

**Unbossers Social Learning
Business Network in Action 2024**

**Ordinary
people building
extraordinary
companies
together.**

Unbossers

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Hey you!



2024 marks a significant milestone for Unbossers *Social Learning* Business Network. After our launch in 2023—where we experimented with our unique blend of management, philosophy, psychology, history, mindfulness, and even culinary learning experiences—and the honor of winning the international Zero Distance Award from Thinkers50, we are excited to see the impact of our atypical approach confirmed in 2024 as we also release our very first book: **Doing Good Works — the bible for ordinary people building extraordinary companies.**

5

Today, Unbossers has evolved into a social learning network organization connecting almost 200 professionals from more than 40 companies. We curate intimate moments where individuals from diverse professional backgrounds gather to learn from each other and evaluate their daily work in light of a shared moral calling. Because without the support of peers, our commitment to service, sacrifice, humility, and forgiveness in the workplace can swiftly diminish, causing us to become the very system we seek to transform.

In this network, there are no gurus or dogmas; we are all both guides and learners, inspiring each other to choose to do good in our daily challenges. We don't teach leadership; we learn by doing. We don't waffle about spirituality; we practice contemplation in our actions. While we don't claim to know what the company of the future will look like, we are certain that we can create a better version than what exists today.

As highlighted in this 2024 review, we share joys and sorrows, successes and setbacks, offer support during tough times, and cultivate strong relationships. I firmly believe that through social learning and peer support centered on caring corporate cultures and processes we have the power to transform both individuals and companies.

In summary, my deepest wish is that Unbossers becomes the place to be for all the ordinary people in the corporate world who courageously want to help build extraordinary companies, one step at a time, by striving (and often failing) to do good in every interaction at work, and beyond.

With gratitude and generosity,
Nick & Unbossers Network

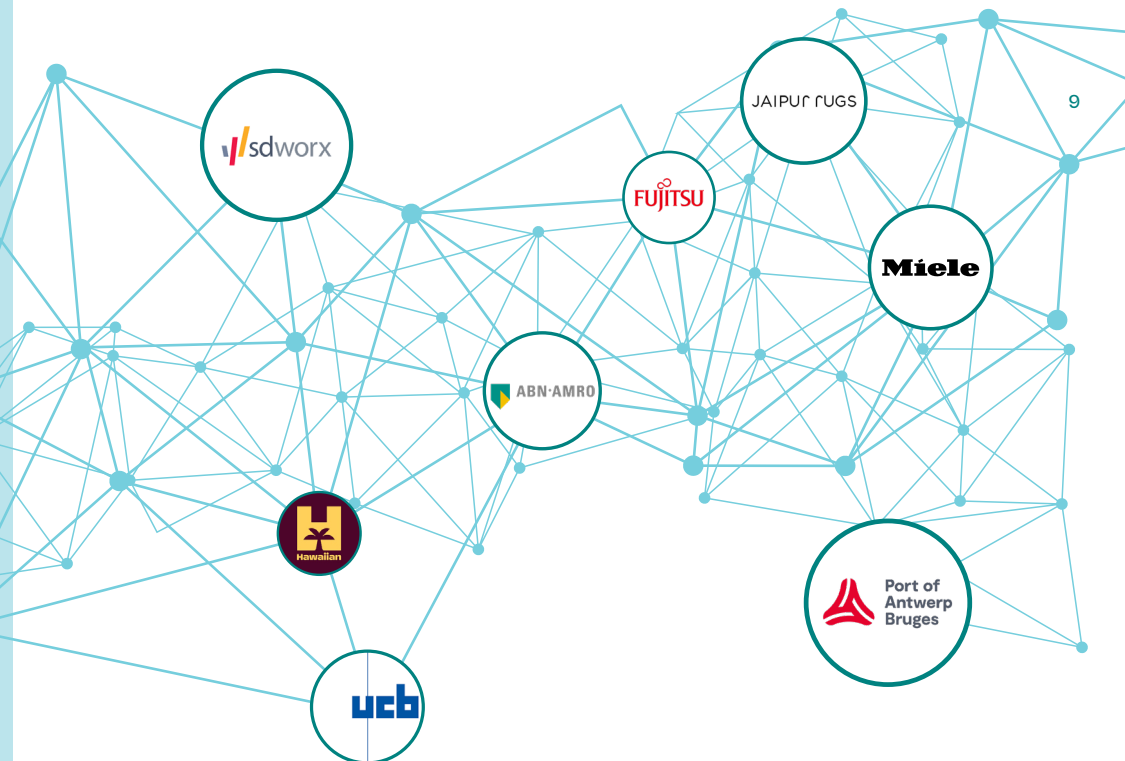
Introduction to the Unbossers Network



Our mission

We believe that a committed, cross-company community, united by a deep-rooted belief that doing good – service, sacrifice, humility and forgiveness – in the workplace has the power to transform both people and entire businesses.

