants explore their industry and deep dive on specific functional topics.



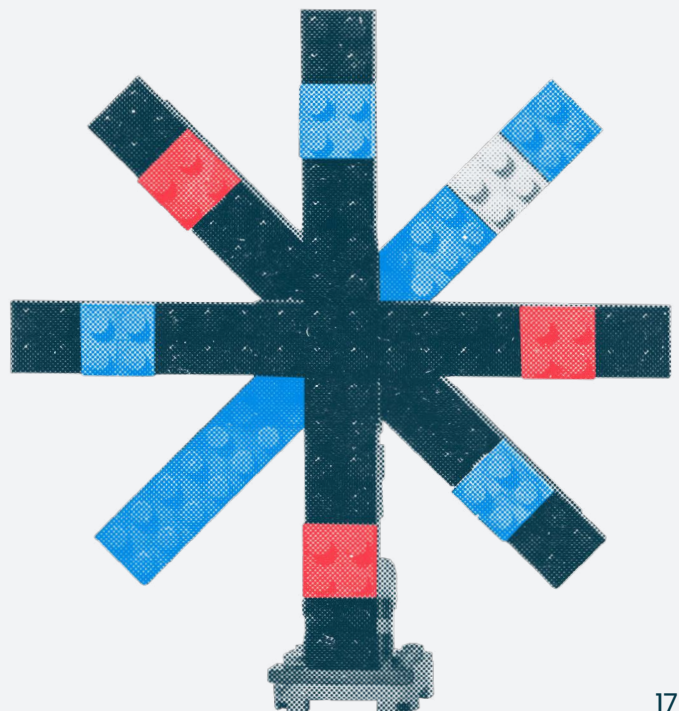
## Coaching

Individual coaching during and after the program.



## Strategic Business Challenge

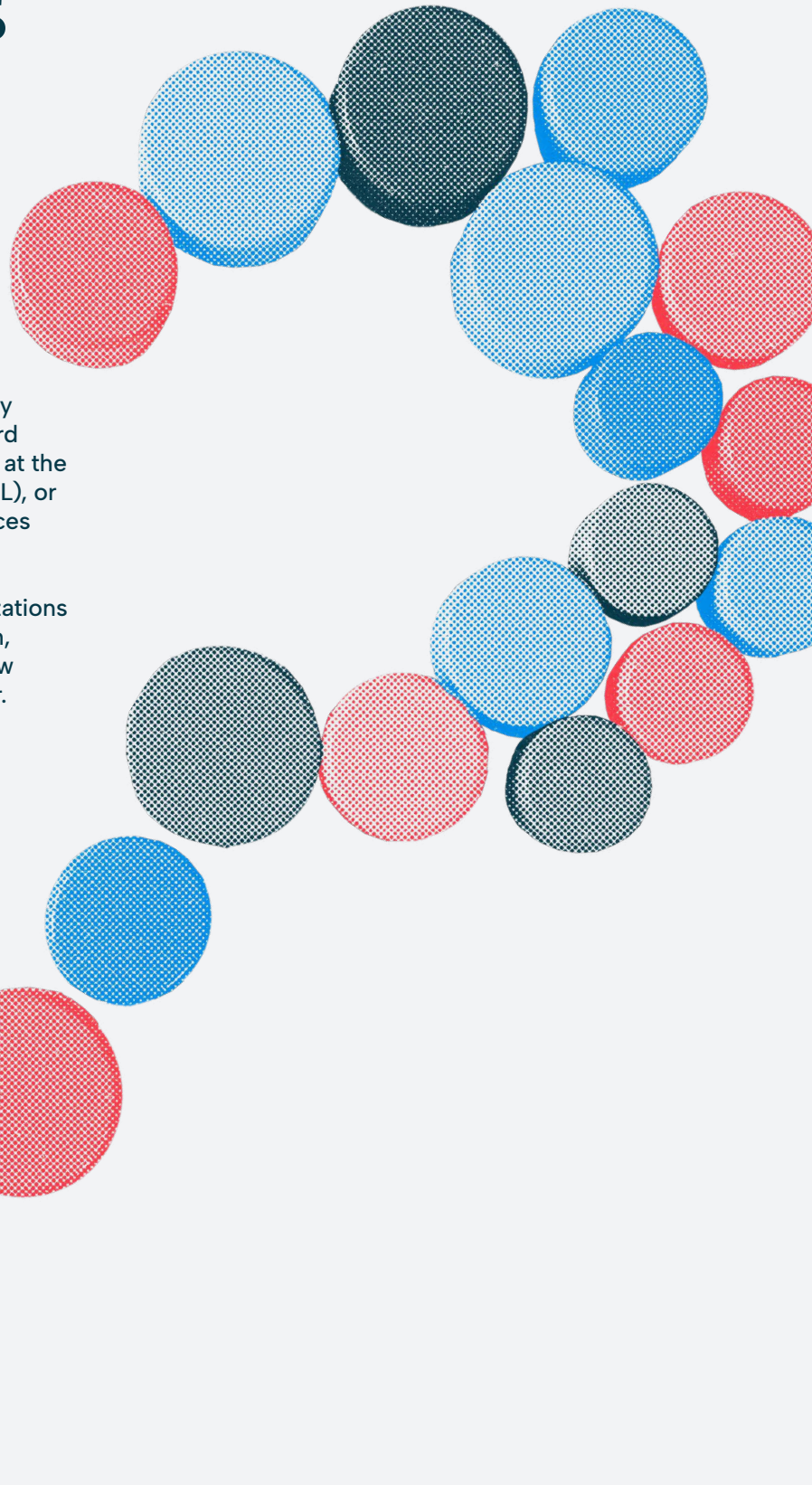
A real-life strategic topic sponsored by your Board, where leaders work collaboratively across functions to deliver and implement breakthrough ideas.



