
THE URGENCY ADVANTAGE

We took D'leteren Automotive on a trip to **San Francisco** to help future-proof its leaders with a hands-on look at customer focus and data innovation.



Real-world lessons from
Silicon Valley's most innovative players

nexworks D'leteren

Welcome

We are excited to take you inside one of our most transformative learning expeditions — a journey into the heart of innovation in San Francisco.

In this 'tour journal', you'll find real-world insights on how customer-centric, data-driven innovation is reshaping leadership for the future.

This experience would not have been possible without the brilliant leaders who joined us and the inspiring companies who opened their doors. A big thank you to you all!

We hope it sparks new ideas, challenges assumptions, and helps you shape your company's Day After Tomorrow.

Enjoy the read!
the nexxworks team



What's Inside



A quick guide to what's inside, so you can easily find what matters most to you.



click to jump!

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This program

When a leadership team at the helm of a 200-year-old company decides to reinvent mobility, inspiration alone isn't enough. For D'leteren Automotive, this was a strategic deep dive.

The mission? To learn from those already living tomorrow, and to confront the urgent question: **how do we lead a mobility revolution before someone else does?**

Inside the breakdown:



The core mission



Building the storyline

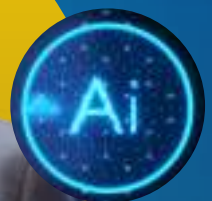
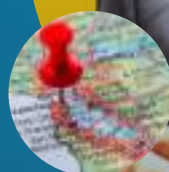


Why it earned the spotlight



Our **expert moderators** are more than hosts, they're catalysts.

They connect the dots, push thinking further, and turn insights into action.



Turn to p.13 to meet **Timothy Papandreou**, our incredible moderator.

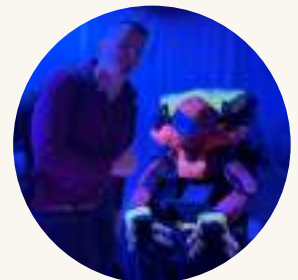
Exploring the core mission

Before mapping the itinerary or confirming the speakers, we co-designed the ambition.



The program was built around three transformational pivots:

- ✓ Expose leaders to **best-in-class examples** of AI-powered, service-driven innovation in action.
- ✓ **Explore what it takes** to evolve from automotive leader to mobility platform pioneer
- ✓ **Foster unfiltered conversations** and shared experiences to accelerate trust and alignment





The itinerary

Each visit, each voice, each session was chosen to spark new thinking and challenge old assumptions. Together, we decoded how world-class companies are navigating disruption.

We dissected how corporations like **Google and Microsoft** are operationalizing AI in logistics, CX, and decision-making



We saw how **Salesforce, Crew.AI, and a16z** are designing intelligent services and experiences from the ground up

We engaged in raw, **behind-the-scenes discussions** on culture, speed, and transformation—with peers who've lived it, scaled it, and are still iterating

Crafting the storyline

Together with the leadership team, we shaped the arc around four core prompts:

- ✓ What must we **unlearn** to become a mobility platform?
- ✓ Where, in our process, can AI deliver tangible value today—not 10 years from now?
- ✓ How do we build a culture that moves as fast as our ambition?
- ✓ And how do we turn our scale into speed?

This storyline became the backbone of the journey

Every nexxworks journey starts with a narrative. For D'leteren, that story was rooted in urgency. The future of mobility isn't just digital or electric—it's intelligent, inclusive, and deeply human.



