




Leading by  
Purpose

T W I  
N X  
T E R

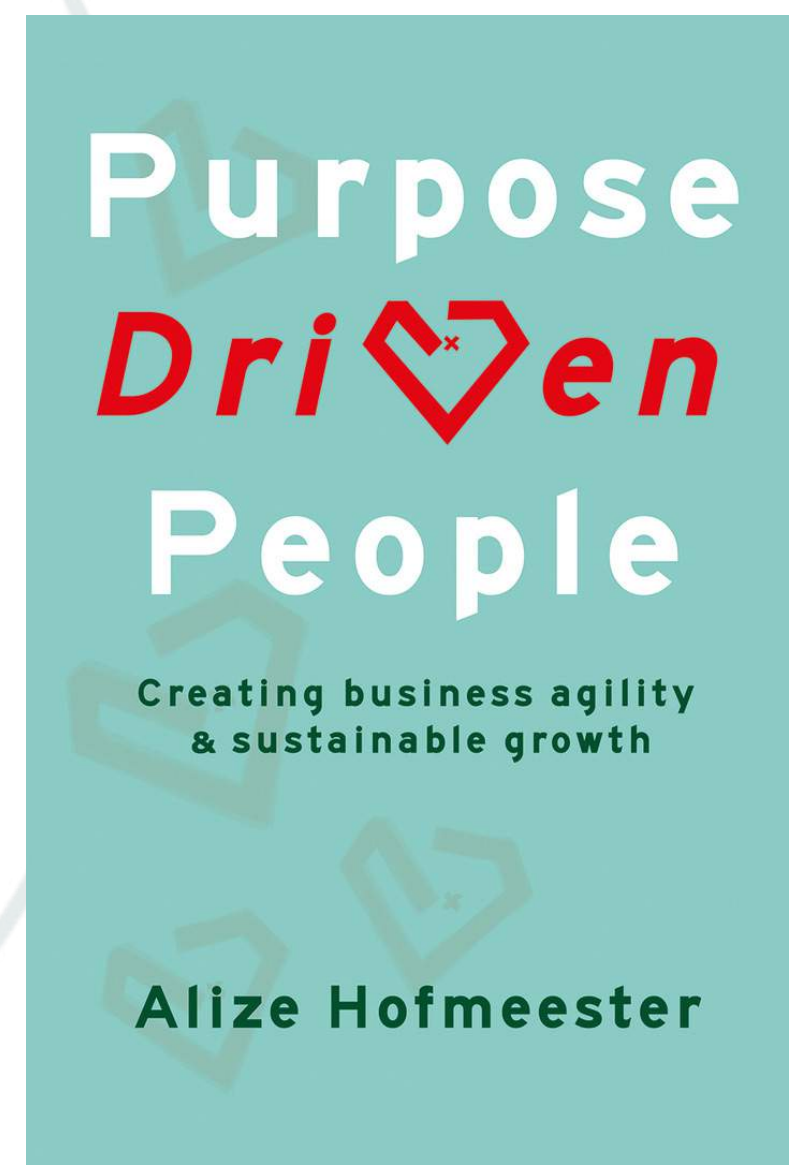
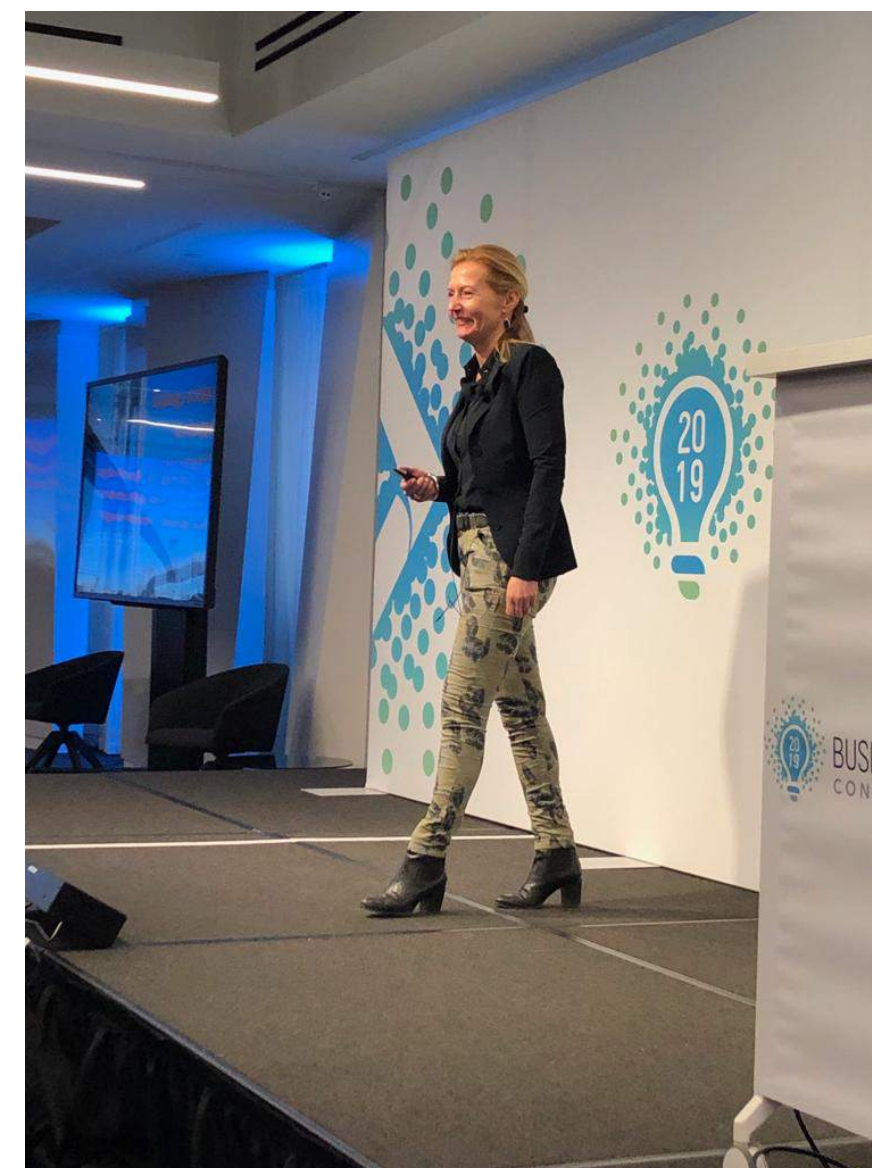
A wooden sign with a rope hanger is displayed against a light-colored wall. The sign is made of two horizontal wooden planks. The top plank is dark and has the text "If you can dream it" written in white cursive. The bottom plank is also dark and has the text "- you can do it" written in white cursive. The rope hanger is made of a thick, light-colored rope and is attached to the top of the sign with black rings. The background is a plain, light-colored wall.

