

Adriaan Wagenaar

Breakthrough Architect at Satori

Laren, , NL

Your audience will learn the tools to be resourceful in turbulent times. Seeing your situation through the eyes of a child. Let's play!

Biography

People and organizations have to achieve extraordinary goals. But they often do not see the full potential of the resources they have available: financial capital (money), creative capital (ideas), human capital (talent), social capital (relationships) and spiritual capital (source energy). My job is to help your audience make new connections with their capital resources and use it wisely. As a professional speaker I love to share my experience of conducting breakthrough projects and apply it to the situation of your audience

Specialties - Philosophy sessions with children on social and strategic business issues - Conducting organizational change programs - Leading complex brand & communication strategy projects - Future scenario projects for marketing development, branding and organizational growth

Adriaan Wagenaar is founder of Satori, an Amsterdam based consultancy in conducting and developing breakthrough projects in - corporate social responsibility - marketing and communications - brand strategy - customer focus - organizational growth

Issues: CRM, Customer Focus, Organizational Learning, Servant Leadership, Personal Leadership / Brand Leadership, Innovation, CSR

My clients include organisations such as: Robeco Direct, Rabobank, ING Bank Netherlands, Philips Corporate Design, ANWB, Nederlandse Staatsloterij, IKEA, ENECO energy, Dutch Railways (NS), Amnesty International, Oxfam Novib, Reed Business (Elsevier Health Care), KNSB, House of Performance, Fortis ASR, Univé.

Availability

Keynote, Workshop, Author Appearance

Industry Expertise

Energy, Advertising/Marketing, Financial Services

Areas of Expertise

Corporate Happiness, How to Create Breakthroughs in Business

Affiliations

Global Speakers Federation, PSA Holland

Sample Talks

Learning To Play: seeing your business through the eyes of a child

How to create breakthroughs in your organization by asking challenging questions, building a new metaphor for growth and changing the habits that keep you stuck in the present situation? I will share examples of discussions and projects with children on organizational and social issues and apply the outcomes at the daily practice of the participants.

Event Appearances

'Kijk op Klantgerichtheid' (Visions On Customer Directed Strategy)
Inspiration session (PVKO /CRM Association)

Education

Hogeschool Utrecht
Bcomm HEAO Communicatie

Accomplishments

Our Worlds 2032

Future Scenarios for Sustainable Development, made by 75 young people (18 - 20 year olds) from 50 nationalities. Be inspired by the view of the Next Generation! Presented at Johannesburg Summit 2001 by 3 students. Topic for keynote speech: what can we learn from these outcomes? Audiences: managers, ngo's

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