# Is THINK for you?\*

THINK serves a range of global clients. From organizations that aim to redefine their industry (like Adyen), to those shifting their focus toward sustainable business (Siemens Energy, Fugro), at the forefront of technological developments (ASML), or contributing to more inclusive business practices (Johnson & Johnson).

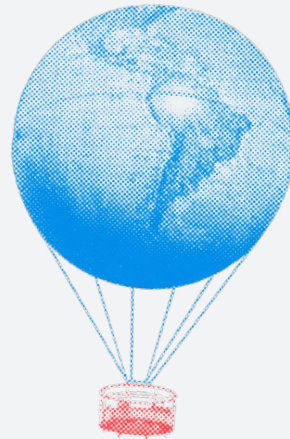
Additionally, we also work with leading organizations in the social sector (World Health Organization, UNICEF, and the Obama Foundation) and fellow Certified B Corps like Patagonia or WeTransfer.



# How do you know if it's a match?

1.

You have the courage to embark on a new type of leadership transformation journey, to leave traditional classroom learning behind and engage in real-time experiential learning that takes your leaders far out of their comfort zones.



2.

You are looking for a true partner – not a vendor or a supplier, but a partner with whom to co-create, adjust, improve, and build impactful learning journeys that are strongly embedded in the fabric of your organization.

3.

You are ready to invest time and resources into building not just a one-off intervention, but an impactful development journey for leaders that extends well beyond the program and is closely linked to your business challenges and opportunities.



4.

You are committed to acting toward a better future with more sustainable business practices, and understand that leaders in your organization play a pivotal role in getting there.

# Chosen by



Multi-year journey to build innovation leadership mindsets and behaviors to solve large, complex global health challenges, including HIV and TB in sub-Saharan Africa, India, and China.

“ THNK has been a creative partner in bringing a structured methodology to an immersion-based program to tackle some of the largest problems in global public health.

Adrian Thomas,  
VP Global Public Health and Market Access,  
Johnson & Johnson.

## Booking.com

Multi-year assignment to deliver their Leadership Academy, focused on building all-round leadership capabilities of the Top 400.

“ THNK combines world-class facilitation with innovative approaches to learning that are both relevant to participants and impactful on our business.

Mark Jansen,  
Former Head of Learning and Development,  
Booking.com.



Multi-year culture change, leadership development program, and team alignment journeys for the Top 300.



Multiple top-team and culture change journeys, working in collaboration with the Public Partnership Division of UNICEF.



Development of a new leadership model, co-created with senior leadership to bring the model to life.



Multi-year senior leadership and innovation programs for the Top 300.



Board-level journey to build an innovation culture with multiple journeys at mid- and senior levels of the organization to solve large innovation challenges.

## FIFA®

Multi-cohort worldwide female leadership development program to strengthen FIFA's women leaders working to strengthen the state of women's football.

“ What I love about the THNK philosophy is that it's not the traditional way. It's more like: by doing, you learn to be a better leader.

Mayi Cruz,  
Former Head of Women's Football Development Department, FIFA.

## SIEMENS energy

Multi-year program to support the spin-off from Siemens and transformation of the business: supporting their 40 senior teams and building the senior leadership pipeline.

“ The mix of deep introspection, state-of-the-art application of tools and frameworks, and learning from and with each other has shifted my thinking and, ultimately, my leadership.

Victoria Klug,  
HR Business Partner, Siemens.

adyen

media.monks

adidas

vitesco  
TECHNOLOGIES

ARCADIS

humanize

ASML

patagonia®

UCLA

THE GLOBAL  
GOOD FUND

EVBOX

FUGRO

Government of the Netherlands

Berkeley  
UNIVERSITY OF CALIFORNIA

OXFORD HR  
SEARCH FOR A BETTER WORLD

we

WPCAP  
WORLD PORTS CLIMATE ACTION PARTNERSHIP

SOCIETE  
GENERALE

mx mendix  
Go make it™

GN

**Caught your eye  
but need more  
information?  
Let's talk!**



Do you think we might be a good fit for your organization? Let's explore how we can work together to develop the leadership your company needs to meet the challenges ahead.



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