

Unlocking  
the X-factor  
of leadership:  
Inspiring action

Nov 15  
2024

the ClubHouse, Flisvos Marina  
10:00 - 17:00hrs

# MASTERCLASS

by **thomas  
kolster!**



# PREVIEW

## MasterClass

### Unlocking the X-factor of leadership:

#### Inspiring action

As the leader role is drastically changing and pressure are on the rise from societal responsibilities to a disengaged workforce, how do you find the right balance between a value-driven leadership, a call for profits and the Short-Termism of the market?

Purpose has become the third X-factor of leadership, but it's no longer enough to lead with values; you must help people on their change journey. Happiness at work and life is less about what we have, which can easily be bought, and more about who we are and our achievements.

More and more people aspire to pursue passions, time with family, and freedom over pay. Younger generations are as challenging as ever, as they are the I-want-to-be-the-boss-of-my-own-life generation.

Kolster showcases how a transformative leadership can help retain and engage employees and attract new customers, but moreover how the market and stakeholders are moving away from a purely transactional relationship. You don't go to a gym to get muscles; you go there to exercise. As a leader, you'll have to re-evaluate your role and how you lead. Everyone can offer people a paycheck or a discount at the cash register, but can you help them find a better version of themselves?



# Our MasterClass covers



## Leadership under pressure

How leadership is changing in a world of social media, transparency and changing expectations from society and work force.



## Serving all stakeholders

How to use leadership from motivating individuals to all stakeholders.



## A new model of value-driven leadership

Leadership is being redefined and we'll explore how to apply a different value-driven model.



## Leading in times of a value clash

How to navigate difficult value topics such as climate and diversity topics.



## Exploring the business case

How you view people shapes your business and leadership as the market is shifting from experience economy to transformation economy.

# AGENDA AGENDA AGENDA

## **10.00-10.15 Welcome and introduction**

Introducing the day, the participants and Kolster's professional experience.

## **10.15-10.45 Leadership under pressure**

How leadership is changing in a world of social media, transparency and changing expectations from society and work force.

## **10.45-11.15 A new model of value-driven leadership**

Leadership is being redefined and we'll explore how to apply a different value-driven model.

## **11.15-11.30 Coffee break**

## **11.30-12.15 Group work with The Arrow Model**

## **12.15-12.45 How to empower individuals to drive better business results**

## **12.45-13.00 Discussion on empowerment**

## **13.00-14.00 Lunch break**

## **14.00-14.30 Exploring the business case**

How you view people shapes your business and leadership as the market is shifting from experience economy to transformation economy.

## **14.30-15.00 Group work around transformation economy and the model the Wheel**

## **15.00-15.15 Coffee break**

## **15.15-15.45 Serving all stakeholders**

How to use leadership from motivating individuals to all stakeholders

## **15.45-16.15 Group work with stakeholder model**

## **16.15-16.40 Leading in times of a value clash**

How to navigate difficult value topics such as climate and diversity topics

## **16.40-17.00 Closing remarks and questions**

# Mr. Goodvertising - Author, Marketing & Sustainability Advisor, International Keynote Speaker



## Thomas Kolster

Thomas Kolster is a frontrunner and one of the most recognised thinkers globally where marketing, business and sustainability meet. Kolster has written two books Goodvertising (Thames & Hudson 2012) and The Hero Trap (Taylor and Francis, 2020). With his first book Kolster popularised the term Goodvertising to describe advertising delivering positive environmental or societal benefits. With his second book he forewarned about a post-purpose market, where people don't buy your values or your "why", but rather who you can help them become. He continuously challenges the status-quo with his vocal, and often provocative, views on values, purpose, and leadership.

Kolster is an international keynote speaker who has featured in over 80 countries for companies like Meta, adidas, P&G, and IKEA, to conferences like TEDx, SWSW and Advertising Week. As the founder of the Goodvertising Agency, he advises Fortune 500 companies, start-ups, non-profits and governments on more creative strategic approaches to brand and business impact. His pen rarely rests as he writes for the likes of The Guardian, Ad Age, and Adweek. Monthly, Kolster joins Adage's podcast Purpose Hits and Misses taking a critical look at global purpose campaigns. Together with climate solutions platform, We don't have time, he runs a streaming show called Climate Punk, where he interviews diverse people in the climate space.

Thomas continues to drive industry change through his active participation in leading forums, such as The International Advertising Association's Sustainability Council, D&AD's Impact Council and Act Responsible. He helps to promote best practice as go-to judge of top award shows such as Cannes Lions and D&AD. Thomas is also an eager entrepreneur and has launched impact platforms such as Projector, WhereGoodGrows and ImpactPimp because his belief is simple: Change begins with you!