

“ **Psychological Safety** isn't about being nice. It's about giving **candid feedback, openly admitting mistakes** and **learning from each other.** ”

*Amy Edmondson*

**If you want to build an excellent team, you need full engagement of ALL team members. All voices need to be heard. All ideas need to be shared. Only then ... does a team reach its full potential.**

How do you create a team culture:

- ☞ In which it is safe -and even expected- to speak up
- ☞ That is truly open and inclusive
- ☞ That responds productively to risks, mistakes and failures
- ☞ That demonstrates radical candor, even when sensitive issues are raised

### **Amy Edmondson is coming to Holland**

For this exclusive seminar, Harvard Professor Amy Edmondson will come to Holland. On May 30th, she will share her best ideas on Psychological Safety with you. She will show you what organizations and leaders can do to create the perfect setting for teamwork.

**The result: more innovation, more employee engagement, higher performance.**

Psychological Safety can be the silver bullet for your team too. If you know how to make it work.



### **DEEP DIVE WORKSHOP - JUNE 6TH**

As a member of VvAA, enrolling in 'Psychological Safety' also entitles you to a special session. This is an intensive, 2-hour deep dive session at the VvAA office in Utrecht. Guided by Elles Bindels, you'll directly apply the insights from Edmondson's seminar to your daily healthcare practice.

Elles Bindels, associated with VvAA as a trainer and coach, is frequently sought after as a process facilitator and dialogue session leader in healthcare, partly due to her medical background.

**[WWW.VVAA.NL/LEDENVOORDEEL](http://WWW.VVAA.NL/LEDENVOORDEEL)**

QUICK AND EASY REGISTRATION

More information:

**WWW.VVAA.NL/LEDENVOORDEEL**



### INFORMATION ABOUT YOUR TICKET

Participation in this seminar costs 995.- (excluding VAT). This fee includes comprehensive documentation, catering, etc.



### VVAA UPGRADE: MEETINGPOINT AND DEEP DIVE SESSION

Psychological Safety is open to leaders and entrepreneurs from all sectors.

VvAA members receive an automatic upgrade with three special features:

- Accreditation for the seminar (ABAN 6 points, waiting for approval).
- Seminar on May 30th with Amy Edmondson + VvAA meeting point for networking with colleagues from the medical field.
- Deep dive session led by Elles Bindels: on June 6th from 18:00 - 20:00 at the VvAA office in Utrecht (ABAN 2 points).



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**denk**  
producties

AMY  
EDMONDSON  
LIVE AND IN PERSON  
+ EXTRA VVAA DEEP  
DIVE SESSION WITH  
ELLES BINDELS

THURSDAY MAY 30<sup>TH</sup> 2024 | AFAS THEATER – LEUSDEN

# AMY EDMONDSON ON PSYCHOLOGICAL SAFETY

KEY TO EXCELLENT AND INCLUSIVE TEAMS

WITH  
ACCREDITATION  
(ABAN!)  
DETAILS PROVIDED  
INSIDE

**Nr #1**  
Management Thinker  
of the World

Best Business  
Book 2023

Harvard  
Professor



[VVAA.NL/LEDENVOORDEEL](https://www.vvaa.nl/leden Voordeel)

30  
05  
24

# SEMINAR PROGRAM

🕒 08:30 Registration

🕒 09:30 Opening and welcome by host

## **BLOCK 1: HOW DO WE DO THINGS HERE?**

Creating an excellent team requires a fundamental level of psychological safety. People need to feel heard, appreciated, and safe to speak up. The first step to make that happen = framing the work.

## **BLOCK 2: TRIGGERING AND INVITING FOR ENGAGEMENT**

As a leader, you really want to invite and trigger engagement. In this section, Amy Edmondson will share concrete ideas to make sure all voices are heard (also those of the more introvert people).