Mon	Tue	Wed	Thu	Fri
Check-in Kick-off	AI in Action	Cultural Agility	From Products to Services	Platform Thinking

Why Silicon Valley was the **obvious choice**

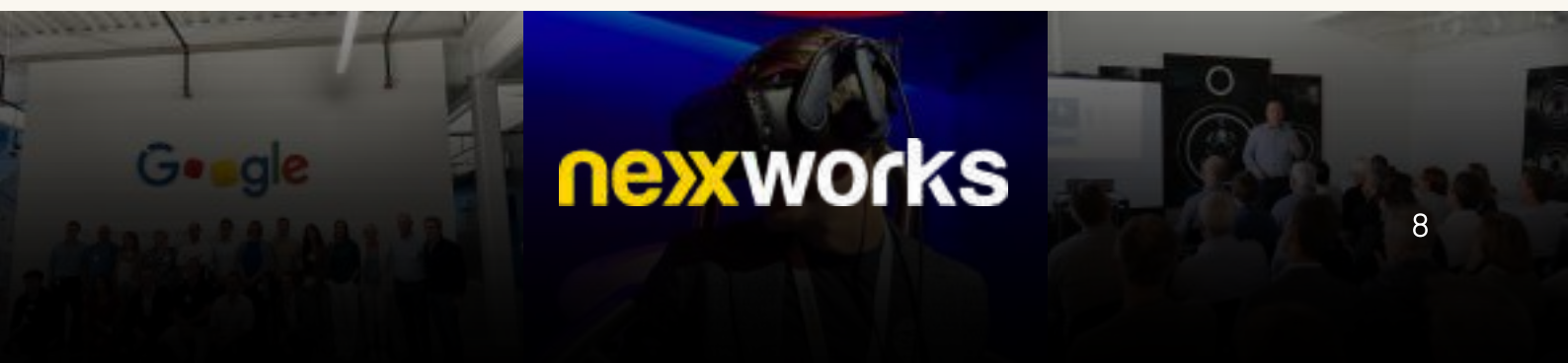


San Francisco is the epicenter of technology, transformation, and mobility innovation —making it the perfect place to explore the future of how we move, live, and connect. From autonomous vehicles to AI-powered services, the Bay Area is where bold ideas are born and scaled at speed.

Here's why it earned the spotlight:

- ✓ The birthplace of the digital revolution—and its current epicenter
- ✓ Home to giants (Google, Salesforce, Microsoft) and radical newcomers (Crew.AI, SandboxAQ)
- ✓ Culture of urgency: where “done is better than perfect” fuels progress
- ✓ A mindset of iteration, resilience, and bold reinvention

D'Ieteren didn't just visit the Valley. They met it head-on—with curiosity, humility, and a hunger to lead what's next.



Meet the moderator

Timothy Papandreou



Tim is a **pragmatic futurist** who uses his expertise in **policy, emerging technology, and strategic operations** to build the future, today.

Every nexxworks expedition needs someone who can challenge thinking, bridge perspectives, and translate disruption into action. For this program, that someone was Timothy Papandreou.

A true Silicon Valley insider, Timothy is a global thought leader in the future of mobility, AI, and smart cities. As a former executive at Waymo (Google's self-driving unit) and an advisor to countless startups, governments, and Fortune 500s, he brings a rare combination of strategic foresight and ground-level pragmatism.

Timothy helped participants:

- ★ Connect the dots between global mobility trends and D'leteren's platform ambitions
- ★ Navigate complex AI conversations with clarity, candor, and actionable insights
- ★ Ask the uncomfortable questions that spark real leadership reflection

From hundreds of options to one unforgettable week

Curating the perfect learning expedition isn't about packing in visits – it's about finding the right rhythm. We carefully choose from a global pool of cutting-edge companies, visionary leaders, and bold experiences to build a program that flows and inspires.

With our worldwide network, we unlock access others can't: behind-the-scenes labs, honest talks with disruptors, and moments that shift your thinking. Every stop fits the story and leaves a lasting mark.

