



BUFFELSFONTEIN, SOUTH AFRICA | 9-15 NOVEMBER, 2024



Design Thinking Leadership Executive Program

USING UBUNTU PHILOSOPHY
IN WESTERN LEADERSHIP STYLES

Personal and professional innovation and conscious
connections as a base for impactful leadership

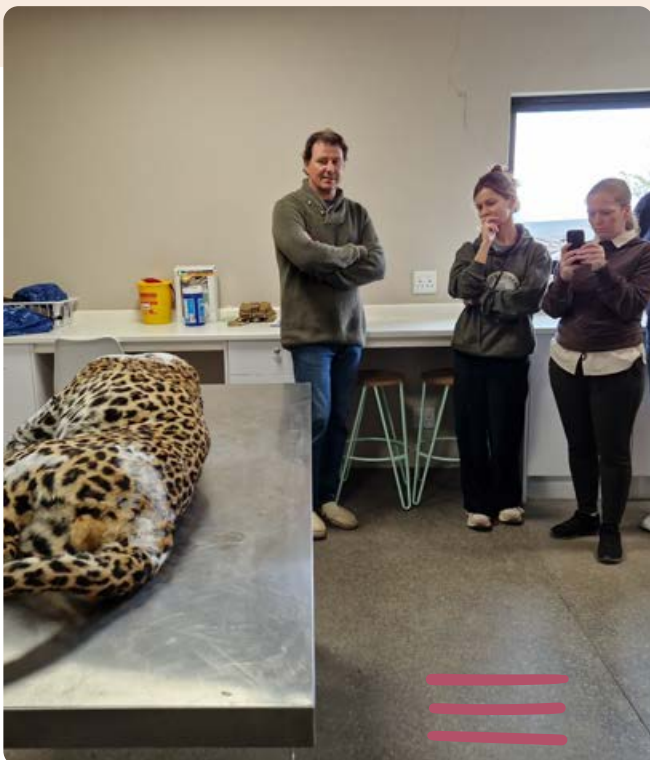
“I am because you are”

That is in short the core of the African philosophy of Ubuntu. Building bridges instead of walls. Ubuntu way of thinking is becoming more and more relevant to business leaders in western organizations, while businesses increasingly so participate in ecosystems. And the responsibility of businesses - and business leaders in particular - regarding the world and to humanity, is becoming a much stronger part of doing business in these ecosystems.

This program is all about connecting Ubuntu and western leadership styles, and (personal) innovation. Connecting to yourself, connecting to new insights and ideas, connecting to a new network of likeminded people, connecting to a new future. And

connecting to nature. To the circle of life. The Young and Bold Foundation, in cooperation with Nyenrode Business Universiteit and the Wildlife Forensic Academy, is proud to bring you this journey into the basic understanding of Ubuntu in combination with design thinking as an idea generating tool for innovation. Doing business is increasingly so about being agile; about being able to innovate quickly, with the interests of your stakeholders in mind. The combination of Ubuntu philosophy and design thinking is an excellent basis for developing this on a professional and a personal level.

We are committed to strengthening you in your role as professional, as an (upcoming) business leader – and as a person. We believe South Africa is the right place to feel the interconnectedness between your personal ambitions and your business challenges, and between humanity and the world. It is the ideal place to facilitate your personal journey in being a responsible professional. How to get there is your own responsibility – we are happy to contribute to a successful voyage.



Wildlife Forensic Academy

At the premises of the Wildlife Forensic Academy (WFA), we organize this full week dive into your development and growth on a personal and professional level. The WFA is a place where rangers and other nature conservation professionals are trained to fight poaching and to contribute to a more sustainable world. During the course, you will be inspired by their stories, together with contributions by Nyenrode scholars and leading scholars from South Africa. While working on our design thinking skills using them in real time cases, you contribute to their mission in life and find creative and applicable ways for nature conservation.