Our mission is to help leaders, employees, managers and students experience such inspiring work ethics so that they can spark dialogue and best practices in their own companies like wildfire.



What is social learning?

Social learning is learning by observing other people with the goal of adapting one's behavior in social contexts. The term social here refers to the fact that one questions and adjusts one's behaviors based on observation of other people in a social setting to achieve a desired outcome.

What's in it for you and your colleagues?

01

Real-Time Problem Solving

You often seek learning opportunities when you face an immediate challenge. We align our network with your challenges so that you can quickly ask for advice and get fresh perspectives from others. This accelerates problem-solving and enhances learning on the spot.

02

Shift Complaining Culture

During our experiences, people not only learn from others but also realize that their own company is doing certain things better than they thought. This new perspective reduces complaints and increase appreciation for their company's strengths.

03

Enhanced Teamwork

Colleagues that share Unbossers Network experiences will naturally help each other more often, seek advice, collaborate more effectively, and learn together in real time. The best moment to learn is when you actually need the knowledge, and our network fosters that instant, relevant support system.

04 **Employee Retention**

Our unique approach to social learning not only fosters skill development but also deepens connections between colleagues and peers. The awareness that the network supports and encourages these exchanges strengthens loyalty, as people feel valued and connected to a larger collective. This sense of belonging helps you retain talent.

05 **Higher Retention Learning**

It's scientifically proven that we only retain about 10% of what we learn from formal sources, while the remaining 90% comes from informal sources and social learning. In the Unbossers Network, learning from peers means you remember more, as you associate knowledge with personal experiences, conversations, and even unique moments like special locations or inspiring experiments that stick with you.

06 **Enhanced Skills and Productivity**

By fostering an environment where colleagues and peers regularly share their thoughts, ideas, experiences, and best practices, the Unbossers Network helps your people continuously improve their skills and productivity. The collaborative approach allows them to grow through collective knowledge and shared expertise.

07 **Natural way to learn**

One of the greatest advantages of social learning in the Unbossers Network is how naturally it happens. You don't need to carve out extra time or plan it separately—it unfolds organically during every event, making learning a seamless part of your experience.

08 **Sustainability Through Mentorship**

As you engage in social learning with Unbossers Network, you naturally discover who to approach for certain expertise. Over time, you will build your personal mentoring network within the Unbossers community, ensuring knowledge flows continuously.

09 **Knowledge Retention and Sharing**

By regularly sharing knowledge with different colleagues, the chances of preserving valuable information are much higher—even if key team members leave. The Unbossers Network creates a robust environment for capturing and spreading knowledge across teams, ensuring that expertise stays within the organization.

10 **Inclusion of passive employees**

The safe set and setting in the Unbossers Network makes it easier for quieter or introverted people to learn. In our group discussions or learning circles, they can absorb knowledge by listening to others' questions and ideas, without the pressure of having to speak up themselves. This inclusive approach ensures everyone benefits from the collective wisdom of the group.

3 Ways to Engage in Social Learning with Unbossers Network

Sparring

Simply invite our network's founder and passionate expert, Nick Van Langendonck, to pivotal moments or processes within your teams. He will challenge your thinking, share best practices, and facilitate relevant social learning with peers from our network.

Custom Safari

You present a specific business challenge, and we design a custom social learning experience with relevant peers in our Unbossers Network tailored to inspire actionable solutions.

1-Year Program 2025

Your teams unite with teams from other companies for a year-long social learning journey in search for solutions to tackle your company's challenges through observation and interaction with others sparking a wildfire of dialogue and best practices.

Unbossers equals Impact



"Thank you Nick. You already know that I admire you as an author. To that now comes even greater admiration for your talent as a connector and inspirer, but also and above all for the modesty and selflessness with which you do all that. No empty words from you, but a decisive push towards a better world."

"Your input, your persistence, your wide range of tools is truly inspiring."