Explore the schedule

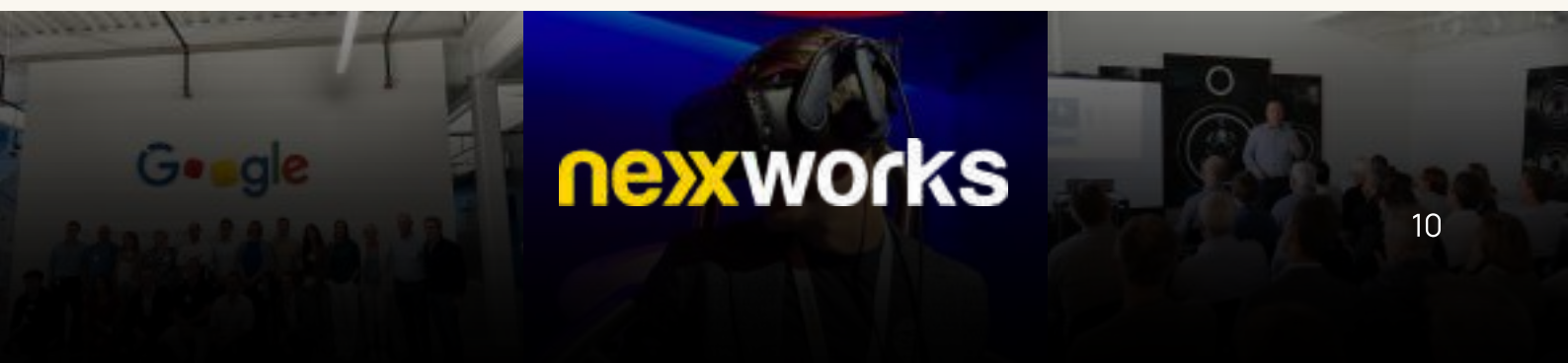


Sun	Mon AI in action	Tue Cultural Agility	Wed From Products to Services	Thu Platform thinking
	Expert Session	Pitching sessions	Expert session	Expert sessions x 3
	Campus Tour	Lunch	Company visit	Impact Story
Program kick-off	Company visit	Company visit	Company visit	Lunch
Keynote Timothy Papandreou	Company visit	Company visit	Company visit	Company visit
Dinner & connecting	Good People Dinner	Dinner	Experience + dinner	

For Pierre Doumit and the team at D'leteren, this was far more than a business trip. It was a fully immersive, tailor-made learning experience.



watch it now!



Decoding the AI index report

Tuesday, 09.00 AM – 10.30 AM

What better place to start an AI transformation journey than Stanford University? The group took part in a dynamic session with David Levi from the Stanford Institute for Human-Centered AI (HAI).

Rather than a lecture, David sparked real dialogue – introducing the AI Index and challenging the group: Where do you rank today? What are you measuring? How fast are you moving?

HAI's mission to align AI with human values and long-term impact resonated deeply. By blending law, humanities, and tech, they're reshaping how we define progress in AI.

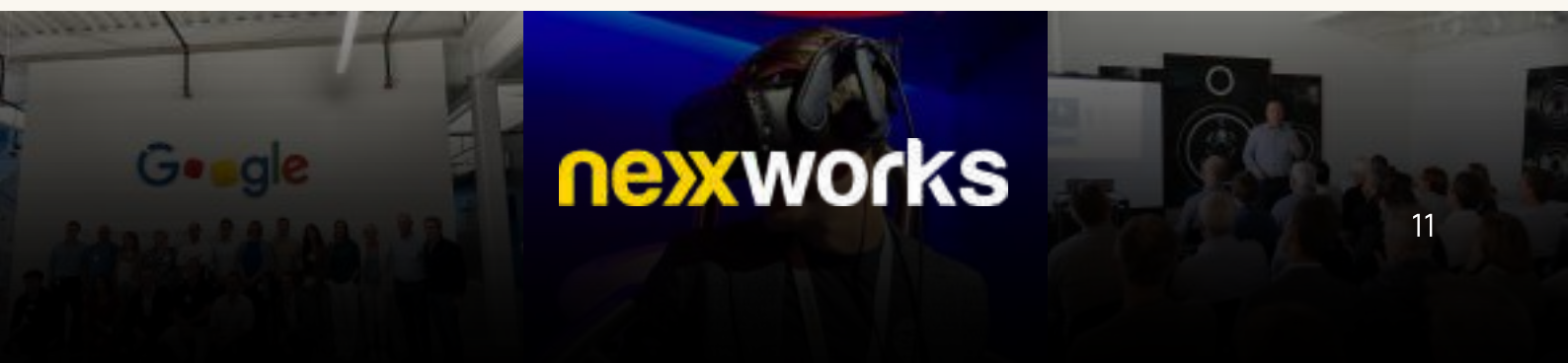
For a company shifting from machines to mobility, one message stood out: AI isn't just a tool – it's a leadership imperative. And the AI Index? A compass for tracking not just adoption, but readiness and responsibility too.



