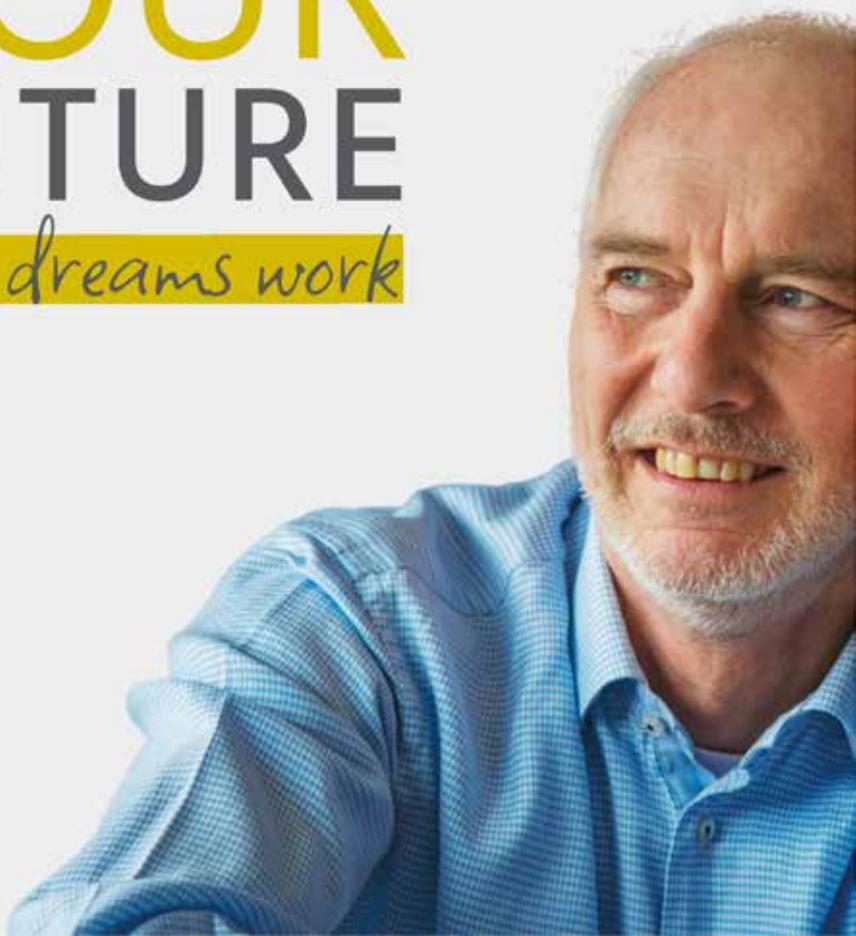


George Begeeman
personal leadership

DESIGN
YOUR
FUTURE
make dreams work



DESIGN YOUR FUTURE *and make dreams work*

12 tips for young professionals who want to get
the most out of life

George Begemann

George Begeemann
personal leadership

DESIGN
YOUR
FUTURE
make dreams work

COLOFON

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Design your future was written for YoungProfessionals, but Executives are also allowed to read my book.

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*"If you aim higher than you expect,
you could reach higher than you dreamed."*

- Richard Branson -

0 / WHY YOU MUST READ THIS BOOK

George Begemann shares his pragmatic but powerful tips for achieving your goals in this book. However, he emphasises that simple is not the same as easy and that the challenge lies in actually taking action. George himself has gained a lot of experience through adventures in various countries, always having a plan and a dream. Now he shares his lessons with Young Professionals and guides them during "life-changing events" in nature. George's ambition to help 7,000 students is appealing, and I invite you to use his talent for your own self-development. Best of luck in realising your dream!

SANDER VAN 'T NOORDENDE | Chief Executive Officer and Chair of the Executive Board at Randstad. He started his role in March 2022 and had previously served as a member of the Supervisory Board since March 2021.

More info about Randstad: www.randstad.com/about-randstad/company-profile/

Sander spent the majority of his career at Accenture, where he held a number of executive roles. During a successful three decades with the company where he served as the Group Chief Executive of the Products Operating Group and had a sharp focus on client and industry development, as well as strong growth in digital services.

He holds a degree in Industrial Engineering, specializing in Finance and Marketing, from the Eindhoven University of Technology. He currently is a non-executive director at AECOM and is a passionate advocate for workplace equality.

"So many people want to achieve something, get better, and develop. So many advices are available online on how to be more productive, set goals, and learn. Yet somehow, most people just plan to start Monday, or next week, month, year... and that day never arrives. All of those advices online are just small bits and never help because they are not connected into a bigger picture, into a roadmap. This is where George's approach comes in as a saviour because it gives a step-by-step plan, it requires concrete actions, it allows you to discover more about yourself and, through that, better understand how this can shape your future. The system George developed gave me an eye-opening feeling. It was a smooth, logically ordered journey with a very defined peak point. It's not always about knowing what you want and aim for now, but also knowing exactly why that goal is your main priority and thus being confident you'll get there."

ANNA SHCHOKINA | LG Kyiv, Ukraine

"Winter Academy was undoubtedly one of the best decisions I've made recently. This is self-changing event that leads to life-changing outcome. Throughout the event, I went back to the past, explored the present and defined my future."

MILICA ZIVKOVIC | LG Novi Sad

"I can't even describe to you how much grateful I am for finally opening up to myself. "

SOFIJA ŠEKULARAC | LG Novi Sad, Serbia

"Winter Academy made me discover myself in a whole new level: Now I am better able to clarify my ideas and control my emotions. The academic leader was such an inspirational guide in this journey!"