*If you can dream it*  
*- you can do it*

Gather a Team, Set up the expedition, sail through the waves to explore beyond horizons!

*“It’s not about discovering new landscapes but seeing things in a different way”*

Alize Hofmeester  
Twinxter – The art of business agility



## The figures are clear

- Leadership, mindset, culture, silo's & sponsorship #1 challenge
- 98% of CEO – purpose is well understood
- 35% employees experience a disconnect between purpose and day-to-day actions
- 37% employees - performance is not linked to the purpose



# Our Roots

# Networking organization



Multidisciplinary team



Network of self organising teams





# Re-Connect

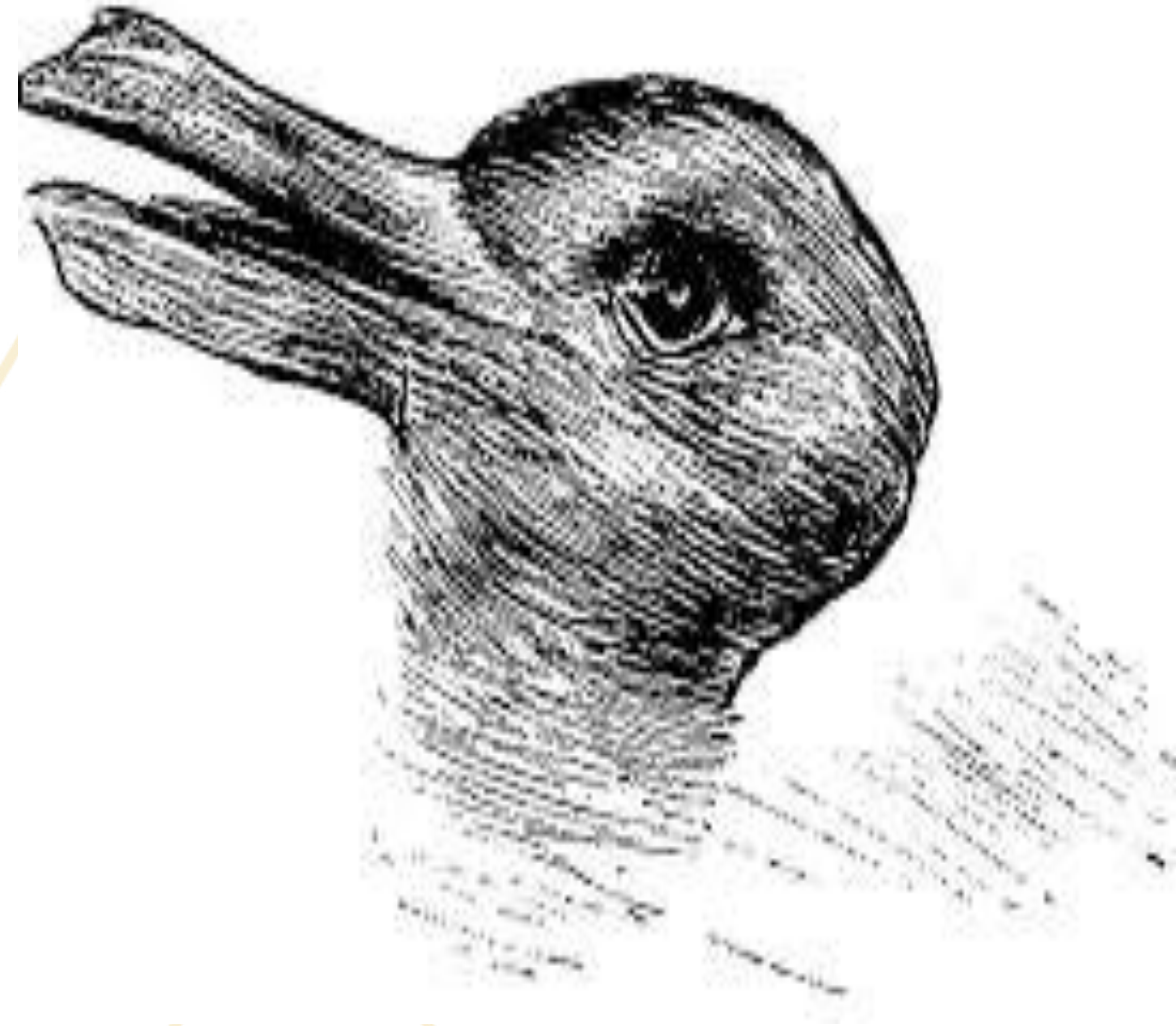


# The People Journey Circle

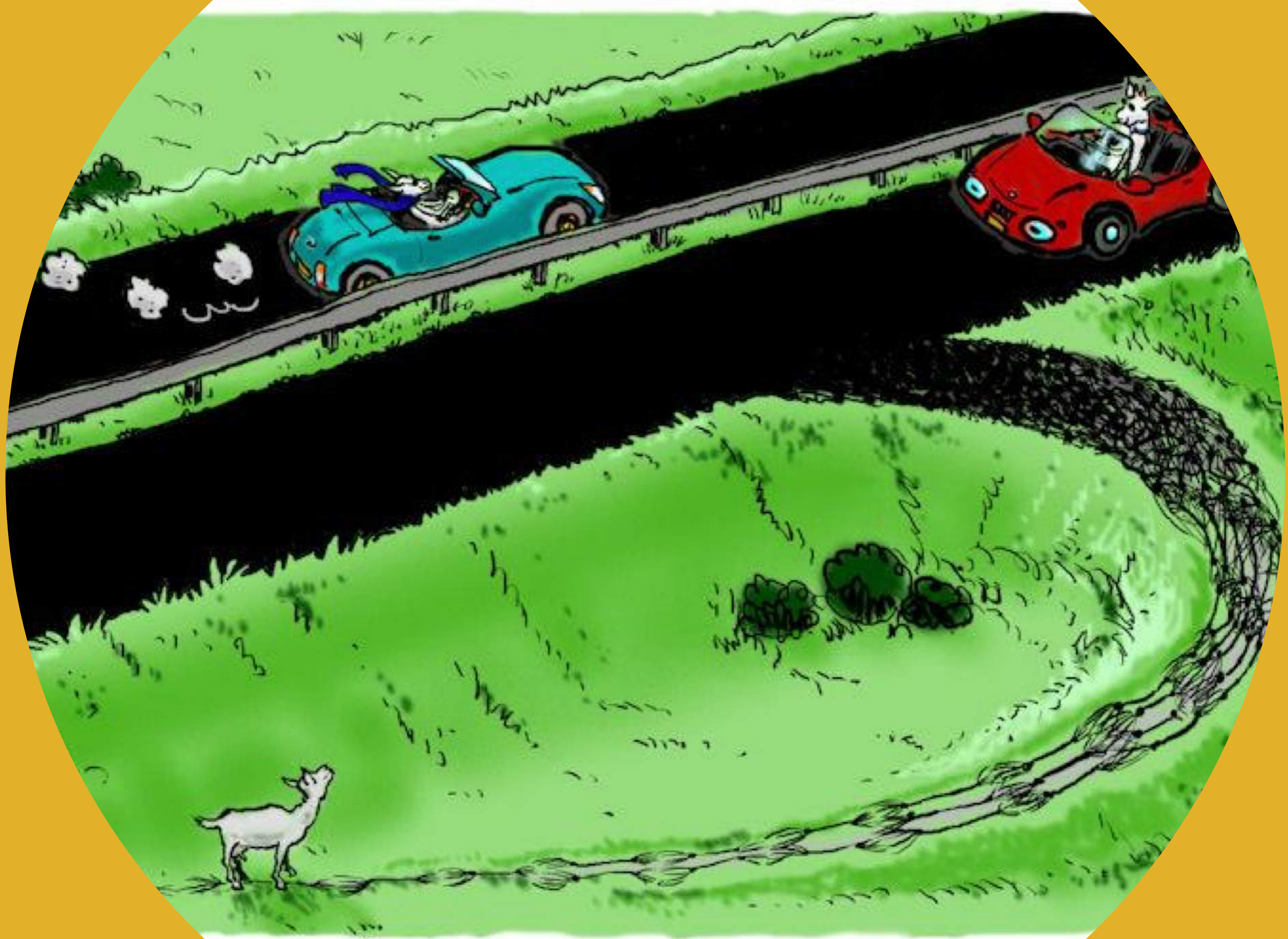


# Role model

- Become aware of what you see
- Discover what you want to see
- Pave the path









# BUILD THE HOUSE TOGETHER



\*research WEF

A photograph of a golf course path. The path is paved and curves through a green field. In the foreground, there is a wooden bench with dark posts and horizontal rails. The background shows a line of trees and a clear sky. The text "Identify Constraints" is overlaid in white on the bottom half of the image.

