

PETER  
HINSSEN



JITSKE  
KRAMER



STEVEN  
VAN BELLEGHEM



RIK  
VERA



# 2040

ONE-DAY **MASTERCLASS** TO  
GET YOU READY FOR 2040

**APRIL 20<sup>TH</sup>** 2026 | GHENT

A Masterclass by **nexxworks**

hello@nexxworks.com  
www.nexxworks.com

# THIS IS 2040



## GET READY FOR 2040

During this hands-on masterclass, you take your **first steps toward 2040**

Guided by **four global thought leaders**, you'll work on three critical domains: Customers, Talent, and Technology.

The result: **a clear direction and first steps** you can act on today.

DESIGNED FOR **DECISION-MAKERS**

LIMITED TO **150 PARTICIPANTS**

**nexworks**

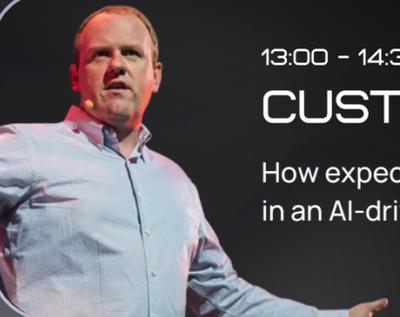
# HOW IT WORKS

## LEARN

3 KEYNOTES



10:00 - 11:30  
**TECHNOLOGY**  
Get clarity on the technologies that will reshape your industry



13:00 - 14:30  
**CUSTOMER**  
How expectations will evolve in an AI-driven world.



15:30 - 17:00  
**TALENT**  
How people, leadership and culture are shifting,

## BUILD

3 WORKSHOPS

11:30 - 12:00 | 14:30 - 15:00 | 17:00 - 17:30  
**WORKSHOPS**

After each keynote, you translate insight into action.

Technology, customer, and talent aren't separate tracks, they're interconnected.

Each workshop builds on the last.



## ACT

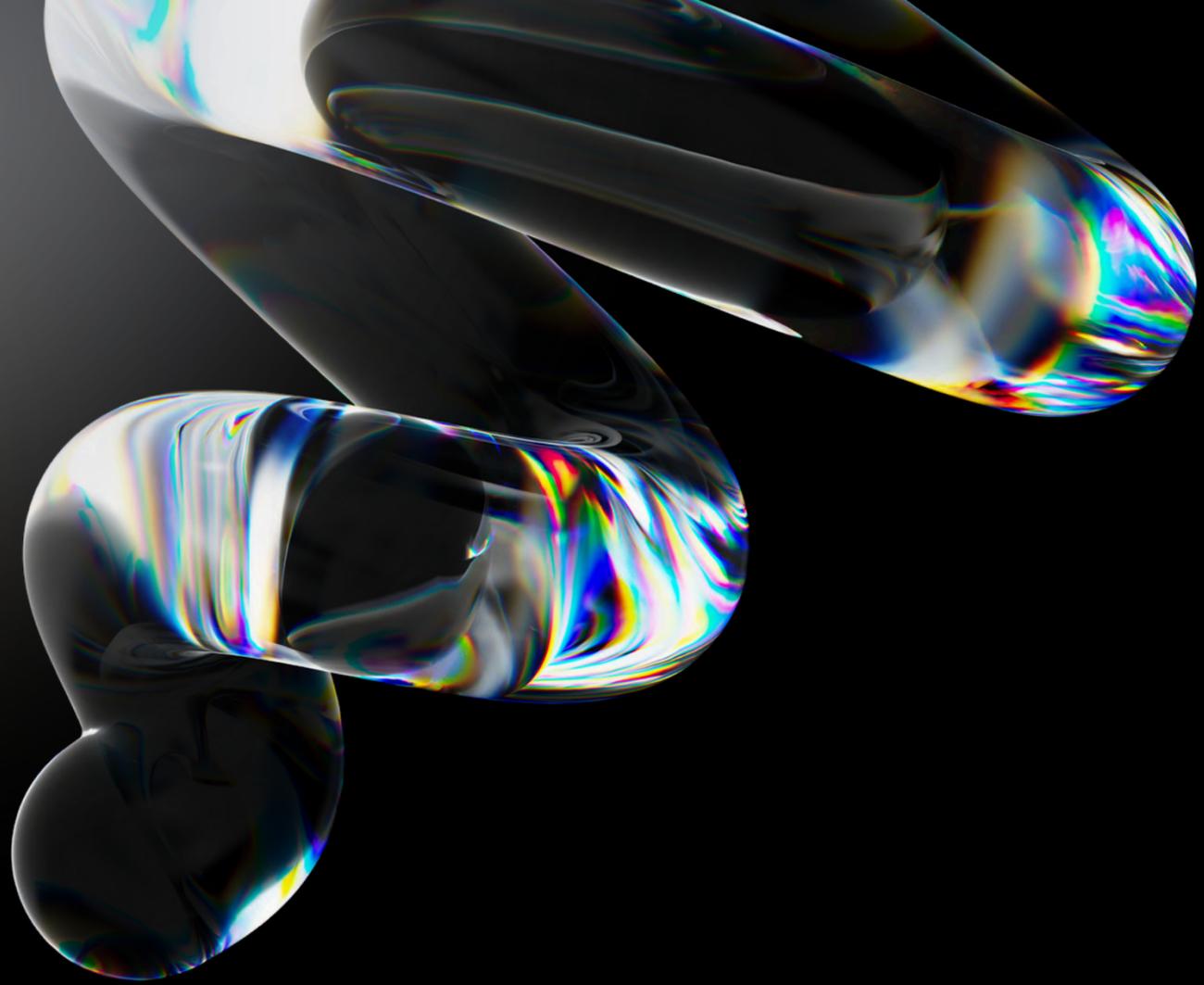
1 ACTION PLAN

17:30 - 18:00  
**STRATEGY**

To close the day, Peter ties everything together into a set of principles and first steps you can act on immediately.