HUGO BUENO | LG Madrid

"The first and most important step in changing your life is realising that there's a need for change. I knew that and couldn't get my mind to it, didn't know where to start or what to do. What was it that I needed to change? George and his methods helped me clear my mind and figure out what was it that was the most important in my life at that time. Some of the methods might seem simple and benign. However, if you dedicate yourself to it and really give yourself to it when you try to find a purpose and reasoning in it and truly open up to yourself, you might come to very unexpected conclusions and realisations."

MILUTIN MILJANIC | LG Belgrade, Serbia



Dreams are nice!
How do you make them come true?

1 / INTRODUCTION

We all have dreams.

They are unique for each of us. Our dreams are our individual mental pictures of what we want to achieve. Although dreams vary from person to person, there is a commonality - a dream is usually the beginning of a bright future. So, how do we make our dreams come true? Having a dream is just the start. What does it take to turn your dream into reality? First and foremost, it requires your dedication. You are ready for action once you are truly committed, and you have a SMART plan. Follow this guide, and you will be able to make dreams work!





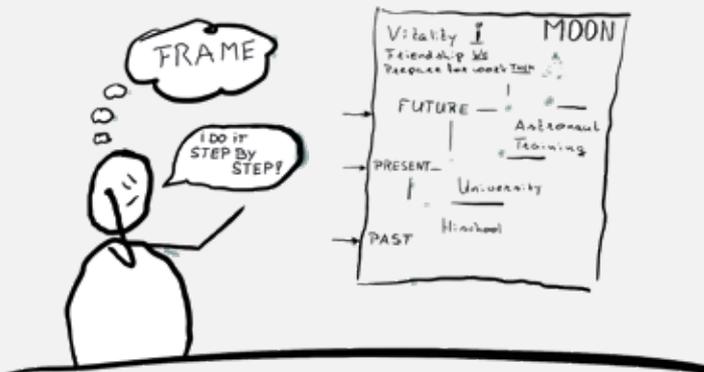
Make sure you know your next steps!

2 / MAKE A PLAN TO REALISE YOUR DREAM!

How can you make a plan to realise your dream?

Design Your Future starts with discovering your single most crucial dream and knowing why this dream is so important to you. The dream should be so important to you that you are able and willing to commit to it. Discovering your dream and working out why it is essential to you are vital ingredients. Once satisfied with your answer, you can continue to the next step. You can start designing your future. Your design will be a crucial guideline towards the achievement of your dream.





You need a frame to clarify your plan!

3 / STRUCTURE MAKES IT EASIER TO DESIGN YOUR FUTURE

How can you make it easy to create your future? You have a dream; you know why realising this dream excites you and why it is essential for you to achieve it. Now ask yourself how to realise your dream. You know you need to take action. Ask yourself: What action? Where to start? When to start? Who to ask for help? What is left to learn?

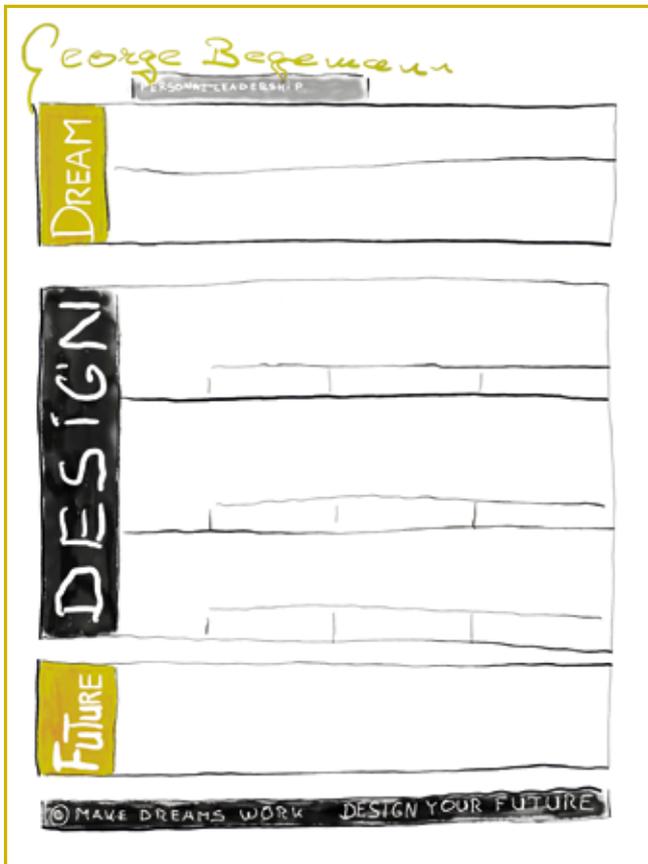
Many answers to these questions will pop up. Now let's work towards a structure that helps sort through these answers and makes it simpler to design your future. Start by setting priorities and choosing the solutions that contribute the most to realising your dream. Select the solutions with the most significant impact. In this way, you will find the common thread through these answers. What have you discovered? What's next? Make a plan! Set your goal. Clear goals provide you with direction. Translating your dream into a vision helps you communicate to the world and find support.

To realise your vision, complete your schedule and commit to your goals. This is the foundation to Make Dreams Work!

Without your full commitment, you risk spending time on things without a purpose. Time that does not even help you recharge your 'engine'. Every day wasted results in achieving your goal one day later.

This is the format we are going to work with.
It is a tool to help you keep things simple.

I call it my Presentation Generator.





Which dreams give you energy?

4 / GET IN TOUCH WITH YOURSELF TO DISCOVER YOUR DREAM!

How do you discover your dream?

Due to too much distraction and time pressure, I found it challenging to identify a single dream that I wanted to go for. I needed time in nature, away from my busy life, daily challenges, and interruptions. I took this time and found the peace of mind I needed.