Circle of Giving

With your participation in the program, you engage in a circle of giving by finding solutions for challenges that conservation experiences while using the design thinking method. Moreover, you directly can support the work of WFA amongst others, by training 30 African rangers at the Academy. This way you engage in a circle of giving that reaches far beyond your stay at Buffelsfontein.

The team

Nyenrode's professor Désirée van Gorp is the founder of the Young & Bold Foundation, core-teacher and

initiator of the program. Together with executive educational professional Hendrike Tamboer, she is leading the academic team involved in facilitating your learning journey. Andro Vos, Greg Simpson and their team are heading the WFA and are connecting the program to the daily challenges of wildlife protection. Field experts are invited to share their experiences with you, both at the Academy and in the field. Local South African academics, such as professor Erwin Schwella, contribute also to the program. Valéry van Gorp leads the journey of the soul. And chef Kobus Bekker completes the team with his food concept of health and growth.



Désirée
van Gorp



Hendrike
Tamboer



Andro
Vos



Greg
Simpson



Erwin
Schwella



Valéry
van Gorp

“Research shows that next generations are increasingly demanding greater inclusion and meaningful engagement.”



About Y&B

Young & Bold's mission is to empower future leaders that want to impact our community in a positive way. Leaders who care about social impact issues and believe solving them is a priority. Research shows that next generations are increasingly demanding greater

inclusion and meaningful engagement, and are taking action to address development challenges themselves, including through social entrepreneurship. Young & Bold wants to support them in this.

Mind, body and soul

An important foundation of the program is to connect body, mind and soul. Valéry van Gorp engages you in connecting these three elements in her soul movement classes. Her morning journey of the soul sessions will give you a refreshment for the mind, which you will need extensively during the day. It is the foundation for starting the day and connecting with nature and the people around you.

In this executive program, we are not only challenging your mind; there is also space for your body and soul. Chef Kobus Bekker, who runs a restaurant in the nearby city of Yzerfontein, will join us to make you experience the secrets of the South African cuisine, a magical fusion of world kitchens. Healthy living is the Chef's middle name.

The soil of South Africa also is a good place to consider and maybe even to reconsider the track you're taking in life. Your ambitions, your dreams. There is time in the program to do just that. For some, this might be a personal journey. For others, it might be an intervision. Both can be accomplished; we are happy to think along with you.



This program is for you if you are a senior leader or business professional who:



cares for the world ecosystem



wants to help and contribute to preserve this directly



wants to develop yourself and reveal what is already present



wants to work on purpose driven innovation skills in professional setting and in personal development



wants to bring new insights into practice in your own business environment



is open to exploring using head, hands, heart and soul and to discover what it is to be part of a larger ecosystem