### **How to run better meetings**

- 4 ways to stop boring and unproductive meetings
- Techniques and strategies of pioneers
- Make your meetings shorter, more productive and inclusive

*Guest speaker: Pim de Morree, founder Corporate Rebels*

## **BLOCK 3: RIGHT KIND OF WRONG**

Leadership and teamwork are put to the test when ... things go wrong. When mistakes are made. When we fail to reach goals. In this section, Amy Edmondson will provide a framework to think, discuss, and practice failure wisely.

### **Brilliant Failures: Innovating, Failing and learning together**

- Discovering failure patterns
- 3 crucial aspects: forward failing, learning while doing and reflection
- How to develop failure intelligence

*Guest speaker: Prof. Paul Iske, founder Institute of Brilliant Failures*

## **BLOCK 4: TEAMWORK IN PRACTICE (TALKSHOW)**

A moment to share your questions and cases with Amy Edmondson and Joriene Beks.

🕒 17:00 End

# ABOUT AMY EDMONDSON

**Amy C. Edmondson**, Novartis Professor of Leadership and Management at the prestigious Harvard Business School in Boston, USA. She has been studying Psychological Safety and workplace behaviors for over 20 years.

During that time, her work has helped major firms vastly improve performance by building an environment of Psychological Safety, transparency, and collaborative teaming. Which ultimately leads to more effective operations, invested employees and a healthier bottom line.

## 🏆 NUMBER #1 MANAGEMENT THINKER OF THE WORLD 2023

Her groundbreaking work recently earned her the position of **#1 management thinker of the world by Thinkers50**.

## 🏆 NUMBER #1 BUSINESS BOOK OF 2023

Amy's new book *Right Kind of Wrong* was rated Business Book of the Year 2023 by The Financial Times.

## 🏆 HIGHEST RATED SPEAKER OF THE YEAR 2021

Amy Edmondson did a digital masterclass for DenkProducties in 2021 and got an amazing speaker rating of 9.12/10. Making her the highest rated speaker of that year.



“Edmondson’s work on **Psychological Safety** has profound implications for how we **organise work** now and in the future.”

*Stuart Crainer & Des Dearlove, Thinkers50*

## Guest speakers



**Pim de Morree** is one of the co-founders of Corporate Rebels. He is set out on a mission to make work more fun. He travels the world to research the world's most progressive organizations. Pim writes for the popular Corporate Rebels blog, advises companies, and gives keynote presentations to inspire organizations to radically change the way they work. In 2020, he published a book together with Joost Minnaar called 'Corporate Rebels: Make Work More Fun'. The Thinkers 50 rate them among the "Top 30 Emergent Management Thinkers", they won the 2019 Radar Award.



**Paul Iske** is Visiting Professor Knowledge-driven Innovation at the Department of Information Science, Stellenbosch University, South Africa. Paul is founder and CFO (Chief Failure Officer) of the 'Institute of Brilliant Failures' ([www.brilliantfailures.com](http://www.brilliantfailures.com)), with the mission to highlight the importance of experimentation to breakthrough innovation. He spent 18 years as Chief Dialogues Officer, Head of Innovation and Knowledge Management at ABN AMRO Bank. Before that, he finished his PhD in Theoretical Physics and fulfilled a number of jobs in Strategy and R&D at Shell.



**Joriene Beks** is Holland's number one thought leader in Psychological Safety. She wrote 2 books on the topic and developed a hands-on toolkit to stimulate Psychological Safety in teams. This toolkit includes conversation starters, checklists, meeting tools etc. Currently, Joriene started her doctoral reasearch on stimulating Psychological Safety by (personal) leadership. Amy is the co-reader of the research.

## FREE FOR PARTICIPANTS

### Business Book of the Year 2023

As a participant you will receive a free copy of Amy Edmondson's Right Kind of Wrong. Rated nr 1 Business Book of the Year by the Financial Times



## INFO



- Thursday May 30th
- 09:30 AM – 17:00 PM
- AFAS Theater Leusden
- € 995,- EX VAT
- [www.vvaa.nl/ledenvoordeel](http://www.vvaa.nl/ledenvoordeel)
- Extra: Vvaa session with Elles Bindels