Once I had envisioned my dream, I was eager to make it work. I wanted adventure! I was at the beginning of my career, and I was lucky that my study results made it easy to get selected by good companies. So I could lay my 'dream' on the table and incorporate it into my next step in life. At that time, it meant working internationally and living in countries I had never been to. The best offer, financially, was in the Netherlands. The alternative offer paid less, but they offered me my first real job abroad. I felt that this would be a nice succession to my internships in Australia and the US and help me fulfil my dream for adventure.

ASSIGNMENT

Let's use a simple exercise to discover your dream. Go for a walk. Go quiet inside. Grab a piece of paper. Write down all the elements that are important for you in your life. Write down details you want to avoid or don't like doing on a different piece of paper. Grab the third paper and write down adventures, relationships, and careers that attract you.

Now see how the three papers coincide. You will discover steps in life with many positive factors and with only a few elements you want to avoid. Once you do this exercise, you will have made a significant step towards discovering your dreams.



You can't do two things at the same time!

5 / ONE DREAM IS ENOUGH!

How are you going to discover your one true dream? External influences complicate the discovery and choice of your true dream. These influences make prioritising superfluous. You may have an incredible dream, but what happens when you talk about it with your friends and loved ones? What impact do you experience during these “yes, but” conversations where remarks like: “That is a very nice dream, but where are you going to find the funds?”, “Are you out of your mind?” or “Wow, you have great plans, but these steps are impossible.” What do these remarks do to you? How do they make you feel? What will you do to make your own choices and learn from your mistakes, if any?

You must disregard negative comments and dare to dream.



ASSIGNMENT

Make a list including your wildest, most fantastic, or dearest dreams. Include on your list the dreams that your loved ones shot down. Give yourself permission to dream and free yourself from external influences. Look at successful people like Richard Branson, Steve Jobs, or Elon Musk. They continue to Make Dreams Work.

PRIORITY	ACTION	DATE

After my divorce, I went on a leadership retreat in the middle of nowhere. On the last evening, after a group discussion, I was standing alone looking at the full moon when suddenly I felt two hands on the back of my shoulders, and this man said to me: "You can achieve anything you want." It was an empowering positive affirmation. During this week in nature, I had the time to let ideas sink in, and only one remained. It was a dream that included other dreams. The whole experience helped me to realise the dream I had shared in the leadership circle. When you come and work with me, I will gladly tell you more about this adventure.

Now let's execute the following assignment.

ASSIGNMENT

When you have made a list of your dreams, it is time to choose. Your challenge is waiting. Here is a simple solution for prioritising. Put your list in front of you. Place one finger on the first dream on your list. Put your second finger on the next dream. Ask yourself which dream you prefer. Answer this question with an open heart. Leave your finger indicating your preference. Move the other finger down to the next dream. Ask yourself the same question. In this way, you move down one finger and one dream at a time. Anything above the top finger is irrelevant because the one your finger is on is more important to you than all the others above. I say this here because I asked myself the question, how can this work? And like anything in life: you only understand when you see it through. So, try it. In the end, you will have one finger indicating your top preference. Your true dream.

PRIORITY	ACTION	DATE

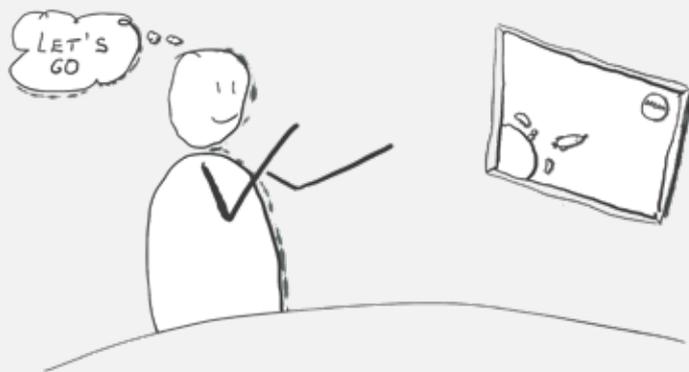
The answer to his question determines the future you are designing. You will need it for assignments later on. During my live program, you will also work with advanced ways of setting priorities.

ASSIGNMENT

1. Take the time to find three words that best represent your chosen dream.
2. Write down how you would explain this dream to your dearest friend.

PRIORITY	ACTION	DATE

NOTES



Your dream becomes your purpose!

6 / BURST WITH POWER ONCE YOU KNOW YOUR TRUE CALLING!

How do you discover your calling?

Once you have discovered your dream, ask yourself: What is the real reason why this dream is important to you?



You can't read the solution in a book. You will need to complete this exercise. Preferably with a trusted person sitting close by and opposite you, with a notebook.

Ready to start?

ASSIGNMENT

Sit facing your facilitator. Let go of thinking. Meditate, if necessary, to get quiet inside your head. Focus solely on your dream. Imagine the result of realising your dream. Your buddy sitting across from you has a piece of paper or a page in your journal. Let's start the exercise:

You speak out loud and clearly about what your dream is without hesitation.

Your buddy asks the question: "why is realising...[the words of your dream] important to you?"

"Your answer."

Your buddy summarises your statement and asks if he has done so accurately. If you agree, your buddy then asks you: "why is [answer one] important to you?"

This is repeated at least five times. If your buddy is unsatisfied and does not feel that you are at the core of your purpose, he may continue, but no longer than seven repeats.

PRIORITY	ACTION	DATE

This is one of many exercises I do with you during my one-on-one training. Individual training, I am your buddy. I find it inspiring to see your face change. Your expression changes from thinking and contemplating to relief. Energy flow increases. This is how you discover your true purpose. You will burst with energy and feel ready to go!