"I'm meeting with Claire next week. Look what cool collaborations come out of the amazing events you organize."

"Even after two years, the impact of our collaboration continues to be felt and is still actively discussed within our teams."

"I didn't respond immediately because... these are such beautiful words (after a super initiative!) to which I just can't find words. Nick, you are unique! It was great and whatever follows will be fantastic. See you soon, also to the ladies here."

"Exceptionally well-executed process. All parties involved continue to express profound satisfaction with both the procedural aspects and the results."

"We improved collaboration between Sales and Sales Operations and implemented a standard way of working."

"Thank you Nick, For your ego-less commitment to a higher cause. For the initiative you took for this long table. I experienced that my questions link to a general need and I am so grateful that you picked it up and lifted it to a higher level. You do things from your pure and sincere heart and that is the addition that is needed in the corporate world... you live it and are the founder of this network. We couldn't wish for a better foundation to go together for 'the good in organisations.'"

Success criteria for engaging with our Network

The social learning approach of Unbossers Network can have a profound impact on both people and organizations, provided these four criteria are met:

Open-mindedness

Participants are open to different views, ideas and perspectives, and are willing to be challenged.

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Come prepared

Unbossers Network is not optional. For the desired impact and respect toward our co-hosts, we expect participants to come prepared to our events.

Practical application

They want to use the insights gained to first improve their own workplace and then positively influence the wider company.

Servant Leadership

Participants do not like micromanagement. They believe that management is not about power and control, but about creating a clear context and supporting people.

Program Y 2024

Program Y 2024



Rotating teams from five companies united for a year-long social learning journey sparking a wildfire of dialogue and best practices across their teams and companies.

4 connect & learn campaigns with bonus activities

Thursday evening Connect

- Unplug from daily operations
- Unique locations back to basics
- Authentic, safe vibe
- Curated for open dialogues about work and life
- Connection to History, Philosophy, and Psychology
- Culinary experiences
- Tastes of mindfulness

Friday Learn & Integrate

- Tailored to real Challenges
- Co-hosts who actually walk the talk
- No gurus, no trends, just experiences
- Deep dialogues among colleagues and peers
- Actionable Takeaways

Opening Connect: Meet in the Future

In partnership with HP and Living Tomorrow, we embarked on a transformative journey to explore what the future holds. By immersing participants in experiences that illustrate a world driven by robots and AI, we emphasized the growing importance of human connection, purpose, and ethics.



Opening Content: Building a human capital diagnostic for total stakeholder value creation

Stuart Woollard, founder of The Maturity Institute, introduced a practical framework to measure the value of corporate investments in key human drivers — like learning, performance, reward, and improvement culture — and their impact on boosting volume, profit, quality, sustainability, or reducing costs.

Ripple-Effects

Each quarter, the Kommaboard management team refreshes their custom-built Maturity Dashboard and challenges one another to drive continuous improvement in these 10 pillars.

1. **VALUE MOTIVE:**
Is value just financial return or do we look at total stakeholder value?
2. **LEARNING:**
Is knowledge systematically acquired from all stakeholders?
3. **HUMAN ETHOS:**
Do we treat our people as value creators?
4. **WHOLE SYSTEM:**
Are we building a networked company or working in silos?
5. **IMPROVEMENT CULTURE:**
Are we training and encouraging our people to innovate?
6. **HUMAN RISK:**
Do we measure and assess all facets of business and human risks?
7. **HUMAN CAPITAL STRATEGY:**
Are our business and people strategies co-created?
8. **COMMUNICATION:**
Is our communication open and transparent?
9. **PERFORMANCE & REWARD:**
Is our performance management designed for hitting targets or building a better company?
10. **TRUST, ENGAGEMENT, COOPERATION:**
Do we nurture empowerment and collaboration?

Campaign 1

01

Connect: Nature Walks

We explored topics like trust, self-organization, and fostering autonomy while walking in nature with peers from other companies. Stepping away from the office allows participants to slow down, to connect and to build empathy for both their own challenges and those of others, empowering them to create stronger, more cohesive teams and companies.

Content: Leadership & Transformation

Klaas Ariaans, former Director of Consumer Clients at ABN Amro shared his practical strategies to build a culture of trust, self-organization, and psychological safety. He provided his unique and experience based insights on managing large-scale change, fostering autonomy, and driving innovation—all while maintaining strong organizational goals.

