

THE ELEVATION ACADEMY

nexxworks helped Achmea inspire
the top 200 leaders with a
video series around the **impact of AI**
on **business transformation**.



A tailor-made leadership program by

nexxworks **achmea** 

Welcome

We're proud to share the next chapter in our collaboration with Achmea , a powerful **video series** exploring how **AI is transforming the future of financial services.**

Following their **2024 learning expedition to Boston on AI in FSI** with nexxworks, this series takes the inspiration from that journey and turns it into actionable insights for Achmea's leaders, helping them understand not just what AI can do, but how it's reshaping leadership, culture, and long-term strategy.

Each episode of the video series invites Achmea's top leaders to reflect, discuss, and reimagine how they can **guide their teams in an AI-driven world.**

It's a story about **transformation & technology**, but above all of **focus & mindset**. We hope it inspires new perspectives, challenges assumptions, and helps every leader shape their future-proof strategy for the 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!

This program for Achmea	04
Exploring the core mission	05
Crafting the storyline	06
Meet the moderator	07
The AI-Savvy Leader - David De Cremer	08
Scaling AI from within - Christina Stathopoulos	09
The Rise of AI Agents - Jeremiah Owyang	10
From vision to practice - KBC	11
The Uncertainty Principle - Peter Hinssen	12
About nexxworks	14

This program

When a long-established financial group chooses to rethink its future through AI, inspiration is only the starting point. **For Achmea**, this next chapter is about turning vision into capability.

The mission? Help Achmea's leaders distill AI's noise into clarity, and translate inspiration into practical leadership shifts.



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 **Peter Hinssen**, our incredible moderator.

Exploring the core mission



Before carefully mapping the itinerary or confirming the speakers, we co-designed the ambition together with Achmea.

The program was built around four main challenges

- ✓ Position **AI as a lever** for strategic transformation at Achmea
- ✓ Build a **shared foundation** what AI truly enables for Achmea
- ✓ Shift **leadership mindset** to active ownership
- ✓ Equip **leaders** to drive **responsible, scalable, and future-proof** AI adoption



Crafting the storyline

nexxworks translated these challenges into a concrete storyline.



- ✓ **Lead the Shift** - Start by exploring how leadership mindset, trust, and communication are central to successful AI adoption
- ✓ **Unlock the Value** - Learn why companies succeed to scale AI where others don't - and what structural, cultural and operational changes are required to overcome this.
- ✓ **Look Ahead** - Discover how the rise of agentic AI will reshape roles, workflows, and collaboration across the organization.
- ✓ **Connect the Dots** - Wrap up by reframing what it means to lead in a world shaped by intelligent systems and constant uncertainty

This storyline became the backbone of the video series

Episode #1	Episode #2	Episode #3	Episode #4	Episode #5	Episode #6
<u>Peter Hinssen</u> Open The Loop	<u>David De Cremer</u> The AI-savvy leader	<u>Christina Stathopoulos</u> Scaling AI from within	<u>Jeremiah Owyang</u> AI Agents as new stakeholders	<u>KBC</u> From AI vision to AI practice	<u>Peter Hinssen</u> The Uncertainty Principle

Meet the moderator



Peter Hinssen

Author of five bestselling business books — Peter is one of Europe's most respected thought leaders on innovation, leadership, and the impact of exponential change.

Every nexxworks program needs someone who can stretch horizons, connect ideas across disciplines, and help leaders make sense of what's next. For the Achmea Elevaiton Series, that voice was Peter Hinssen, who not only moderated the sessions, but also curated the full journey from its first spark in Boston to its closing reflection 18 months later in our video series.

Throughout Elevaitlon, Peter opened and closed the loop for Achmea:

- ★ Setting the stage in Boston by framing AI as the next great transformation wave, faster and deeper than the Industrial Revolution.
- ★ Guiding conversations that bridged academic insight, business application and frontier innovation.
- ★ Concluding with a powerful message from The Uncertainty Principle: that uncertainty isn't something to avoid, but to embrace as the source of innovation and opportunity.

The AI-Savvy leader

Professor David De Cremer



We launched the Elevaiton Series with Professor David De Cremer, a globally recognized voice on AI, business transformation, and ethics. Now the Dean of Northeastern University's School of Business, he leads efforts to weave AI, digital transformation and human-centric leadership into modern business education. We first met David in Boston at the kick-off of Achmea's AI Leadership track—just as he'd finished "The AI-Savvy Leader"—and invited him back 18 months later to open the series with a clear, research-driven perspective.

