

Triple Value Executive Leadership Program in Bhutan



4 months executive journey into Self Awareness,
Organizational Purpose and Societal Impact – Learning
from Gross National Happiness

FLOW FOUNDATION

Aligning leaders, organizations and society for triple value



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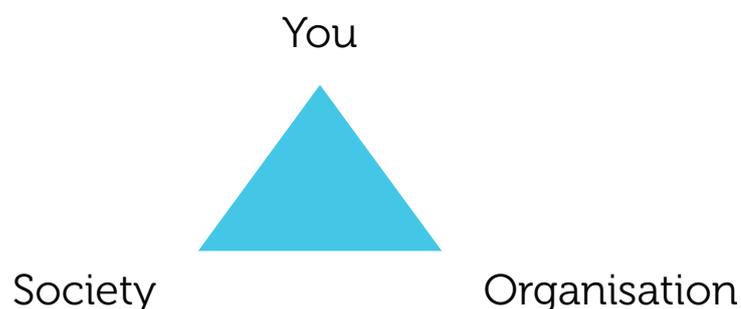
Why this program?

In today's ever-changing and fast-paced environment, leaders are confronted with many economic, ecological, societal and technological complexities. Leaders play a pivotal role to transform these complexities in creating value for their organizations and society.

Through our research we have developed a methodology for leaders to accomplish this transformation. This starts with awareness: self-awareness and awareness of the context you are living and working in. By developing these inner and outer levels of awareness, you can discover the 'shared purpose' between you, your organization and society.

In our Triple Value Leadership program, executive leaders will explore these levels of awareness and discover how they can start transforming their business challenges into opportunities that impact society positively whilst developing new markets for your company. They will learn about alternative ways of thinking, such as Bhutan's Gross National Happiness, engage with government and business leaders in Bhutan, translate their learnings into a plan of action and become part of an active community of fellow leaders.

With a shared purpose you will radically upgrade your leadership for the creation of value for yourself, your organization and society – or 'Triple Value Leadership'.



“The Journey exceeded my expectations. It was a valuable experience to discover silence in a beautiful landscape and authentic culture. The experience revealed my purpose to bring happiness into my organization and take leadership to make that real.”

Wieke Janssen, Managing Partner, Ebbinge



“The journey to Bhutan touched me deeply. It came for me at an important moment when I was reflecting on the future of my business. The experience gave me a new focus on creating well-being and happiness in board-rooms, where leaders can make a difference.”

Mildred Hofkes, Founder NieuwBestuur

What you will gain from this experiential program

We start by discovering and articulating your motivational drive. What challenges do you face as a leader? What characterizes your decision-making? This journey of self-discovery is followed by a contextual exploration. What challenges do you observe and how do these impact your business and society? The final stage of our Triple Value Model allows you to discover the 'shared purpose' between you, your business and society. With this shared purpose you will radically transform your leadership and start creating value for yourself, your organization and society.

Through our Triple Value Value Leadership Program you will be able to:

Make a step change in your personal and organizational development

- Acquire techniques, skills and methods for developing self-awareness, context-awareness and balancing work and personal life.
- Discover and express your purpose in work and life.
- Gain new perspectives on the value creation potential of your organization.
- Join a community of likeminded leaders and alumni of earlier program participants.

Develop a measurable social impact approach

- Experience sustainable entrepreneurship, innovation and societal impact projects.
- Participate in a social impact project of Flow Impact Fund for the personal leadership education of young adults and students in Bhutan.
- Gain knowledge and experience in Triple Value Creation by learning from Bhutan's Gross National Happiness.

Create sustainable partnerships based on a shared purpose

- Master an innovative multi-stakeholder approach that will reshape business models and build collective vision and shared purpose.
- The approach will support you in engaging and aligning employees and creating sustainable partnerships with customers, key value chain partners and society.

“An amazing journey, giving a genuine look into a totally different culture, with authentic and expert guidance. I recommend this journey to anyone seeking to explore new horizons.”

