



## PROGRAM

Dive In Festival Netherlands powered by WIFS

22, 23 and 24 September 2020

## Tuesday 22 September 2020

- 09:00 – 09:15am Introduction Festival by Diana Zandbergen, Chairman of the Board of WIFS  
09:15 – 10:30am Workshop by Jolanda Holwerda and Salmaan Sana of Better Future  
10:30 – 10:45am Coffee break  
10:45 – 12:00am Workshop by Ingrid Aarsman  
12:00 – 12:10am Closing remarks by Diana Zandbergen

## Tuesday 22 September 2020

09:00 – 09:15am (English)

Introduction Festival by Diana Zandbergen, Chairman of the Board of WIFS



I'm an independent women, born and raised in The Hague. My roots lie both in the Netherlands as in Indonesia as the eldest daughter of an Indonesian father and a Dutch mother.

I work in the financial services since 1995, both at insurance companies and banks as a leader in marketing & sales and HR divisions. As a female (interim) executive I am excellent in building long term strategies in a profit organization, where change and transformation are needed: Change management strategy (people and organization); Cultural change and building high performing teams in transition; Customer Experience online and offline; Board collaboration, dynamics and coaching.

In non-executive roles I advise mostly start- and scale ups in HR-tech and Fin-tech. People know me as both a critical challenger who inspires people to give their best by using their talent at the most: No act, just be and C. Since 2018 I'm chairman of the board of WIFS, Women in Financial Services NL. Our goal is to bring 50/50 balance to build a sustainable inclusiveness business, especially when it comes to feminine values.

I have studied economics in Rotterdam, followed an MBA Culture & Innovation and am an alumna of Harvard Business School.

I am married to Richard and we have 3 sons, Jay (23) and Dean & Glenn (19).

The only limitation in life is our thinking, because I strongly believe if you can dream it, you can create and build it!

**09:15 – 10:30am (English)**

**Workshop by Jolanda Holwerda and Salmaan Sana of Better Future**

*In the financial sector we often use the word equity. Also known as the shareholders stake in the company. But what does equity mean in the context of Diversity, Equity and Inclusion (DE&I)?*

*During this workshop you will explore as a kickstart of the Dive-In festival what DE&I means and how you can raise the Equity!*

*For you personally; for your organisation; and the world around you. We will explore the tools needed to become more diverse, equitable and inclusive. We'll move from the business case explaining the (cost) benefits of DE&I; to experiencing what it means to feel included and when it hurts to feel excluded; and translating it within the context of your organisation. Together with Better Future you will explore the tools that have proven to be successful.*

*Better Future is a purpose-driven management consultancy that humanises organisations to turn business into a force for good. We're on a mission to create the working environment where people can experience and realise their full potential. Where everyone can have a fair share, can raise their voice, to exist, grow and flourish.*



Jolanda Holwerda is a thought leader and expert in the field of authentic leadership. Her mission is to inspire women to take up leadership positions and make women more aware of their own (authentic) strength. In 2007 she founded Lof Magazine and the Lof Academy ([www.Lofacademy](http://www.Lofacademy)) to inspire women to take up their ambitions in work, life and society and to create a more gender balanced world. Based on academic research she developed the Lof Labyrinth, a 7 step approach to create a career path from a female perspective. She advises the top of Dutch companies how to create more meaningful career paths for women in organizations and become more inclusive. In her current role as executive coach and change-leader at Better Future ([www.betterfuture.nl](http://www.betterfuture.nl)), she designs and facilitates meaningful leadership programs and inspires leaders to turn business into a force for good.

Jolanda studied theology and communication sciences in Groningen and did a postgraduate program in Montreal. She is the winner of the Joke Smit prize, a government prize for emancipation. Jolanda is also a member of the Supervisory Board of the World Press Photo Foundation and involved in microfinance projects to help women at the bottom of the pyramid in amongst others India to become a micro entrepreneur.



My mission is to get people to discover who they are and how they can have a more significant positive impact on the world around them. I use my knowledge & experience on leadership development, compassion and change in a way that is both personal and invigorating.

For the past five years, I have been working as a senior strategist & consultant for Better Future. Better Future humanises organisations and encourages businesses to become a force for good. Translating ambitions to daily practices and ensuring sustainable growth; Getting "everybody on a mission" to make a difference.

I currently sit on the board of TEDxAmsterdam, a yearly inspirational event where international speakers come together at key locations in Amsterdam. This is a growing active communist in and outside of the city, going from the ideology "Ideas worth spreading" to "Ideas worth doing".

My main focus is to create change agents by finding ways to get individuals to become more aware of themselves, their responsibility and gain insights on their inner drive. I like to harness the power of frustration and transform this into a constructive and positive force that can be used to shift things from the inside out, both personally and professionally.

My work entails designing and facilitating leadership programs, focusing is on creating a culture and organisational change within different fields. I have a long history in the field of healthcare. Having started a foundation in Compassionate Healthcare, holding a TEDx talk in 2011 with my quest as a med student and having co-initiated and help run leadership programmes for healthcare professionals in the form of summer schools.

*10:30 – 10:45uur*

Coffee break

*10:45 – 12:00uur (English)*

Workshop by Ingrid Aarsman: A paradigm shift in valuating differences

*When it comes to diversity we usually label people to define who they are: by gender, race, culture, and sexual orientation for example.*

*Ingrid Aarsman introduces a distinctive and more inclusive perspective: every individual is different by nature and from his uniqueness he has to contribute something to himself and others. That is called your intention of being. Something completely different than a purpose; it's who you are by nature, in every cell of your body.*

*In this webinar Ingrid will explain the intention of being vision founded by the Dutch entrepreneur Helma Lieberwerth. A paradigm shift on who you are, what your call is and how that is related to what is happening in your live. You will find out what an intention of being is, what the value of the differences between people is, how you can find deep fulfilment and joy by working from your intention of being and how you can interpret the whispering of your inner voice.*

*Spoiler alert: do you recognize things in your live you get annoyed, grumpy and angry about? Events that happen increasingly and with more and more impact? Those are the signals that lead you to your intention of being.*



Ingrid Aarsman has been working in financial services over 20 years now. As certified Quaner (personal guide), personal supervisor and change manager she lets individuals in organizations express in work fully by offering them a new perspective. That leads to flow, fulfilment and inner certainty in times of change.

[www.ingridaarsman.nl](http://www.ingridaarsman.nl)

12:00 – 12:10uur (English)

Closing remarks by Diana Zandbergen

*Please check out our other events this week:*

### **Wednesday 23 September 2020**

14:00 – 14:05pm Introduction by Justina Alders, Board member WIFS

14:05 – 14:45pm Key-note speech by Gerdi Verbeet (Dutch)

14:45 – 15:00pm Introduction panel by Bouchra Talidi (Dutch)

15:00 – 16:00pm Panel discussion led by Justine Alders

16:00 – 16:10pm Conclusion and closing remarks by Justine Alders

### **Thursday 24 September 2020**

16:00 – 16:05uur Introduction by Mirelle van Gemert, Board member WIFS

16:05 – 17:00uur Workshop by Brent van Rossem of Leadership Pipeline Institute

17:00 – 17:20uur Video Kimberly Alkemade, Para-Athlete (Dutch)

17:20 – 17:30uur Close Festival Board WIFS

17:30 – 18:30uur Pubquiz & Drinks led by Jörgen Raymann (Dutch)