NOTES

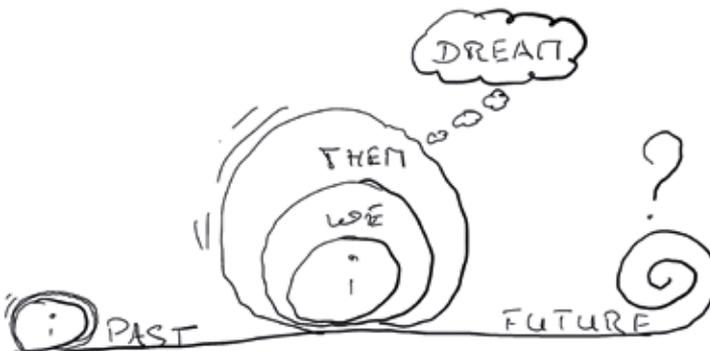


Utilise all powers you have!

7 / USE MORE THAN JUST YOUR BRAIN TO REALISE YOUR DREAM!

How are you going to realise your dream? You now know what you want to realise and why. It is essential to let go now. Keep on sensing where you are today, the present. You have completed part of your puzzle. We will now enter the next phase of your design. You are going to use the past, the present, and the future.

In the past lie all your experiences, your life lessons. The present is where you are with all your uncertainties. The future is where you will go; it is where you will realise your dream.



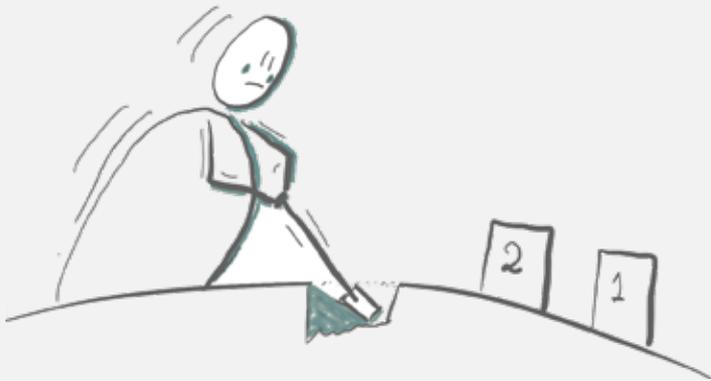
To let go of the past, take time to review, relive and sense it. Find time, space, and solitude. Write down experiences from the past. Examine both the good and the bad. From both sides, you can learn lessons. I have learned the most from bad experiences, mistakes, and near misses.

Sensing: stay quiet inside and sense what pops up and keep on sensing. Take notes and let them go. Sense again. You will learn lessons from your past. And you will sense how you feel now. The present gives you a chance to look at yourself; to examine where you stand and what your uncertainties are.

Somewhere in this process, you will be surprised by the feeling that a lid opens and provides you with insights that help you complete your plan. You're ready to let it come, take steps, and make your dream work. Remember: your current situation is based on your past. Doing the above task will strengthen the foundation for realising your dream.

ASSIGNMENT

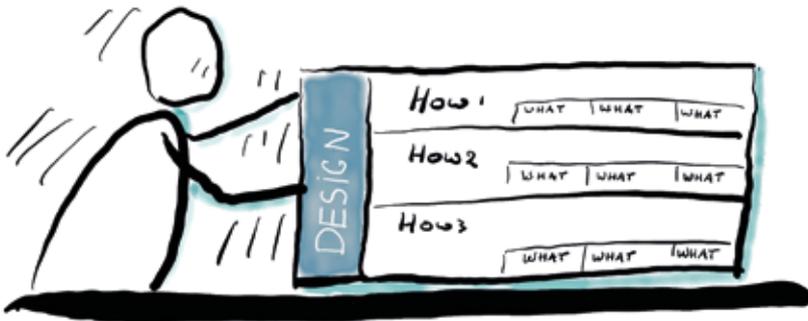
Find a quiet place in nature where you won't be disturbed. Bring a pen and paper. Close your eyes, allow thoughts to come in and let them go again. Write down ideas that inspire or trigger you.



Build the foundation of your structure!

8 / ASK A QUESTION AND YOU'LL GET MANY ANSWERS!

How do you discover the critical answers?
Let's assume the following scenario. You have found your dream, and you understand why you want to achieve it. You are enthusiastic about it, and you want to share it with one of your friends. What do you think will be the first question she asks? Your friend says: Wow, tremendous! And then asks, "How are you going to achieve this?"



ASSIGNMENT

Find a time and a quiet place. Use it to brainstorm the answers to how you will achieve your dream. Write your answers in a small notebook (a journal) and always keep it with you. Whenever a thought pops up, write it down.

PRIOR	ACTION	DATE

NOTES



A chair only needs three legs to stand firmly!

9 / THE RULE OF THREE

How do you come up with only three answers to the question “how”? Your challenge is to keep things simple and understandable. Have you ever heard of ‘the rule of three’? It is the common notion that when seminar participants go home, they remember a maximum of three messages. After the initial memory of three things, only one or two topics can be reproduced after a day. That is why it’s essential to focus on a maximum of three answers to the question, “*how* are you going to realise your dream?”



When looking for answers to the question of ‘why’, you often discover that you can divide this list into primary and secondary issues. So, the challenge for now is to find the three most important answers to the question of ‘how?’.

The advantages of this way of working are:

- you only have to remember three answers
- your listener understands you faster
- you discover the common thread of your story

There is a nice acronym for this: “K.I.S.S.”: Keep It Simple and Short.

ASSIGNMENT

Reduce your list of ‘hows’ to three.

Try to find one word (max.3) that represents your answer.