*You leave with direction, not just inspiration.*





# THE PROGRAM

Time	Activity	
9:00	Doors	
9:30	Introduction by Rik Vera	
10:00	Technology in 2040	
11:30	Workshop Technology 2040	 
12:00	Lunch	
13:00	Customers in 2040	
14:30	Workshop Customers in 2040	 
15:00	Break	
15:30	Employees in 2040	
17:00	Workshop Employees	 
17:30	Strategy in 2040	
18:00	Closing	
18:30 - 21:00	Dinner	

# WHAT YOU'LL WALK AWAY WITH

YOU'LL UNDERSTAND HOW TO THINK AHEAD OF THE CURVE

01

## YOUR 2040 ACTION PLAN

Your action plan with clear priorities and concrete next steps, built throughout the day.

Ready to share with your team.

02

## 2040 MASTERCLASS CERTIFICATE

Official recognition of your participation in this executive masterclass.

LinkedIn will be impressed.

03

## A BROADER NETWORK

Connections with fellow decision-makers facing the same challenges you are.

04

## THE PLAYBOOK WITH INSIGHTS

Four global experts. Four keynotes. All their slides, frameworks, and insights.

Yours to keep and share with your team.



# STEVEN VAN BELLEGHEM ON CUSTOMERS



## **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.



# JITSKE KRAMER ON TALENT



## **Jitske Kramer**

Corporate anthropologist and founder of HumanDimensions, Jitske Kramer, specializes in building "tribes" and navigating complex systemic transitions.

A best-selling author and global speaker, she brings deep expertise in cultural dynamics and Deep Democracy to help organizations foster inclusive, high-performing cultures.

At the 2040 nexxworks Masterclass, Jitske will reveal how work, leadership, and talent are shifting, providing the insights you need to supercharge your people for the next two decades.



# PETER HINSSEN ON TECHNOLOGY & STRATEGY



## **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.



# HOSTED AND MODERATED BY RIK VERA



## **Rik Vera**

Rik Vera is a global keynote speaker and author dedicated to helping leaders "outsmart the future".

Known for his high-energy style and radical honesty, Rik will guide you through the 2040 Masterclass, pushing you to turn the day's disruptions into your organization's first 2040 strategic draft.

# TRUSTED BY INDUSTRY LEADERS

mastercard.  *Pfizer*

**Walmart**



**colruyt** 

*Coca-Cola*

**sanofi**



 **Cartamundi**

*Rabobank*



# WHO WILL JOIN YOU?

150 C-levels, founders, board members and senior decision makers. Leaders like you who are responsible for decisions that will shape their organizations for the next 15 years.

Join if you:

- Want to build a future-ready leadership mindset
- Are facing complex challenges that can't be solved with yesterday's tools
- Need space to think strategically, beyond the day-to-day noise
- Are ready to strengthen your leadership with insights, not just inspiration

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  
General Manager  
*EG Stada Group*



## LOCATION

A 2040 masterclass deserves a forward-thinking venue.  
The address is The Plectrum, [Amelia Earhartlaan 6, 9051 Ghent](#).  
Parking spaces will be available. Hotels can be recommended upon request.



## 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

This Masterclass will be held in English.  
Expect to meet participants from all over the world.



# PRACTICALS

# SOME THOUGHTS FROM PREVIOUS JOINERS



**Joeri Cobbaert** · 2nd  
Commercial Operations at Brusselle Winches and Steering Gear  
2d · 🌐

Inspiring 2 days in Ghent with nexworks 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 🚢)

#nexworks  
#neverNormal  
#radar

#brusselle #winches #Quality #Service  
#gardec #Shiprepair #Shipmechanics #steelconstruction #zeebrugge

**Niko Lecluyse** · 2nd  
Business & Growth Strategist - Innovative Project Owner - Co-Founder...  
1d · 🌐

🌟 A Huge Thank You to **Peter Hinssen**, **Steven Van Belleghem**, and the nexworks 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.

**Lien Robijns** · 2nd  
Beleidsadviseur digitaal ondernemen bij KBC Bank & Verzekering  
2d · 🌐

What an incredible two day ride this has been! Thank you **Steven Van Belleghem** en **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 **nexworks** for this Never Normal Masterclass!

PS: **Peter Hinssen**, we could have used a 3rd day to continue on the Sam Altman / OpenAI saga 🙌

Sofie Kegels and 31 others · 1 comment

**Tom Braekeleirs** · 2nd  
HealthNerd - Innovation Catalyst - Storyteller  
2d · 🌐

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 nexworks team.

#highlyrecommended #nevernormal #diamondinthrough

**Mathieu Lanssens** · 2nd  
Head of Marketing Services at Nayan  
2d · Edited · 🌐

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 nexworks for the impeccable organisation.

#nevernormalmasterclass #nexworks #innovation #customerexperience

You and 36 others · 4 comments · 1 repost

# CAN'T WAIT FOR YOU TO JOIN US!

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



## Samuel Scoupreman

samuel@nexxworks.com

+32 470 84 36 81

Want to join with your team?

Or want to have something similar just for your company?

Check out our tailor-made offering.

## PRICING

**€1.290 Excl. VAT**

Per seat

**Register now**



## GROUP RATES

**10% off**

From 2 seats

**20% off**

From 5 seats