In his opening talk, he focused on **leading in the age of AI with trust and accountability at the center.**

He addressed how executives move beyond pilots to real value; how to design guardrails without paralysis and how leaders communicate uncertainty while keeping teams aligned. The perfect opener for the Elevaiton series.



Scaling AI from within

Christina Stathopoulos



After the academic foundation of David, we moved from why leaders must engage with AI to how to scale it responsibly. Our second session featured Christina Stathopoulos, a data and AI strategy expert who helps global companies move beyond pilots to embed AI in the business.

A former Analytical Lead at Google and now a sought-after advisor and lecturer, **Christina brings a pragmatic, business-grounded view—focusing not on tools, but on value, leadership, and culture.**

In “Scaling AI from within”, she showed what it takes for organizations like Achmea to translate potential into measurable, human-centered value, tackling questions every leader faces:

- How do we separate hype from real opportunity?
- What does AI ownership look like beyond IT?
- How do we build a culture that treats AI as a lever for transformation?

With Christina, the Elevaiton Series shifted from insight to action—how strategy, people, and governance come together to scale AI sustainably in complex organizations.



The rise of AI Agents

Jeremiah Owyang



After exploring the why of leadership with David De Cremer and the how of scaling with Christina Stathopoulos, the Elevation Series turned to **the frontier of AI Agents**.

This session featured Jeremiah Owyang, industry analyst, investor and founder of Llama Lounge—one of the most influential AI gatherings in Silicon Valley. Known for helping organizations anticipate disruption, Jeremiah offered a forward-looking view of **how AI Agents will redefine work, business models and customer interaction**. His talk examined what happens when autonomous agents begin to act as planners, buyers, and even colleagues—reshaping not just digital interfaces but the very logic of organizations.

Jeremiah placed Agentic AI in a broader context: how companies can stay in control as agents scale, what “Know Your Agent” governance means and how leadership must evolve when humans and agents share decision-making. With Jeremiah, the Elevation Series opened the lens to the near future—where AI doesn’t just assist people, but begins to co-create value, structure work and challenge traditional hierarchies.



From AI vision to AI practice

Katrien Dewijngaert



In the “let’s get practical” phase of the Elevaiton Series, we looked beyond Achmea to see how another leading organization is turning AI ambition into everyday practice.

Katrien Dewijngaert, General Manager of AI and Data at KBC Group, shared **how a large financial institution can make AI tangible—translating strategic vision into measurable business impact.**

Under Katrien’s leadership, KBC built one of Europe’s most advanced AI Centers of Excellence, embedding AI across retail, insurance and operational domains.

Her story connected many of the themes from earlier sessions: leadership trust (David De Cremer), internal scaling (Christina Stathopoulos) and emerging agent models (Jeremiah Owyang).

She showed how KBC moved beyond experimentation to create a governed, business-driven AI ecosystem—one where every initiative must prove both value and responsibility. From customer service automation to advanced risk modeling, Katrien illustrated how the bank keeps a “human-in-the-loop” while scaling at speed.

Her key message to Achmea leadership was clear: **true AI maturity comes when technology, governance and culture advance together.**



The Uncertainty Principle

Peter Hinssen



To close the Elevaiton Series, our central moderator Peter Hinssen brought everything together with one final reflection inspired by his latest book, *The Uncertainty Principle*.

For an insurer like Achmea, uncertainty is something to be managed, modeled and minimized. But Peter challenged that instinct. His message: don't fear uncertainty — use it as fuel for transformation.

Above all, **Peter called for authentic, adaptive leadership** — echoing Rob Goffee's question, "Why should anyone be led by you?" In an era of exponential change, leaders must **combine curiosity, creativity and critical thinking to navigate the unknown**.

His closing words captured the spirit of Elevaiton:

"Uncertainty isn't the enemy of insurance — it's the birthplace of innovation. When we learn to embrace it, we create the space where new opportunities emerge."

With that, the Achmea Elevaiton Series came full circle — from academic insight to business transformation, from scaling AI to imagining new futures — ending not with answers, but with a mindset: to lead with trust, curiosity and the courage to embrace uncertainty.



Conclusion

End-to-end experience design

With this video series, we helped Achmea accelerate its AI transformation journey during the summer of 2025. The goal was clear: fuel their top 200 leaders with the insight, energy, and confidence to drive AI-enabled change – and to lead their teams into a future where technology plays an increasingly strategic role, both internally and toward customers.

By packaging the content as a television-style show hosted by Achmea's own leaders, the series becomes highly accessible and shareable across the entire organisation. It ensures that every employee can hear, understand, and align with Achmea's AI vision – turning inspiration into momentum, and momentum into action.



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

Ideal for leadership teams, 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.