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Extra: Give GenZ a voice

Instead of complaining about GenZ, we invited them to the table and gave them a voice in our discussions. They challenged our professionals, creating empathy and connection across generations, and building bridges to move forward together.

Ripple-Effects

Initiative between HP Sales and Sales Operations to improve collaboration and implement a standard way of working.

Campaign 2

02

Connect: Experience Customer experience

Participants embarked with global customer experience expert Olga Potaptseva on a guided tour of a botanical garden, evaluating the customer journey from parking facilities to the guide and the garden shop setup. This immersive experience allowed them to identify key insights, engage in discussions, and apply their learnings to enhance customer experiences within their own organizations.

Content: Common Sense Leadership together with blue-collar workers

Ceo Thijs Claes and DaddyKate showcased a practical example of a successful factory that thrives on radical transparency. By simplifying complex concepts and taking away all demotivators for ownership and emphasizing common-sense, participants see how this approach not only enhances operational efficiency but also nurtures a positive workplace culture.

25

Ripple-Effects Collaboration between Technopolis & DaddyKate

Technopolis ushers in the autumn with an UNSEEN school initiative! How wonderful would it be if every child could visit Technopolis at least once? Unfortunately, that isn't a given for everyone. That's why they sent out more than half a million (!) free vouchers to all Flemish schools, which they can distribute to their classrooms, printed and mailed by DaddyKate.

Summer Webinar Sessions 2024

Is your HR ready for European salary transparency Regulations?



Available
on Unbossers
Youtube, Spotify
and Apple Podcast
Channel.

Campaign 3

Connect: History & Philosophy

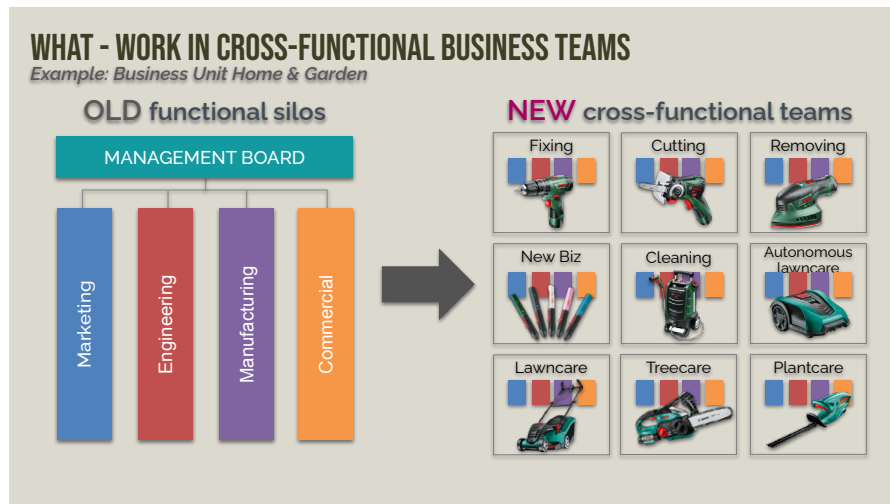
Participants immersed themselves in an ancient abbey, learning from local priests about the foundational principles of their order. This unique experience encouraged reflection on the roots of their own companies and how these align with their current culture, fostering insights for meaningful dialogue.



Content: A Large-scale Customer-centric Restructuring

03

Participants explored how Bosch Power Tools successfully transformed its operations by shifting from functional silos to cross-functional teams, emphasizing customer-centric innovation.



Ripple-Effects

UCB will collaborate with Jochen Goeser, Director for Transformation, Agility, People and Culture at Bosh Power Tools and co-founder of Bold-2Move, to support their internal transformation adventures.

Company Safari's

A tailor-made social learning experience custom-made to tackle a specific business challenge.



Anticimex Belgium learning from Buurtzorg Nederland how to decentralize responsibilities, maintain a flat organizational structure, and minimize bureaucracy.

Hawaiian Poké Bowl dives deep into aligning customer experiences across different locations and embodying company values in different locations with Nespresso Belgium.



A European delegation from Fujitsu gains valuable insights into cross-region collaboration and transformation from Raffaella Berardo, CEO of Miele BeLux.

Software engineers from Teal Partners share best practices in large project planning, time tracking, and invoicing with construction engineers from ArcadeGroep, highlighting transparency as a key driver of success.



