

nexxworks

2026

Never Normal Masterclass

1 day masterclass by **Peter Hinssen**
& **Steven Van Belleghem**



Never Normal Masterclass

Mon 20.04 - 2026 | Antwerp

A 1-day Masterclass with Peter & Steven

Peter Hinssen & Steven Van Belleghem, one a master of Customer Experience, the other an unrivaled expert in innovation.

The world is more unpredictable than ever, presenting business leaders with many economic, geopolitical, societal and ecological challenges.

Some see these Never Normal evolutions as a threat, but this Executive Masterclass has been designed to help you see possibilities, from two sides:

1. How can you turn these challenges into innovative business strategies?
2. How can you design a culture that actively puts customers and their needs at the core of your company?

Pricing: €1.290
(excl. VAT)



This masterclass in a nutshell 🌰

- A 1-day Masterclass in Antwerp
- Highly **interactive**
- Every day led by **Peter Hinssen & Steven Van Belleghem** (in English)



2 moderators who'll guide you along



Peter Hinssen

Peter founded a pioneering internet agency in 1995 and a healthcare advisory firm in 2005. Since, he's been advising numerous companies on technology and the future of the world besides teaching at London Business School.

Currently, he's an investor and on the board of Belfius, Mediahuis & Ergon Capital. He's also a speaker, author, and co-founder at nexxworks.



Steven Van Belleghem

Steven started his career as a research assistant and branding consultant. He then founded numerous companies, including a digital content agency.

Currently, Steven is a speaker, author, investor, and lecturer at Vlerick. He's also a board member at various companies and co-founder at nexxworks.



The program



Day 1

09:00

Start of the Masterclass



Leading in the AI/Agentic Era



How, and when to (not) leverage technology in your organization



Lunch



Driving 'Effective Empathy'

How to lead through uncertainty

17:00

Wrap up

18:00

Dinner

Some practical information



Location

This Masterclass will take place in Antwerp. The specific location will be disclosed EOY. Expect something that will fuel your creativity. 😊



Brainfuel

We'll take care of you from the moment you arrive till the time we have to say goodbye. Included is a light breakfast, lunch, and dinner.



Language

The language for this Masterclass will be English. There were 13 different nationalities present, let's see if we can top that this year!

Some thoughts from last years participants



🌟 A Huge Thank You to [Peter Hinssen](#), [Steven Van Belleghem](#), and the [nexxworks](#) Team! 🌟

These past two days have been inspirational and transformative. I am immensely grateful for the opportunity to be a part of the vibrant and energetic class of 2023. 🌟 The insights, knowledge, and connections gained are invaluable.

[#Gratitude](#) [#LearningJourney](#) [#Nexxworks2023](#)



Inspiring 2 days in Ghent with [nexxworks](#) intellectual powerhouses [Steven Van Belleghem](#) and [Peter Hinssen](#) guiding us through their view on AI, disruption, hyper connectivity, customer loyalty, the power of positive intention... 🌟📖

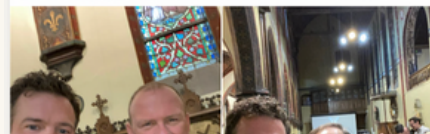
For sure it feels like now we are better prepared for the day after tomorrow and the known as well as the unknown unknown. 🌟

I will keep following them as I am a big fan already, especially of their podcast "Radar"

🌟 Thank you [Brusselle Winches](#) and [Steering Gear](#) and [GARDEC](#) for giving me this opportunity to attend this class! (we've not only discussed chips, but also ships 🌟)

[#nexxworks](#)
[#neverNormal](#)
[#radar](#)

[#brusselle](#) [#winches](#) [#Quality](#) [#Service](#)
[#gardec](#) [#Shiprepair](#) [#Shipmechanics](#) [#steelconstruction](#) [#zeebrugge](#)



What an incredible two day ride this has been! Thank you [Steven Van Belleghem](#) and [Peter Hinssen](#) for inspiring me and making me realize that I am still missing some crucial books on my bookshelves! 🌟 Thank you for your enthusiasm, your preaching even 🌟🙌

In these two days, I've had the chance to connect with the most interesting people from the most diverse industries. What an enriching experience!

Still a lot to process and take in, but 3 things I wrote down in bold letters:

🚀 Understand the unknown and use it to change

🌐 Focus on life journey's instead of customer journey's and create the Top Gun effect

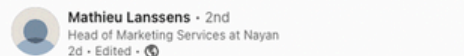
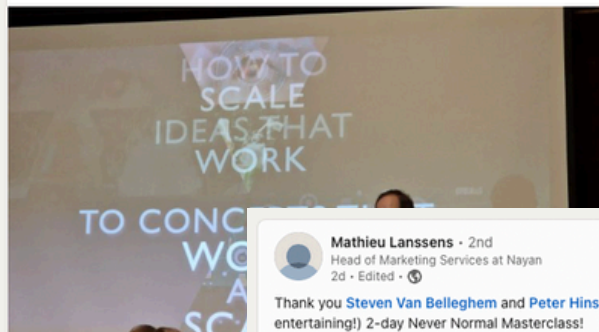
👉 Be bold in your vision & flexible in the details / execution

Thank you [nexxworks](#) for this Never Normal Masterclass!

PS: [Peter Hinssen](#), we could have used a 3rd day to continue on the Sam Altman / OpenAI saga 🌟



My head is still buzzing after a 2 days masterclass with the ever interesting [Peter Hinssen](#) and [Steven Van Belleghem](#). What a truckload of new ideas and insights. Thanks for all the learnings, discussions, 3500+ slides. Perfect execution by the [nexxworks](#) team. [#highlyrecommended](#) [#nevernormal](#) [#diamondinthrough](#)



Thank you [Steven Van Belleghem](#) and [Peter Hinssen](#) for a truly inspiring and entertaining! 2-day Never Normal Masterclass!

Among the many insights and ideas I take home and back to the office, a couple of them got stuck in my mind:

👉 "If you don't take change by the hand, it will take you by the throat."

and there is a "need for positivity with impact" 🌟

Thanks [nexxworks](#) for the impeccable organisation.

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Who will join you?

120 highly engaged individuals like yourself.

It doesn't matter whether you work at a startup/scaleup, corporate, or are a private operator.

The only important thing is **whether you're engaged to change the future of your organization/industry.**

That's the greatest common denominator among all participants.

Are you like that? Then you'll feel right at home.

For me, **the real power of a nexxworks program is the unique group of people you meet** and travel with.

Lieve Pattyn
Sales & Marketing
Director EG Stada Group



Can't wait for you to join us!

Questions? I bet I can answer them, try me:

Pricing

€1.290 Excl. VAT

Per seat

[Register now](#)



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Want to join with your team?

Or want to have something

similar just for your company?

