



LEARNING EXPEDITION 2025

AMSTERDAM - FEBRUARY 10TH TO 12TH

Are you ready ?...

...to embark on a journey that will inspire your personal leadership, expand your perspective, and drive transformation within your organization?

Join us for an exclusive three-day learning expedition in some of Amsterdam's most stunning locations. This experience is tailored for those eager to explore new business realities and groundbreaking ways of working, empowering you to transform your organization into a more human-centered and purpose-driven system.

What Awaits You?

Our learning expedition is not just a professional event—it's a gift.

A gift of time, inspiration, and connection. It's a unique opportunity to network, experience powerful moments of inspiration, and foster your transformation alongside peers who share the drive to become better leaders, and to lead organizations that are more human and a greater force for good in the world.

Throughout the three days, we will meet **several organizations** who have started the self-management movement and inspiring **thought leaders**.

- Hear from **Joost Minnaar of Corporate Rebels** about the future of work and get a peek into their new book on Self-managing companies before it's released.
- Gain insights from **Thijs de Blok**, the visionary social entrepreneur and co-founder of Buurtzorg, the renowned community-based healthcare organization. Building on the success of Buurtzorg, he recently launched Buurtwonen, an innovative initiative focused on creating supportive, community-driven living environments for people in need of care. With a passion for human-centered approaches, Thijs believes in empowering individuals and communities to take ownership of their care and well-being. Buurtwonen embodies his commitment to fostering social connections and improving quality of life through collaboration and simplicity. Thijs continues to champion models that prioritize trust, autonomy, and meaningful relationships in both healthcare and housing.
- **Klaas Ariaans** will share his self-organization journey at ABN Amro. As the former Director of Personal Banking at ABN AMRO, Klaas led a groundbreaking transformation by reducing the number of managers from 278 to 25 in a single day and transitioning 3,500 employees into self-organizing teams. This bold move empowered employees, reduced bureaucracy, and enhanced customer service, resulting in increased customer satisfaction, higher employee engagement, and significant cost savings.

- Be inspired by **Ruben Timmerman**, founder of self-managing company Springest, Europe's largest comparison platform for training and education, and a popular learning platform for major organizations. After selling Springest, he joined Rutger Bregman's School of Moral Ambition as People & Tech Lead. Passionate about driving change, Ruben helps individuals and organizations transform from within to create greater external impact. He advocates for self-management and consciousness-driven leadership. As an investor, Ruben supports 17 startups, funds, and charities dedicated to solving the climate crisis and structurally improving society, aligning his work with a vision for a more sustainable and equitable world.
- Meet **Martijn Pater**, serial impact entrepreneur and founder of Fronteer, a boutique strategy and innovation firm known for pioneering co-creation methodologies globally. Fronteer operates as a self-managing company based on holacratic principles, fostering a culture of collaboration and autonomy. Martijn has helped organizations tackle complex challenges through innovative, purpose-driven strategies. He's co-author of Collaborate or Die, the changemaker's handbook on co-creation. In addition to his work at Fronteer, Martijn co-founded Coding the Curbs, a venture focused on digital loading zones, and serves as chairman of NDSM Energie, a local energy initiative. Both projects aim to create livable and sustainable cities, reflecting his commitment to social and environmental impact.
- **Reflect & Transform:** Enjoy ample time for coached self-reflection and guided integration of insights, ensuring that the inspiration and lessons you receive don't just end with the day, but spark ongoing personal transformation—enabling you to help build an organization that is more human and a true force for good.
- **Cross-Pollinate Ideas:** Spend quality time with your peers for internal group cross-fertilization, leveraging the diverse experiences and perspectives within the group to enrich your understanding, explore practical applications for your organization, and ultimately foster more impactful ways of leading.

Why Join Us?

This is more than a business trip; it is a moment to pause, reflect, and transform. To be inspired by new perspectives, uplifted by fellow executives, and equipped to lead your organization towards a future of innovation, growth, and a more human approach to business that makes a positive impact on society.

Let's embark on this journey together and create lasting memories and energy that will fuel your transformation.

An “all-in” price:

When you arrive in Amsterdam, everything will be organized and covered.

- **5 900€** for companies with **more than 250 people**.
- **4.900€** with **less than 250 people**

It includes the conferences, visits, practice sharing sessions, transport, hotel accommodation (10 and 11 February), and meals. It does not include transportation from/to Amsterdam.

Practical Information

From February 10 to 12th, in Amsterdam.

Contact & Registration:

Eric Dugué:

✉ eric.dugue@butterflyandco.eu

☎ + 33 6 81 30 22 09

Registration:

danielle.chau@butterflyandco.eu