PRIO	ACTION	DATE

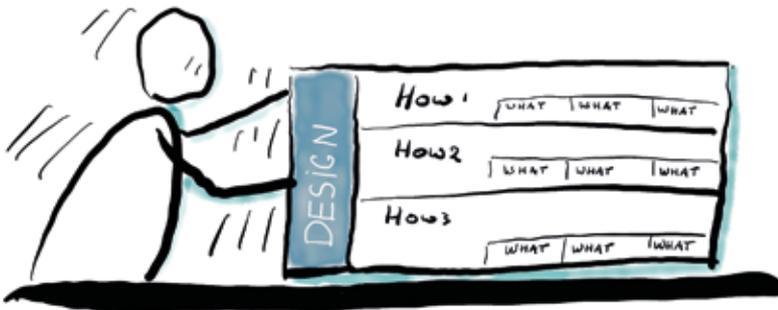


The devil is in the details!

10 / MAKE YOUR PLAN MORE SPECIFIC

What are you going to work on?
You have discovered the dream that you want to commit to. You know why you want to put energy into it and what you'll get out of it. With the previous exercise, you discovered the answer to the question: How will I achieve this?

The next question is: What do I need to do to realise the three key challenges? Start by finding the solutions to the three 'hows'.

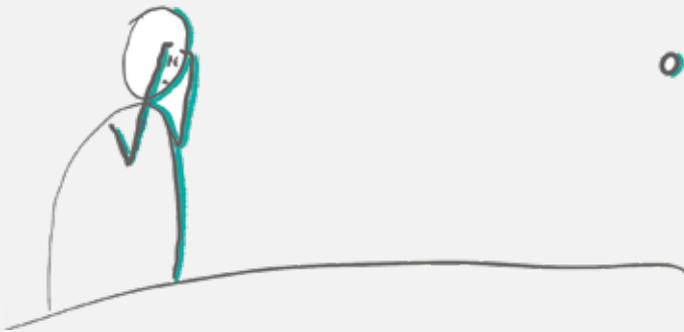


ASSIGNMENT

In the figure, you see three columns. One column for answers to each of the three 'hows'. The next step is to ask for each "how," what do I need to do to make this happen? Also, you will discover here the three most essential steps and priorities. When completing this exercise, you'll have nine answers—three per column.

PRIORITY	ACTION	DATE

NOTES



First, find your dot on the horizon!

11 / START WITH THE END IN MIND!

Do you still know your objective? With the steps you have gone through, you have already developed some of the details related to achieving your dream. While the details are important, they can also suck you into day-to-day routines. Be aware of everything you do and keep your dream in mind. An excellent way to do that is to make a mood board. A mood board is a page with pictures, text clippings, or a cartoon to visualise your dream. Keep it where you will see it a few times a day. With every decision you take, ask yourself: “does this help me realise my dream?” Your goal is to make your dreams work, independent of what other people think or say. Find people who believe in you and are capable and willing to help you. Build a support network where you generate energy and receive inspiration. Use all the available support you can gather to make your dream work.

Targets help realise dreams

ASSIGNMENT

An excellent exercise is to go somewhere quiet and in a meditative state. Imagine a thread into the future. Next, imagine a picture of your dream. The thread represents the years ahead. Hang your picture on the thread and see it slowly disappear in the future until it becomes vague and blurred. Imagine how it feels to realise your dream and focus on the blurred picture. Now slowly let your picture slide back towards you. Feel, and sense what happens. The objective is to discover where on the thread your body tells you: "this is the moment the dream is realised." Drop the picture and look at an imaginative calendar. Read the year, month, and day. Write it down. Your target has been set!

How are you going to realise this challenge?

PRIORITY	ACTION	DATE



From 1990 to 1993, I was responsible for 5 Product Divisions in the Asia Pacific region, encompassing 12 countries. After a meeting with my manager, my goal was set — double the profit in three years. The next question I asked myself was: “How will I do this?” So, I set out and spent six weeks travelling the region, meeting with clients and local marketing and sales divisions. I took inventory, and after my analysis of all the data, I found the answer was simple. Focus on the product lines with higher added value, which also distinguish our brand in the marketplace. We had hardly any competition in the high-end product segment and were price fighters in the commodity market. There we had to compete with local products with low quality. It was clear that we had to change. My vision was my guideline for the three years to come. How to realise this vision in three years?



Can you manage your time?

12 / IDENTIFY WHAT IS IMPORTANT AND URGENT!

How do you organise your time to realise your dream? You have discovered your dream, why it's important, and how to achieve it. You even went one step further and learned what to do. Now you must continue to find time to analyse your progress. Make sure you are doing the right things. Ask yourself every day what you must do. Determine what is important. See how urgent these things are. This will give you the basis for your time management. The Eisenhower matrix below will help you in this process.



Let's have a look at each of the quadrants in simple terms:

- ⇒ If a task is Important and Urgent, you don't have to think about it; **just do it** immediately.
- ⇒ If something is Important but Not Urgent, you have a challenge. The Important but Not Urgent elements can be postponed. But you must be sure to **Plan these activities** in your agenda. This way, you block your time to ensure that you will complete these tasks. These can be activities such as fitness, friendship building, budgeting, or designing your future.
- ⇒ Items that are Not Important but Urgent can be **delegated** to someone else. Often these tasks are below your skill level, and your challenge is to let go of them, trust, and delegate. When you start as a one-person show, delegate some tasks to a part-time person who loves to do the job. This will allow you to focus on completing tasks with the highest contribution to making your dreams work.
- ⇒ And what to do with fun things like social media that are Not Important and Not Urgent? **Block, say no, and put them in the bin.** Don't waste time. It leads to the decimation of your energy, motivation, and stamina. It leads to delay, and with every day you delay, you realise your dream one day later.

