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AMSTERDAM  
BUSINESS  
FORUM

DENKPRODUCTIES PRESENTS:

# Amsterdam Business Forum Optimistic Leadership

FRIDAY, 26<sup>TH</sup> SEPTEMBER, 2025 | AFAS LIVE AMSTERDAM



NEIL  
PASRICHA

SIMON  
SINEK

SANNA  
MARIN

**#1** LEADERSHIP EVENT  
OF THE YEAR

**3** WORLD CLASS  
SPEAKERS

**2.000** TOP LEVEL  
ATTENDEES

More information: [DENKPRODUCTIES.NL/ABF2025](https://denkproducties.nl/abf2025)



**“The primary ingredient for progress is optimism. The unwavering belief that something can be better drives the human race forward.”**

*Simon Sinek*

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**In today’s rapidly changing world, we need Optimistic Leadership – leaders who don’t just cope with challenges, but see the opportunities within them. Optimistic leaders welcome new voices, embrace fresh perspectives, and guide their teams through uncertainty with confidence and hope.**

At Amsterdam Business Forum 2025, we are gathering the world’s top minds to share their insights on Optimistic Leadership.

Our confirmed speakers include:

- **Simon Sinek**, unshakable optimist, author of *Start with Why* and *the Infinite Game*
- **Neil Pasricha**, positive psychology researcher, author of *The Happiness Equation*
- **Sanna Marin**, former Prime Minister of Finland, youngest Prime Minister in the world

Join us at Amsterdam Business Forum to learn how you can harness the power of optimistic leadership to navigate change, build excellent teams, and lead with unwavering confidence.

**“A pessimist sees the difficulty in every opportunity;  
an optimist sees the opportunity in every difficulty.”**

Winston Churchill

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# Program Amsterdam Business Forum 2025

08.00 Registration

09.30 Opening by host

## **BLOCK 1: THE OPTIMISTIC FUTURE**

In a rapidly changing world, we need leaders who don't just cope with challenges, but see the opportunities within them.

### **Our Turn: Fearless Leadership for a New Generation**

- Leading with values and courage
- Navigating a country in times of immense change, from pandemic to war
- Self-Care in Leadership: why leaders must take care of themselves
- Embracing the New Generation: integrating younger voices into your company's future

*Sanna Marin*

(plus one speaker to be announced)



11.00 Break 1 with deepdive sessions. Including VIP ticket holder session with Sanna Marin

## **BLOCK 2: THE OPTIMISM MINDSET**

Optimistic leaders own a specific mindset. They look at challenges, problems, failures and criticism in a different way. A better way.

### **The Happiness Equation to build stronger teams**

- Turning personal optimism into successful leadership
- The biggest lessons from happiness research
- 3 simple tools to build optimism every day
- How to build optimistic habits that stick

*Neil Pasricha*

(plus one speaker to be announced)



14.00 Break 2 with deepdive sessions. Including VIP ticket holder session with Neil Pasricha

# Program Amsterdam Business Forum 2025



## 15.30 **BLOCK 3: THE PRACTICE OF OPTIMISTIC LEADERSHIP**

How does optimistic leadership work in everyday practice? Simon Sinek will share his fresh perspective on your daily leadership dilemmas in this highly interactive, 80 minute(!) Q&A session.

### **Leading with (a bit of) Optimism: day in day out**

- Fresh perspectives on leadership
- How to deal with teamwork challenges in a different way
- Counter-intuitive perspectives on daily leadership dilemmas
- Becoming the leader you wish you had

*XL interactive session with Simon Sinek, based on your questions and dilemmas*

17:15 Closing and reception



# International Headline Speaker

*“Dream big. Start small.  
But most of all, start.”*

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## **SIMON SINEK**

- TED Talk *Start with Why* (60+ million views) and interview on millennials (100+ million views)
- Author *Start with Why*, *Leaders Eat Last* & *The Infinite Game*
- Podcast *A Bit of Optimism*

Described as “a visionary thinker with a rare intellect”, Simon Sinek is an unshakable optimist who believes in a bright future and our ability to build it together. He envisions a world where the vast majority of people wake up every single morning feeling inspired, safe, and fulfilled by the work they do.

Sinek may be best known for his TED Talk on the concept of **WHY**, which has been viewed over 60 million times, and his video on **millennials in the workplace** — which reached 80 million views in its first week and has gone on to be seen hundreds of millions of times.

Sinek is the author of several bestselling books, including the global bestseller **Start with Why**, **Leaders Eat Last** and **The Infinite Game**.

In partnership with Penguin Random House, Sinek publishes works by other inspiring thinkers and doers through his imprint, Optimism Press. He is also the host of the podcast, *A Bit of Optimism*, and the founder of The Optimism Company, a leadership learning and development agency.

# International Headline Speaker

*"It's easier to act your way into a new way of thinking than to think yourself into a new way of acting."*

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## NEIL PASRICHA

- Global bestselling author of *The Happiness Equation* and *Two-Minute Mornings* with over 2 million copies sold
- Former Director of Leadership Development at Walmart
- One of the 10 Most Inspiring TED Speakers of all time

Neil Pasricha is a top-rated leadership keynote speaker, bestselling author, and positive psychology researcher focused on the relationship between happiness and leadership in business.