Signature session



David Levi



Engineering simplicity at scale

Wednesday, 02 PM – 03.15 PM

At the heart of Silicon Valley, Microsoft gave us a front-row seat to purposeful transformation — from cloud-first AI to green architecture.

In a dynamic session, Asha Sharma (CVP, AI Platform) shared how Microsoft helps companies build responsible, scalable AI. Her message? Learning beats knowing. Agility means adapting fast, not having all the answers.

Kanwal Safdar (Director of HR) followed with “10 Things We've Learned About Culture” — a candid look at Microsoft’s shift from silos to collaboration, and why mindset matters more than policy. We ended with a sustainability walk through their campus — a living example of values in action, where architecture meets strategy.

★ Spotlight



Microsoft showed us what it takes to do that at enterprise scale — **both technologically and culturally.**



Powering urban mobility

Thursday, 08.30 AM – 10 AM

As urban mobility grows more complex and customer-centric, Mastercard isn't just keeping up — it's shaping the future.

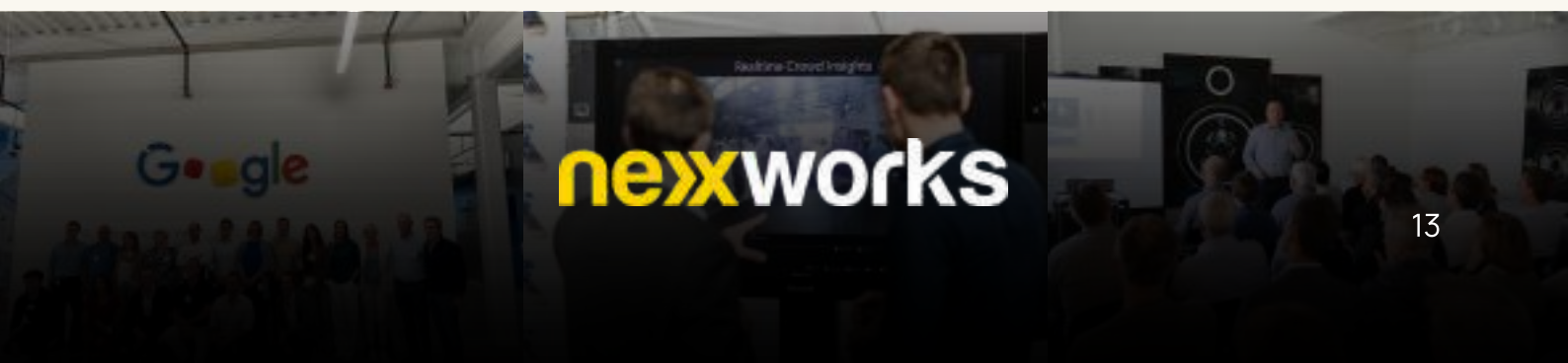
In a session with Nathan Richter, VP of Personalization Strategy, we saw how Mastercard leverages its global network and data infrastructure to power integrated mobility ecosystems. Their focus isn't on vehicles, but on connecting the entire system — from payments and identity to insights and prediction.