is willing to explore the edge of your comfort zone

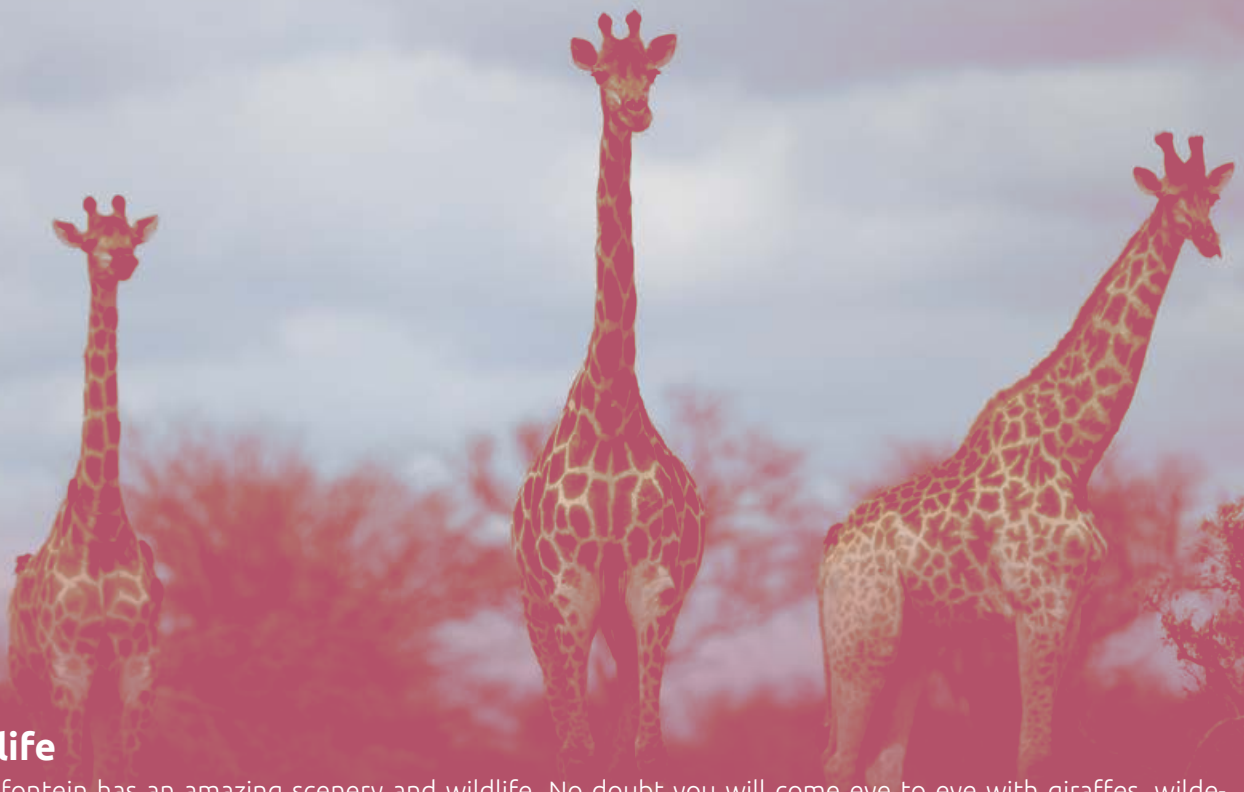


wants to do this in connection with likeminded professionals



South Africa

The rainbow nation is the backdrop of our program that we hope will be a gamechanger for you. In the words of Nelson Mandela: "Education is the most powerful weapon which you can use to change the world." A country with tremendous challenges, and a history of overcoming differences. In its rich nature, you can feel the origin of life and experience what it is to be part of a larger ecosystem.