In my Asia-Pacific time, Important, but Not Urgent, was keeping up my knowledge base. I solved this by reserving time to visit all the factories where the high-end products were made and their development departments. The results: I learned from these visits, which allowed me to train my regional representatives. I also used these visits to share feedback from the marketplace to help future development.

ASSIGNMENT

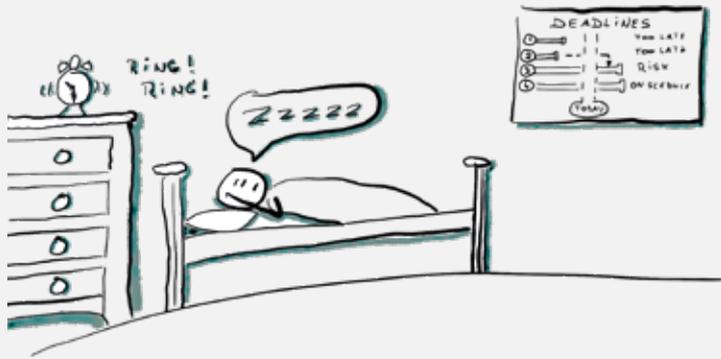
Make a list of everything you have done in the past week. Next to each task, mark whether it was important or not.

- ⇒ Indicate whether a task was urgent or not.

- ⇒ How much time did you spend on tasks that were Not Important and Not Urgent?

- ⇒ What lesson can you draw from this?

PRIO	ACTION	DATE



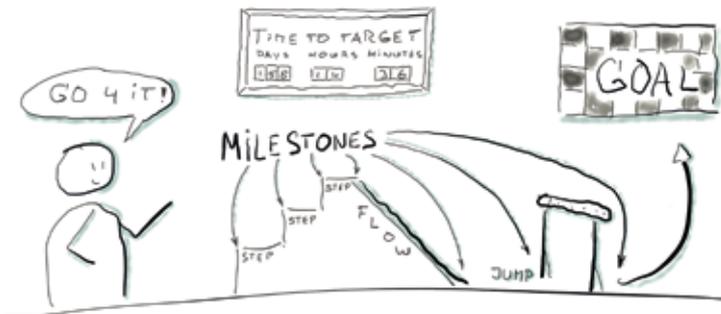
Starting a day later can lead to a longer delay!

13 / PROCRASTINATION DELAYS YOUR DREAM!

When will you start?

Stop procrastinating! Grab your agenda, and block time to make your plan. Planning is where you start. Even if you are in a job or still studying, you can make a plan at any time.

Remember the three “hows”-plus- the nine “whats” = your 12 priorities. Keep in mind the date you want to realise your vision, the day you want to celebrate that you made your dream work. Calculate from that dream date to today and plan the steps to get there. If you plan, you block time. As said before, every hour wasted means your dream is delayed. Do not procrastinate. To make your plan work, schedule time to recharge, exercise, read a book, go to a festival with friends, spend time with those closest to you, or join a business club. Things to keep your battery charged.



ASSIGNMENT

Look at the outcome of your assignment in paragraph 12. What date did you come up with? Then ask yourself the following questions:

- ⇒ what is my deadline?
- ⇒ what are the three 'hows'?
- ⇒ what are my milestones?
- ⇒ what targets am I setting for the completion of each milestone?
- ⇒ how will I celebrate completing a milestone?

PRIOR	ACTION	DATE



Work smart and celebrate your milestones!

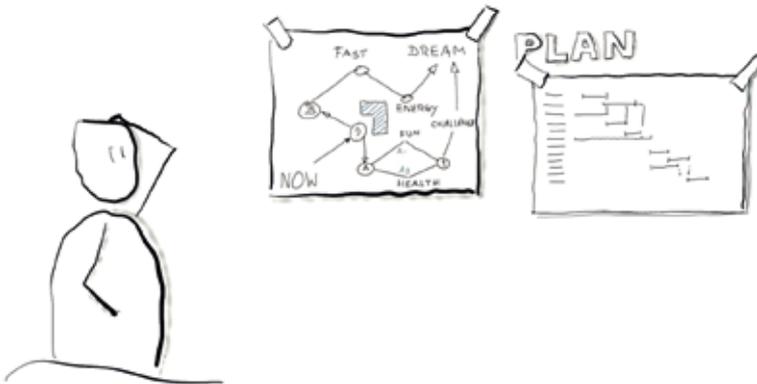
14 / MONITOR YOUR PROGRESS!

How will you ensure your progress?

Progress is a result of choices. For me, creating a structure makes things easier. I use a Journal/Planner book. It helps me with time management.

Time management is the process of planning and conscious control of your time. Time spent on specific activities significantly increases effectiveness, efficiency, and productivity.

In the past, people used time management only for work elements. Nowadays, it includes work as well as social life, family, hobbies, and personal interests. Time management helps you to use your time effectively and for things that matter. There are several tools to make time management easier.

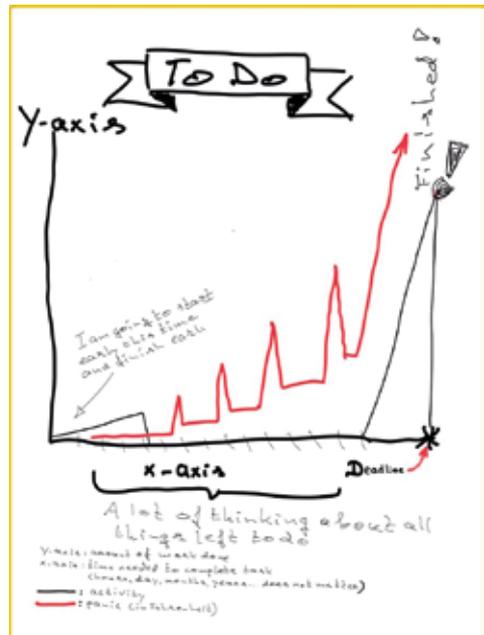


The date you imagined celebrating the realisation of your dream can be achieved by keeping your critical success factors in control. Choose the tool that works for you to monitor your progress. There are many tools. The one you choose to work with is a matter of taste.

