

Servant-Leadership Across Communities Symposium

Monday, 22 April 2013, 13.00-18.00 p.m.
Vrije Universiteit Amsterdam

Now, more than ever, a leader's capacity to both direct an organization and its people, while at the same time work in their service, is being recognized as a vital capacity for creating a sustainable organization. Servant-leadership is a leadership principle embedded in a way of life, which has been recognized and expounded upon in all parts of the world throughout history, and across all cultures and communities. The recent economic crisis again reminds us of its importance as an antidote to the selfish and bonus-oriented behaviours we have witnessed and the economic/societal consequences we have seen.

At its simplest, servant-leadership is driven by the motivation of enabling others to work more effectively and successfully. Servant-leadership, thus, means leading a group or organization in the service of people; be they clients, customers, employees, partners, colleagues and/or members of society. This calls for a compassionate kind of leader, a leader who is able to integrate different perspectives, for example reconcile company values with profit, or the needs of the inner self with the common societal good. Integrating both head and heart, servant-leadership does not stop there. It expands as a principle to serve the community and act as a steward of the environment and all that inhabit it.

At the personal, professional and societal level leadership requires listening to the needs of the other, and empathy to bridge different meanings and visions and create solutions which are beneficial in cooperation with others. Being able to conceptualize the future and motivate people towards a common vision are, next to listening and empathy, key capacities. Culturally speaking there are different ways of realizing these aspirations.

The symposium *Servant-Leadership Across Communities*, on 22 April 2013, is the 7th in an annual symposium series. This event goes beyond the cognitive approach to look at our inner strengths and motivations within communities. What can we learn from different communities about leadership? What are the impacts of diversity and social media in a globalizing world where people are far more transient and yet connected to all reaches of the globe? How can leaders mindfully nurture and lead connections among people, to better develop capacity within and across communities in these turbulent times?

We are delighted this symposium brings together cutting-edge business thinkers across disciplines, who are involved with leveraging the global human needs to learn, serve and lead within communities. The symposium will include keynote presentations, workshops and a plenary debate to reflect on how servant-leaders can work to encourage cohesion and a sense of belonging between members of a community, via both face-to-face and online links. In dialogue with the audience, we aim to explore such issues as: dilemmas that arise among stakeholders in communities, different kinds of community leaders, and the cultural orientations of diverse community cultures.

We look forward to meeting you at this event.

On behalf of the organizing team,

prof. dr. Fons Trompenaars & dr. Sylvia van de Bunt-Kokhuis
Chairpersons of symposium and SERVUS co-directors

Programme

- 13.00 Registration-desk in gathering space outside the Symposium Hall.
- 13.30 Welcome by **prof. dr. Fons Trompenaars** and **dr. Sylvia van de Bunt-Kokhuis**.
- 14.10 Keynote *Amsterdam Economic Board; showcase of community building in the Amsterdam region.* by **Rik Bleeker**, president Amsterdam Economic Board, <http://www.iamsterdam.com/nl-NL/Business/Amsterdam-Economic-Board>.
- 14.45 Transfer to workshop rooms.
- 15.00 Servant-leadership across Communities will be highlighted from different perspectives by the following dedicated workshop leaders:
- WORKSHOP 1 (Room TBA): *Multi-stakeholder workshops as a tool for community building?* by **dr. Marja Spienburg**, Associate Professor Faculty of Social Sciences VU Amsterdam.
- WORKSHOP II (Room TBA): *Organizing crowdsourcing in online communities where volunteers are key*, by **dr. Irma Borst**, researcher Crowdsourcing, Faculty of Social Sciences VU Amsterdam.
- WORKSHOP III (Room TBA): *Servant-leadership in Dutch Associations: a joint responsibility for chairpersons and CEO's in trade and professional communities*, by **ir. drs. Peter Tack**, senior lecturer and researcher in Association Management, honorary member of the Dutch Society for Professional Association Management.
- WORKSHOP IV (Room TBA): *Social Media and community building within KLM customers network*, by **Victor van der Wijk**, Air France-KLM.
- WORKSHOP V (Room TBA): *Investing in young community leaders: Peer Education as a tool to address social issues*, by **Kai Pattipilohy** (Creative Director) and **Jürgen Wander** (Associate Advisor), Diversion Amsterdam (www.diversion.nl).
- WORKSHOP VI (Room TBA): *Your Community: From a superior strategy to a culture of integrity*, by **Ir. Karel J. Noordzij**. Member Advisory Board Greenleaf Europe, a.o. former President Dutch Railways NS, PGGM.
- 16.15 Refreshments and poster presentations by MA students in gathering space outside the Symposium Hall.
- 16.45 Keynote *Leading is Serving: an Islamic Perspective of Servant-Leadership*, by **dr. Nabil Sultan**, Award Director International MBA, Liverpool Hope University, UK, Visiting professor VU Amsterdam.
- 17.05 Panel discussion with workshop leaders, delegates and MA students. *Meeting of minds and hearts. How to build communities across cultures and learn from each other?*
- 17.40 Keynote by **Rajeev Peshawaria**, CEO of Iclif (www.iclif.org) in Kuala Lumpur, author of 'Too Many Bosses, Too Few Leaders' (2011) and Forbes columnist.
- 18.00 Closure and drinks.