With active city partnerships, they're showing that ecosystem orchestration is a real, competitive edge. The idea of predictive yield — anticipating intent and timing, not just tracking spend — sparked key questions for D'leteren as it shifts from transactions to services.

★ **Spotlight**



At Mastercard, we saw what it means to lead transformation with purpose — blending AI, culture, and sustainability into strategy.



Dream bold, act with purpose

Thursday, 08.30 AM – 10 AM

At Wheel the World, access is the mission. Co-founder Camilo Navarro shared how a personal trip through Patagonia inspired a global travel platform that now helps people with disabilities and seniors explore over 250 destinations. What started as a bold idea has become a movement — powered by empathy, technology, and a clear sense of purpose.

Camilo showed that inclusion isn't just the right thing to do; it's also smart business. By designing for those often left out, Wheel the World has unlocked new markets, stronger loyalty, and real impact at scale.

For D'leteren, it was a reminder that designing with empathy and intention can open up new opportunities — for customers, for innovation, and for long-term relevance.

★ **Spotlight**



In a powerful session with Co-Founder **Camilo Navarro**, we explored how inclusion can drive innovation, scale, and brand differentiation.



Conclusion

End-to-end experience design

An immersive learning expedition isn't just about what happens in the room. It's also about the moments in between — the conversations over lunch, the ideas sparked during dinner, the shared experiences that bring people closer and turn colleagues into co-creators.

From carefully chosen restaurants that encourage real connection to hands-on activities that bring the mission to life, every detail is planned to deepen engagement and make learning stick. Our team doesn't just organize trips. We design experiences that create real transformation.



Interested in how this could work for your organization? Let's chat!



Nils Demanet

Business Development @ nexxworks

[Book an intake call >](#)

[Send an email >](#)

About



At nexxworks, we don't predict the future—we dive straight into it. The world is shifting fast, and outdated strategies won't cut it.

We challenge leaders to unlearn, rethink, and embrace what's next.

We skip the dull lectures and take you to the heart of disruption. Our learning expeditions throw you into real-world innovation—**meeting pioneers, disruptors, and visionaries shaping tomorrow.**

How are we different? We curate chaos. We make you question assumptions, debate with the best, and rethink everything—no fluff, no filters—just raw insights that push you forward.

Buckle up!

[Explore our approach >](#)



What we offer



Tailor-made Programs

We co-create **fully customized programs** to tackle your specific business challenges, from immersive learning expeditions and strategic offsites to in-company bootcamps tailored to your needs.



Open Programs

Ideal for individuals or small teams, our open programs take you to the frontlines of innovation. Join expeditions to global innovation hubs like Silicon Valley or Singapore or attend one of our forward-looking masterclasses.



Keynote Speakers

Our world-class speakers, including Steven Van Belleghem, Nancy Rademaker, Rik Vera and others, **bring bold energy and razor-sharp insights to your stage.**

Curious in how this could work
for your organization? Chat with us!



Nils Demanet

Business Development @ nexxworks

[Book an intake call >](#)

[Send an email >](#)

Tailor-made programs



No two companies are the same — and neither are our tailor-made programs. At nexxworks, we don't believe in off-the-shelf inspiration. Our tailor-made programs are co-created with you, built around your strategic goals, cultural DNA, and leadership ambitions.



Who's already rewiring their **Day After Tomorrow?**



Discover our
tailor-made solutions
for leadership teams

[Learn more](#)



We'd love to stay in touch!
Whether you have questions or just want to
share your thoughts & challenges, don't
hesitate to reach out.



THE URGENCY ADVANTAGE

The Urgency Advantage follows a European leadership group on a hands-on journey through Silicon Valley, exploring the future of mobility, AI, and innovation.

From Stanford to Microsoft and beyond, discover real stories and lessons from the people shaping what's next — and what it means to lead with purpose.



A leadership expedition by
nexxworks