Wildlife

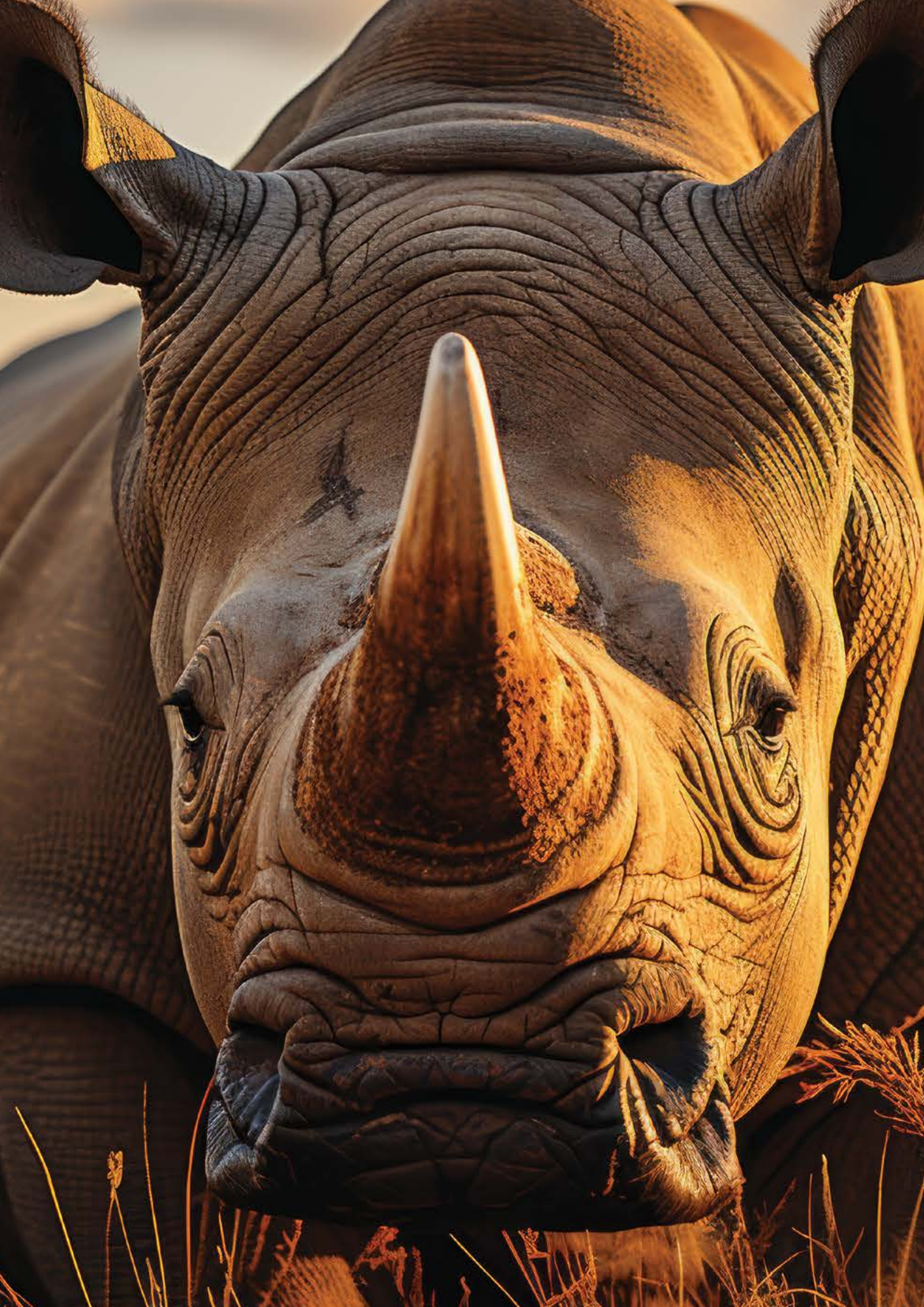
Buffelsfontein has an amazing scenery and wildlife. No doubt you will come eye to eye with giraffes, wildebeasts, zebras and probably a rhino. Also living at Buffelsfontein of course is the springbok. With its striking appearance, it holds a special place in the heart of South Africans. A symbol of national pride, resilience, and unity.

WHY
YOU
NEED
TO
PROTECT
YOUR
SENSE
OF
WONDER



“Research has shown that experiencing something bigger than us helps us transcend our frame of reference by expanding our mental models and stimulating new ways of thinking. This can increase creativity and innovation, and facilitate scientific thinking and ethical decision making.”

DAVID P. FESSELL AND KAREN REIVICH,
2021, HARVARD BUSINESS REVIEW



Your accommodation

The Wildlife Forensic Academy is based at Buffelsfontein Game and Nature Reserve, one hour from Cape Town. The accommodation has Wi-Fi, bedding and towels. The water on the farm is safe to drink.



Costs

Participation fee for the program is **5.000,- euros**. Accommodation, meals and shuttle to and from Capetown airport are included; your ticket to Capetown and costs beyond what we offer in the program are not included.

Importantly, with your participation in this program, you support the work of the WFA among others by enabling the training of 30 African rangers at the Wildlife Forensic Academy. This way we create a circle of giving that will continue to thrive after your stay at Buffelsfontein.



Questions?

Want to know more? Please feel free to get in touch with Hendrike Tamboer (h.tamboer@nyenrode.nl) or Désirée van Gorp (d.vgorp@nyenrode.nl).

