

This unique 5 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



“Energetic and intensive 5-day experience. Giving me the tools but more important, the confidence to be a change-maker in my day to day work”

course participant

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?

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 5-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 CSR 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.

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 **recognize 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 previous 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.**

How is this course structured?

The 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 solve these issues.

“The most important work today is both highly systemic and deeply personal”
André Nijhof, Professor Nyenrode

Who are your trainers?



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”.



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*”
course participant

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.

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 studies, publications and graduation theses done on this subject.

“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”
course participant

What is the investment?

The costs for this unique 5-day course are only €3,995 (excluding VAT). This includes the new book *Changing the Game* from Lucas Simons and André Nijhof.

With the **early bird special** valid up till 1 month prior to start you will receive €1,000 discount.

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 discount per person. The 2nd person will receive a 25% discount, the 3rd 50% and the 4th person will receive a 75% discount.

In-company trainings

Being ready for change requires the whole organization to participate and understand what is going on. For those organizations who want to lead the change and benefit from it we organize special, tailor-made In Company trainings. **Contact us to discuss the possibilities.**

Where is it and what are the next dates?

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

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



Interested to take your game to the next level?

Please feel free to contact us for further questions:

changingthegamecourse@newforesight.com