If you do not manage your time, this figure shows what usually happens. During my Asia-Pacific time, I visited the twelve countries once every quarter. We checked, learned, and shaped our 'SMART plan'. We agreed to act on improvements every time. The team then had to look at the program and make alterations to the project when necessary.

Every quarter we repeated this exercise. When starting your adventure, your checks will have a different frequency. This is part of your preparation.

It does not matter how you do it; the important thing is that you have a plan and a method to monitor and ensure your progress.



ASSIGNMENT

Find the time and a place to read your plan.

- ⇒ analyse the first part of your business plan, up to milestone 1
- ⇒ define all activities you have to employ
- ⇒ make a flow of activities and their dependencies (a Gantt chart)
- ⇒ estimate the time per activity
- ⇒ discover the critical path

You have now made a concrete plan until your first milestone.

PRIOR	ACTION	DATE

You can continue in this way to include your entire project. While you are doing this, it is important to consider what help you will need and plan for this as well. Once you have done this, you will know how realistic your plans are.



Just do it and enjoy your adventure!

15 / CONCLUSION

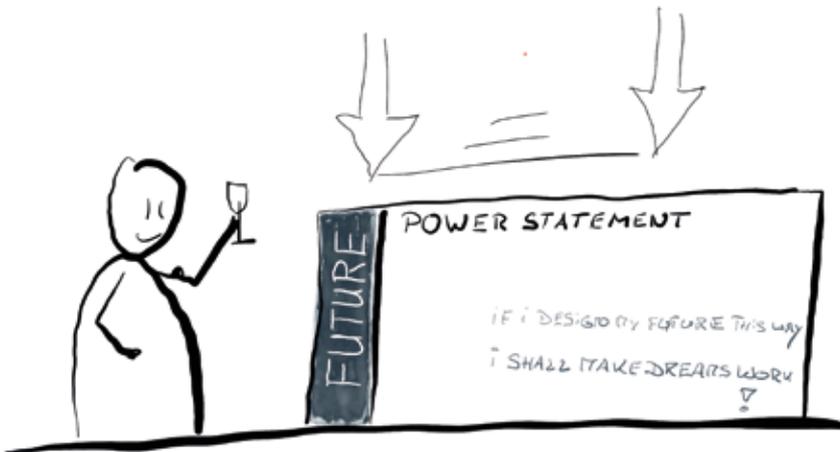
You have done your assignments and followed the process.

You are now ready to go for it!

Now really go for it. Make it happen and Make Dreams Work!

Final note - Focus and commitment make dreams work!

After three years of living in Taipei and caring for business endeavours in 12 countries, I left with a great feeling. The profit was three times higher than when I started, and I had reached my goal of doubling the sales. I still feel proud.



You have discovered your dream. You have your purpose. You have made your choice. Your actions and lifestyle will be affected. You must dare to say no to unnecessary things that cross your path. Keep your balance, maintain your vitality, and take care of relationships with people close to you. Prioritise and stick to your plan. You now know where you are going. On the road to making your dreams work. You have designed your future. Start building and make sure you complete your design in time. Remember to celebrate the (small) successes on the road towards your goal.

If people think you're crazy. Keep in mind:

What somebody else thinks of me is none of my business

Dare to dream! Design Your Future and Make Dreams Work.

Stay sharp, stay motivated and join our weekly coaching program.

Your Coach and Academic Leader,

George Begemann | Personal Leadership
www.MakeDreamsWork.com

INVITATION TO A FREE WEBINAR

Welcome to the world of "Design Your Future" - the ultimate guide to creating a life you love. To help you get the most out of this book, we're offering a free webinar to help you take action and start designing your future. Join us and learn how to create a vision for your life, establish goals, and craft a plan to make it all happen. Take advantage of this opportunity to create the life of your dreams. Sign up today and start designing your future!

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16 / ABOUT ME



George is a seasoned executive with a background in Industrial Engineering and Management from the Eindhoven University of Technology. Over the course of 15 years, he held executive positions in two companies and lived in 7 countries, gaining a wealth of experience and a love for new cultures.

In 2006, George began working with Executives and Young Professionals, offering his insights and lessons learned through various positions. One of his contributions to future leadership is his involvement in ESTIEM's Summer Academies.

George's experiences have taught him two important lessons, which he shares in his book. Firstly, he emphasises the importance of admitting when one is not good at something and, secondly, the power of asking for help.

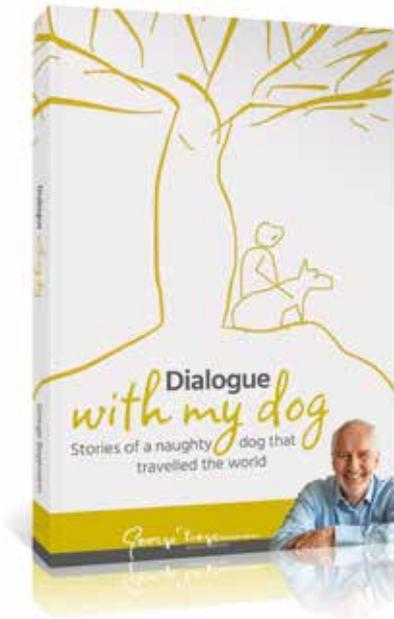
"Stay hungry, stay foolish"

- Steve Jobs -

17 / ACKNOWLEDGEMENTS

Thank you to everyone in my life for contributing to my personal development: friends, family, clients, and suppliers. The support and feedback I received helped me grow and develop. Thank you to my team, Mariëlle, Ester, Amy and Corry, for your support and contribution to my book. Thanks also to Anna, Milutin, and Caroline for your support while I wrote my book. Sanne, Charly and Bink, I am grateful to have you in my life, and I embrace your love. Thank you to all ESTIEM students who participated in Summer Academies for your feedback and smiles at the end of training programs. It gave me the extra push I needed to complete this book. You also inspired me to start my next book. Stay posted!