Program X 2024-2025

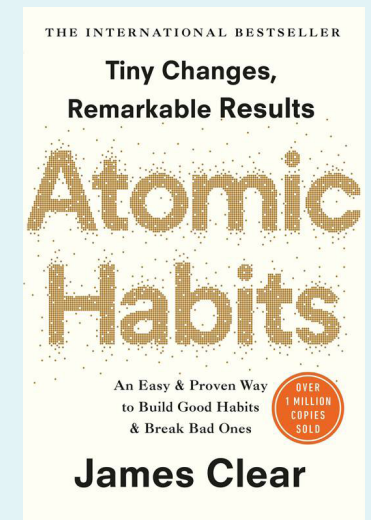
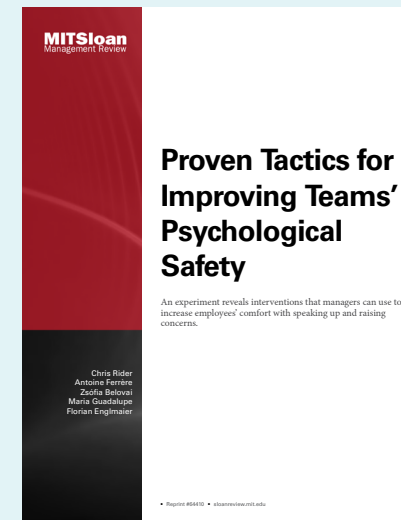
Program X 2024-2025



Program X is an ambitious pilot project where two cross-functional teams from two different companies, each bringing their own goal to the table, come together for a year-long social learning and collaboration journey to support each other's success.

Program X Disclaimer

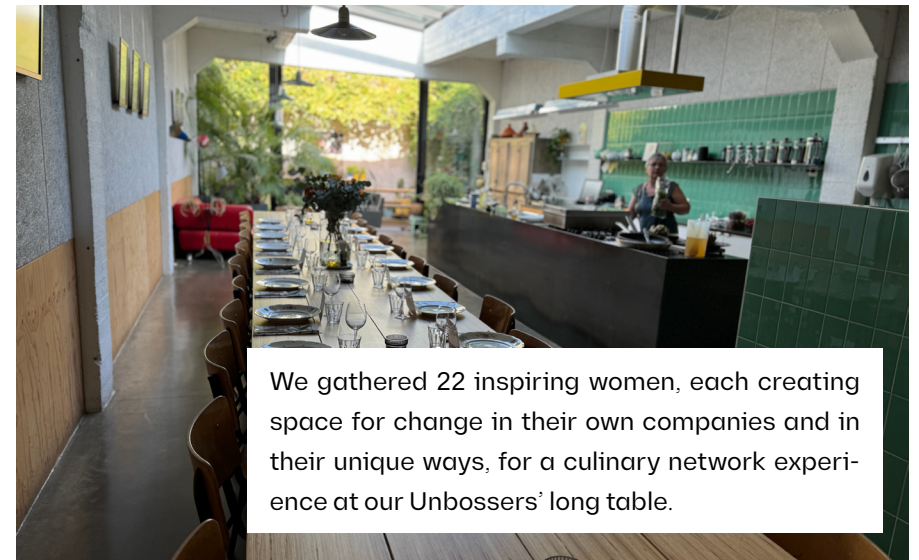
As our Program X experiment is just getting started, we are unable to disclose specific details or outcomes at this time. However, we are excited about the potential insights and learnings that will emerge from this unique collaboration and look forward to present the results in 2025. Thank you for your understanding!



Program X utilizes our scientifically grounded micro-action approach to drive behavioral change in the workplace. Micro-actions are straightforward, low-cost interventions that are easily implemented yet hold the potential for significant impact.

Bonus initiatives

Because we just love to connect people
and ideas.



Unbossers Network End of Year Event 2024

**Celebration of ordinary people
building extraordinary companies.**

Mechelen, November 26th



Nick's wishlist

Nick's wishlist for the network in 2025

If you can assist with any of these wishes, please reach out!



Our book *Doing Good Works* under Christmas trees, in New Year gift bags, and hidden in Easter eggs!



Five professionally recorded *Doing Good Works* roundtables with up to six participants, bringing together voices from corporate, political, and religious spheres.

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One or two additional companies for our Program Y 2025 social learning adventure.



Lead the way as Belgium's first steward-owned company, sparking debate on the shareholder structure for future-focused entrepreneurs and investors.



Go On Tour with our book *Doing Good Works* and the Unbossers Network's Celebration of Work show.

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Unbossers

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