

TEDxNyenrodeUniversity will teach local communities how to “think upside down”

Submitted by: BlueSky Education

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In the dynamics of today's and tomorrow's world, rethinking is crucial. The biggest mistake people make is thinking the world is static.

To encourage people and organisations to take a bold approach in the face of challenges from a rapidly changing world, Nyenrode will host the TEDxNyenrodeUniversity event on Thursday 2nd February 2023.

Themed around the phrase, “Think Upside Down,” the event has been organised by strategy and innovation agency Stay Future Proof in collaboration with Nyenrode Business University. TEDxNyenrodeUniversity will platform six guest speakers to talk on diverse topics under the umbrella of advocating a fresh and unique view of the international business landscape.

Bas Kodden, Professor of Leadership & Management Development at Nyenrode Business University will talk about embracing the importance of abnormality and authenticity over talent.

Charlotte Melkert, co-founder and CEO of Equalture and featured in Forbes' European list of the most influential people under 30, will explain how she started a tech company with her twin sister.

Ralf Wetzel, Associate Professor of Organisation & Applied Arts at Vlerick Business School, will reveal what leaders and administrators can learn from clowns.

You can see the full Speakers Line Up on the website.

TEDxNyenrodeUniversity Think Upside Down will take place on February 2, 2023 from 2 p.m. to 5 p.m. Tickets to attend online cost €7.77 and are available [here](#).

About TEDx, x = independently organized event

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TED Talks video, and live speakers are combined to encourage deep discussion and connection. These local, self-organized events are called TEDx, where x = independently organized TED event. The TED Conference provides general guidelines for the TEDx program, but individual TEDx events are self-organized. (Subject to certain rules and regulations.)

About TED

TED is a non-profit organization dedicated to ideas worth spreading, often in the form of short talks by leading thinkers and doers. Many of these talks are held at TED conferences, intimate TED Salons, and thousands of independently hosted TEDx events around the world. Videos of these talks are made available for free on TED.com and other platforms. Audio versions of TED Talks are published on TED Talks Daily, available on all podcast platforms.

TED's open and free initiatives to spread ideas include TED.com, where new TED Talk videos are posted daily; TEDx, which licenses thousands of individuals and groups to host local, self-organized TED-style events around the world; the TED Fellows program that selects innovators from around the world to increase the impact of their remarkable projects and activities; The Audacious Project, which showcases and funds pivotal ideas that have the potential to impact millions of lives; TED Translators, which crowdsources TED Talk subtitles so big ideas can spread across languages and borders; and the educational initiative TED-Ed. TED also offers TED@Work, a program that redefines TED Talks for workplace learning. TED also has a growing library of original podcasts, including The TED Interview with Chris Anderson, WorkLife with Adam Grant, Far Flung with Saleem Reshamwala, and How to Be a Better Human.

Follow TED on Twitter, Facebook, Instagram and on LinkedIn.

About TEDxNyenrodeUniversity Think Upside Down.

TEDxNyenrodeUniversity Think Upside Down is an independently-organized event licensed by TED and will experience its baptism of fire on February 2, 2023.

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