# Identify Constraints



## Build communities

- Use the collective intelligence
- Follow the same direction
- Do not bump
- Stay together



# Learning Organisation

- Experiment
- Learn
- Improve

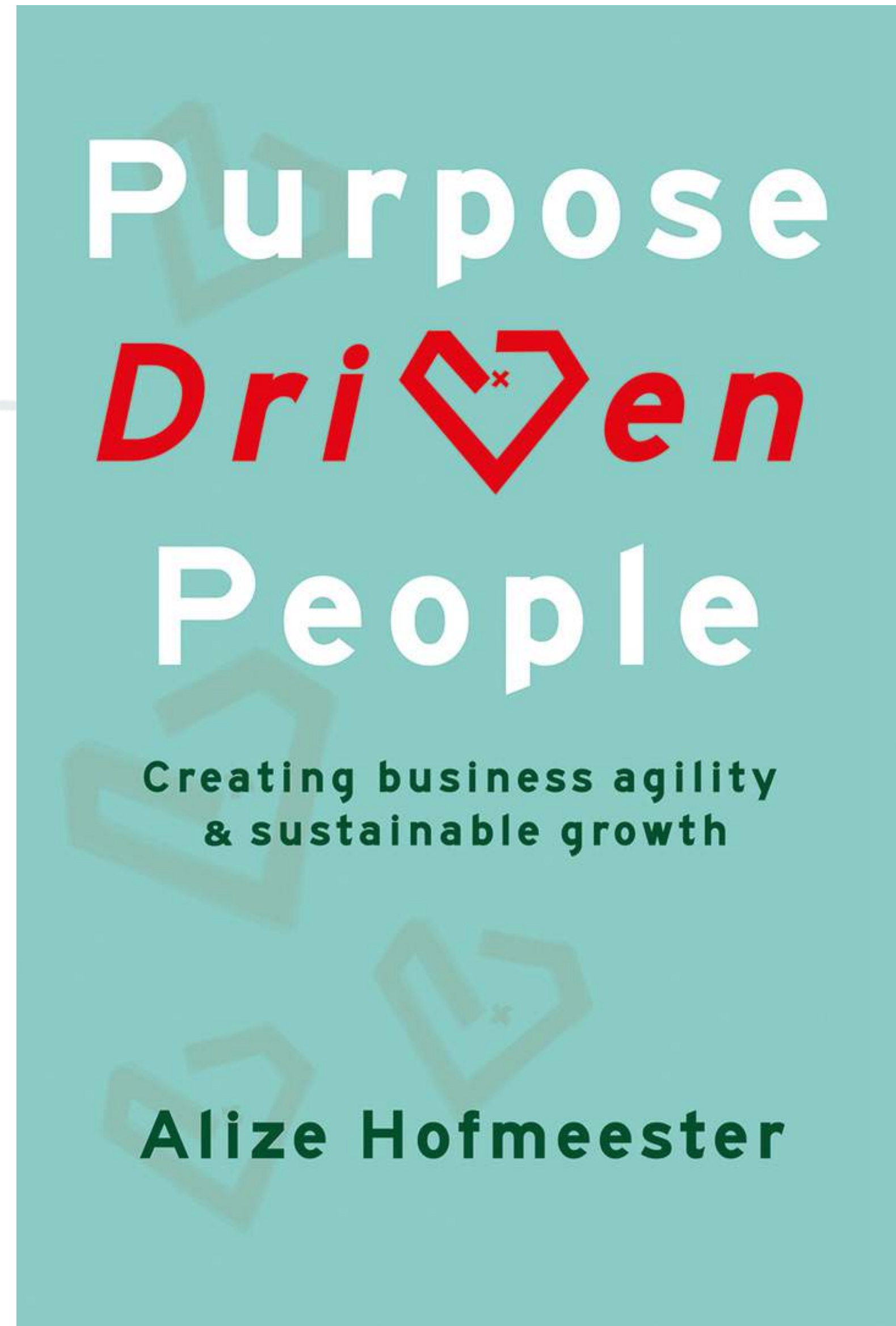


‘A leader is best when people barely know he exists... when his work is done, his aim fulfilled, they will all say: We did it ourselves.’

*-Laozi-*

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Let's connect!



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Is your organisation prepared  
for the future that's coming?



THE ART OF BUSINESS AGILITY