

# BeingCEO

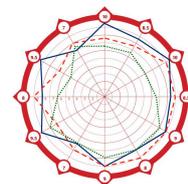
Envision the future, map your StartUp's **core purpose** and make sustainable progress



To become successful with your StartUp you need to focus on a whole list of crucial factors simultaneously: your product, your customers, your business model, your team, to name just a few. Quite a challenge to lead all these different aspects in the same aspired direction and to make the right decisions covering all of them.

What if you would have a framework that gives you a clear overview at a glance and helps you

1. to define your StartUp's unique core purpose
2. enabling you to 'purpose' calibrate all your decisions Right from the start Up, avoiding loss and waste and
3. empowers you to lead your whole StartUp as 1, staying on your purpose track and growing steadily into a healthy, successful sustainable business?



The Twelve B.V. Progress partners  
Danielle Beltran, Mavis Carrilho, Rolien van Dijk, Jaap Drenth, Kathelijne Drenth, Richard Leachman

**What:** a workshop

**When:** February 8, 2018, 16 - 20 hrs

**Where:** Amsterdam, Karavanserai, Amsterdam

**Want to know how?**

# BeingCEO

BE THE ORGANISATION THAT THRIVES AND DEFINES ITS OWN TOMORROW

We work with the Value Frame®, a complementary model to existing management instruments that we have developed over the past 16 years. It has been applied successfully in dozens of StartUp's, SME's and Corporates (inter)nationally facing a variety of problems. It enables leaders to lead their organisation's evolution, transformation, innovation and growth with.

Do join us and take at least one colleague with you. We invite you to prepare a vivid vision and will ask you a series of stimulating questions concerning the unique purpose of your organisation. In a few hours you will be amazed by the results that come forward with the aid of our software Intent®.

Our customers that have been through this process with us say:

"Kuhl, Geil und Klasse!"

## Programme

15.30 welcome and check-in  
16.00 Introduction & overview  
16.30 Mapping your StartUp's core purpose  
17.30 Break  
17.45 Cohering & refining your and your colleague's answers  
18.45 Dinner  
19.15 How to use your Start-Up's purpose to make progress  
20.00 Rounding of and farewell

Investement: 300 euro per person with a minimum of 2 per StartUp  
The workbook Normal Unique and dinner are included in the price

**To subscribe:**  
[click here](#)

**Make a quantum leap in your evolution and innovation, inspired by a vivid vision and clarity of core purpose**