Neil is one of the most popular TED speakers. His first TED Talk *The 3 A's of Awesome* ranked as one of the ten most inspiring of all time. His second TED Talk *How will you maximize your tiny, short life?* was the world's first ever TED Listen, composed entirely of questions.

Neil gave the most attended feature keynote at SXSW 2019 called *Building trust in distrustful times*.

Neil has written five global bestsellers including: *The Book of Awesome*, *Awesome Is Everywhere* and *The Happiness Equation*. His books have been on bestseller lists for over 200 weeks and sold millions of copies.

Before leading The Institute for Global Happiness and keynote speaking, Neil spent a decade running Leadership Development and working directly for two CEOs at Walmart, the world's largest company. He was responsible for CEO onboarding, executive development, and talent management across all levels of the organization.

***"Neil is a rock star! He visited the Googleplex and you could hear a pin drop while he was speaking. Many people commented that he was the best speaker we have had!" Rachel O'Meara, Google***



# International Headline Speaker

*"The strength of a society is measured not by the wealth of its most affluent members, but by how well its most vulnerable citizens are able to cope. The question we need to ask is whether everyone has the chance to lead a life of dignity."*

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## **SANNA MARIN**

- Former Prime Minister of Finland
- Youngest Prime Minister in the world when she took office at age 34
- Finland's leader during Covid, start of the war with Ukraine and Finland's NATO accession

Sanna Marin is the former Prime Minister of Finland (2019-2023) and the former leader of the Finnish Social Democratic Party. Appointed at the age of 34, Marin served as the youngest Prime Minister of the world when taking office.

Marin's government has been considered one of the most successful in handling the COVID-19 pandemic, especially in terms of lost lives and economical damage caused by the pandemic. Following the Russian invasion of Ukraine, Marin led her country through the most swift NATO accession process in the whole history of the alliance.

Marin made history as the longest-serving woman Prime Minister of Finland, leading a coalition government entirely headed by women and a majority-women cabinet.

In addition to the historical challenges during her leadership. Marin's government passed many progressive reforms in Finland. Including world's most ambitious climate laws aiming for carbon neutrality by 2035, family leave reform sharing paid leave with both parents equally as well as major reforms improving healthcare, education and human rights.

***"Sanna Marin was very accessible and kind to everyone she interacted with. She is a powerful speaker, and she made a fantastic impression to our guests. She is exactly what she projects: an excellent human being."*** Candriam

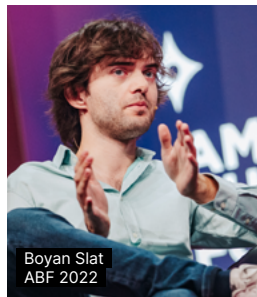
# Amsterdam Business Forum

THE Leadership Event of the Year

(previous speakers)



Usain Bolt  
ABF 2022



Boyan Slat  
ABF 2022



Tim Ferriss  
ABF 2023



Rutger Bregman  
ABF 2023



Yuval Noah Harari  
ABF 2022



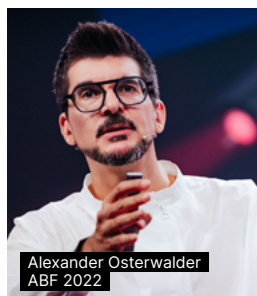
Erin Meyer  
ABF 2023



Typhoon  
ABF 2023



Amy Edmondson  
ABF 2022



Alexander Osterwalder  
ABF 2022

At Amsterdam Business Forum you'll get: outstanding speakers, actionable insights and a community of 2.000 great minds in the audience.



Learn from  
the best  
minds



Meet  
2.000  
leaders



Bring  
your entire  
team

More information: [DENKPRODUCTIES.NL/ABF2025](https://denkproducties.nl/abf2025)



# Ticket types

**REGULAR** MOST POPULAR

~~1.195€~~ **895€**  
excl. VAT

- 📺 Main stage program
- 🍽️ All inclusive catering
- 🗨️ Networking opportunities
- 📺 On demand access to all presentations (integral video and articles)



**VIP** LIMITED AVAILABILITY

~~1.795€~~ **1.295€**  
excl. VAT

Everything included in the Regular ticket

**+**

- 📺 VIP seating (top 20%)
- ☆ VIP lounge
- 🎤 VIP session with Sanna Marin
- 🎤 VIP session with Neil Pasricha
- 🍷 VIP drinks + dinner

## GROUP

Planning to attend Amsterdam Business Forum as a group? Excellent choice! Boost your internal network and seamlessly transform fresh insights into practical solutions.

### GROUP DISCOUNT

- 👥 -10% from 5 participants
- 👥 -15% from 10 participants
- 👥 -20% from 20 participants

## PARTNERSHIPS

Looking to build partnerships? Amsterdam Business Forum 2025 offers great opportunities. Reach out to us to explore collaboration.

For more information please contact Godfried Dorssers at [godfried@denkproducties.nl](mailto:godfried@denkproducties.nl) or call us at: +31 20 3033820.



More information: **DENKPRODUCTIES.NL/ABF2025**