I am thankful for all who have bought my book, and I hope it helps you Make Dreams Work!



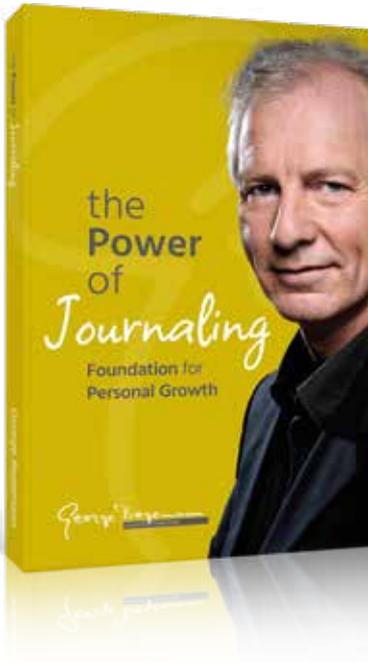
DIALOGUE WITH MY DOG

You have to live your life!
What is a life without a heart?

In "Dialogue with my Dog," you can read the story of a boy growing up and following his heart. Sometimes he follows the rules, but he can also enjoy being naughty. You will read about the beautiful and painful experiences this brings. The book is meant to awaken in you that you, too, can make dreams work. It is a combination of autobiography, stories of others, novels and teaching materia.

"When we don't follow the "rules" because we don't want to, it's easier to confirm that we are doing what we want." **ROMINA PUGLISI**

Expected release: October 2023



THE POWER OF JOURNALING

Journaling contributes to self-development!

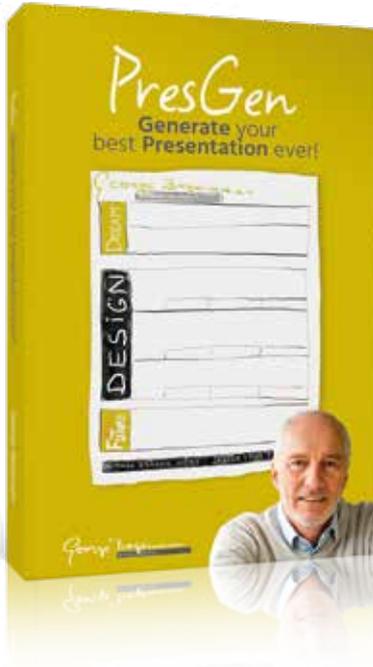
Why should you use a Journal for developing your personal leadership?

You go through a lot in a day. Beautiful insights and emotions that you want to process. Before you know it, you have forgotten these events, and your lessons or insights have evaporated. The Power of Journaling gives you more than 20 tips to keep track of events in your life.

Those few minutes to work with your Journal enrich your life, providing a foundation for steps to make dreams work.

A participant shared:

"I guess because in my head, I think of the same idea because I'm not sure it's the same, but when I see it written, I'm sure I already thought about that. It creates clarity." **HUGO BUENO**



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LEIDERSCHAP VANUIT 'T HART

18 conversations about living and leading,
by George Begemann

What will you gain from this book?

This book contains 18 interviews with top people from government, academia, and business. I had very personal, sometimes even intimate conversations. We explored

a topic that has long fascinated me: personal leadership. I wanted to know from the interviewees: what is that for you, how do you shape it, and what is characteristic of your style? You will discover how these leaders deal with reflection, inspiration, and action. How they find the balance between 'I' (vitality), 'We' (private relationships), and 'Them' (work and contribution to society). The motivation behind this book is: to inspire you and show you what true personal leadership is.

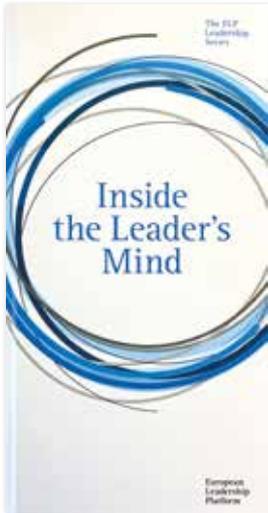
What does this book do?

'It sounds strange, but I read this story with emotion, George. How beautifully written.' **HENK BREUKINK** | Member supervisory boards, and coach.

'George's warm interest in what moves people, how they are put together and why they do what they do, breathes through all the texts.'

TWAN VAN DE KERKHOFF | Managing Director European Leadership Platform

Price €29,95



INSIDE THE LEADER'S MIND

In this book, we will reveal what goes on in the minds of leaders. It is important to get to know how leaders think because they have a great impact on our organizations. Those organizations, in turn, leave their mark on society and thus on our lives.

So, understanding what is going on inside leader's minds helps us to make sense of the world in which we live.

Twelve authors have contributed an essay for this book to build on the legacy of the great minds that have previously considered and written about this subject. They draw from their personal experiences as tried and tested executives, non-executives, consultants and/or coaches to share their insights into the minds of leaders.

I invite you to dive in and explore Inside the Leader's Mind. Enjoy!

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