Ivo Lurvink, Head of Group Acquisitions, ING Bank

Our 4x4 program

You will join a team of fellow leaders on a unique leadership development program consisting of four modules:

1	Preparation	3 March 2017, the Netherlands
2	Bhutan Journey	18 March - 1 April 2017, Bhutan
3	Implementation - Shared Purpose	12 May 2017, the Netherlands
4	Implementation - Impact and Action	16 June 2017, the Netherlands

Preparation

We will start with an interview with one of the program facilitators. Together you will develop your leadership development goals and challenges. This is followed by a preparation day on the Dutch Veluwe, where you will be introduced to your fellow travelers, the context of Bhutan and the program. This day will be largely spent outside.

Bhutan Journey

The highlight of the program is the journey to the Himalayan Kingdom of Bhutan. We will travel through awe-inspiring landscapes of snowcapped mountains, ancient forests, blue skies and ancient Buddhist monasteries. The abundance of unspoiled nature allows you to refresh and renew your awareness of yourself, your world and your role as a leader.

Together with your fellow-travelers, you will learn from Bhutan's unique culture, with at its heart the practice of mind transformation and a bold commitment to societal happiness. Program activities consist of expert meetings, open dialogue, coaching and personal contemplation and reflection. Our days will start and end with mind and body exercises, group work and reflection. We will also engage with local and government leaders, and entrepreneurs. We will participate in a project of the Flow Impact Fund that offers affordable, quality personal leadership education and vocational training for young adults and students in Bhutan.

Implementation: Shared Purpose and Impact & Action

On our return we will build on your newly gained insights and experiences to develop a program for triple value creation for your organization. During these two implementation modules in Shared Purpose and Impact & Action, of each 24-hours, you will be supported by your coaches and fellow leaders. After the program you will become part of a community of fellow leaders to exchange learnings and best practices.

What you will get and need to bring

Throughout the program you will receive personal coaching, train in yoga and mindfulness, and learn from living examples of sustainable leadership. You will be advised on how to prepare for this adventure mentally, physically, spiritually and emotionally. We ask you to be committed to all the necessary pre-work, preliminary readings as well as taking an active part in case studies and 'living laboratories'.

WHO WILL ACCOMPANY AND GUIDE YOU?

About Flow Foundation

We have offered leadership journeys to inner Asia for almost a decade. The program for 2017 has been renewed to reflect our Triple Value Leadership model, which has been developed by your coaches and program guides Sander Tideman and Muriel Arts.



Sander Tideman has lived and worked in Asia for many years. Ten of which he spent as an international banker with ABN AMRO Bank. He has visited Bhutan many times and has worked with the government of Bhutan on operationalizing Gross National Happiness. This has led to the first global conference on Gross National Happiness. He advises business leaders, has written various books and has studied Buddhism since 1982. His most recent book “Business as Instrument for Societal Change – In Conversation with the Dalai Lama” was published in 2016. He is a Co-founder of the Flow Foundation, Managing Director of Mind & Life Europe and a faculty member of Rotterdam School of Management(RSM), Erasmus University.



Muriel Arts has worked for over 20 years as an international strategy, marketing, sustainability and innovation executive at Unilever, Grolsch, KPN and Achmea. She has led corporate value creation and sustainability projects in Asia, North America and Europe. Always in diverse teams and has coached many executives in different phases of their careers. She now works as an executive leadership coach, board adviser, researcher and university teacher. She is the Director and co-founder of Flow Foundation and Flow Impact Fund and serves on the faculty of Rotterdam School of Management (RSM), Erasmus University. She regularly leads workshops and writes articles on Triple Value Creation, sustainable marketing strategies and results measurement.

PROGRAM DETAILS

Fees

Program fee is €10,700* excluding VAT and €1,100 travel cost from Amsterdam to New Delhi/Bangkok. Travel to and from Bhutan is included. We offer an early bird discounted fee of €9,900 excl. VAT for registrations before 31 December 2016.

We offer 2 scholarships worth € 3,700* from Flow Impact Fund for leaders from NGO's, the public sector and academia.

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