

# The Dualarity™

Your Personal and Business Transformation

How to find the Sparkle in your  
Personal and Business  
Transformation

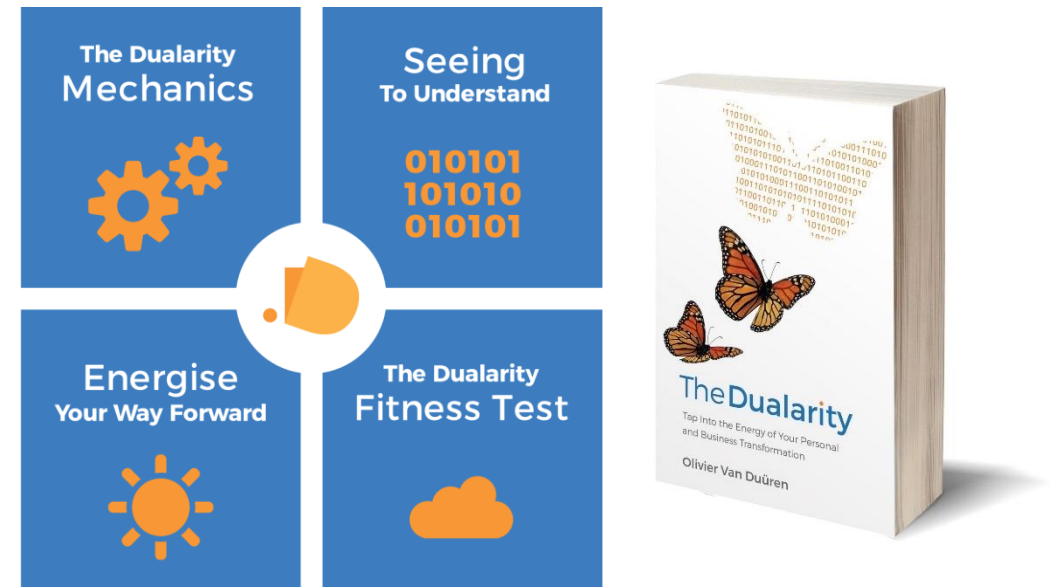
Inspire-Engage-Accelerate

Olivier Van Duüren  
@ovandu 





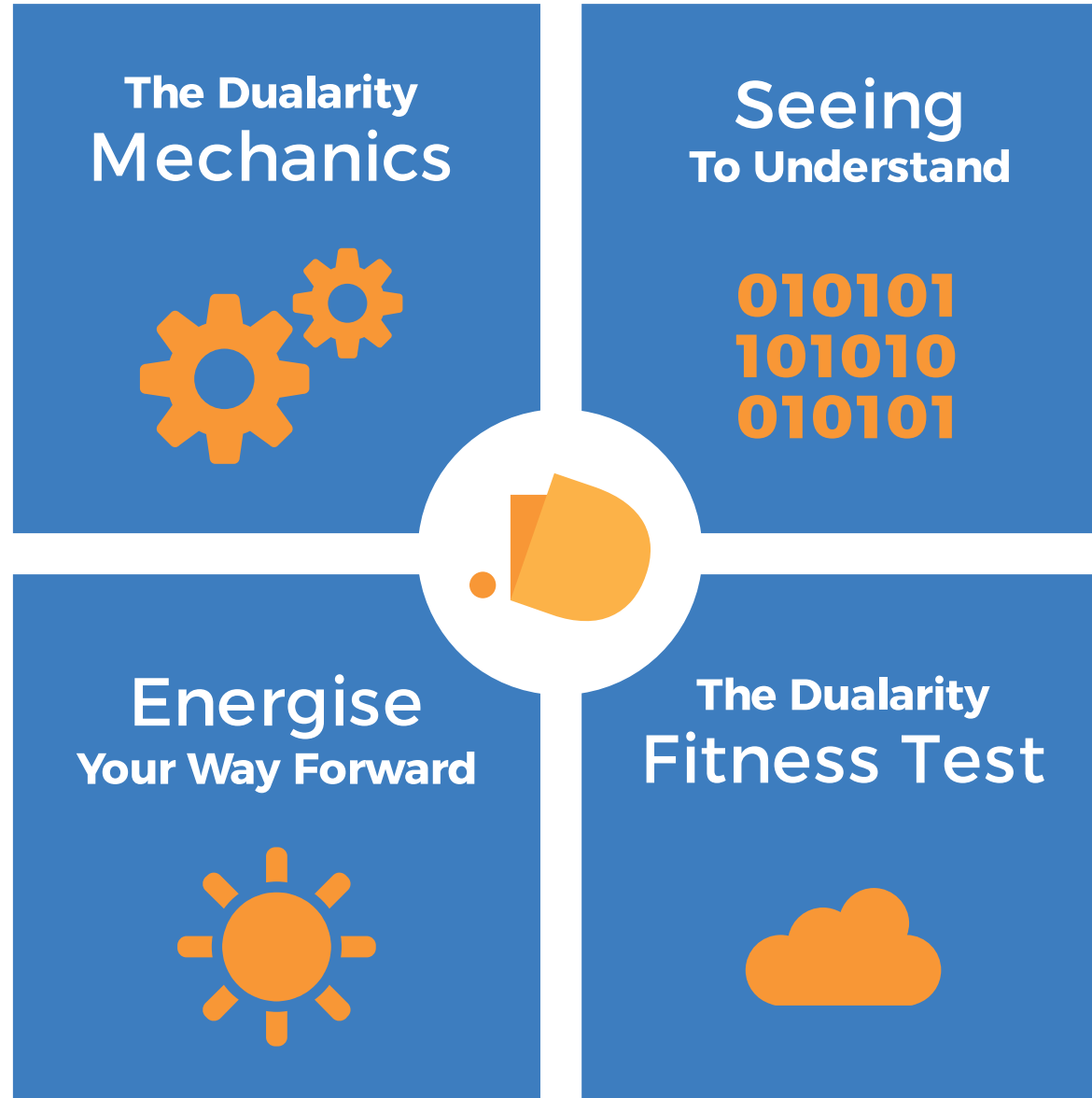
**TWENTY-TWO YEARS  
Corporate**



**Sept 2016**  
International Public Speaker,  
Executive Whisperer, Trend  
Sensemaker, Sparkle Builder, Author

“ HOW TO TAKE THE PAIN OUT OF  
YOUR PERSONAL AND BUSINESS  
TRANSFORMATION,  
LEAVING YOU WITH A REGAINED  
SENSE OF SPARK. ”

# The Duality





# To sparkle personally and professionally?



## 1. SEEING & SENSING

*The Changes around you and their Implications*

## 2. ENERGISING & RESPONDING

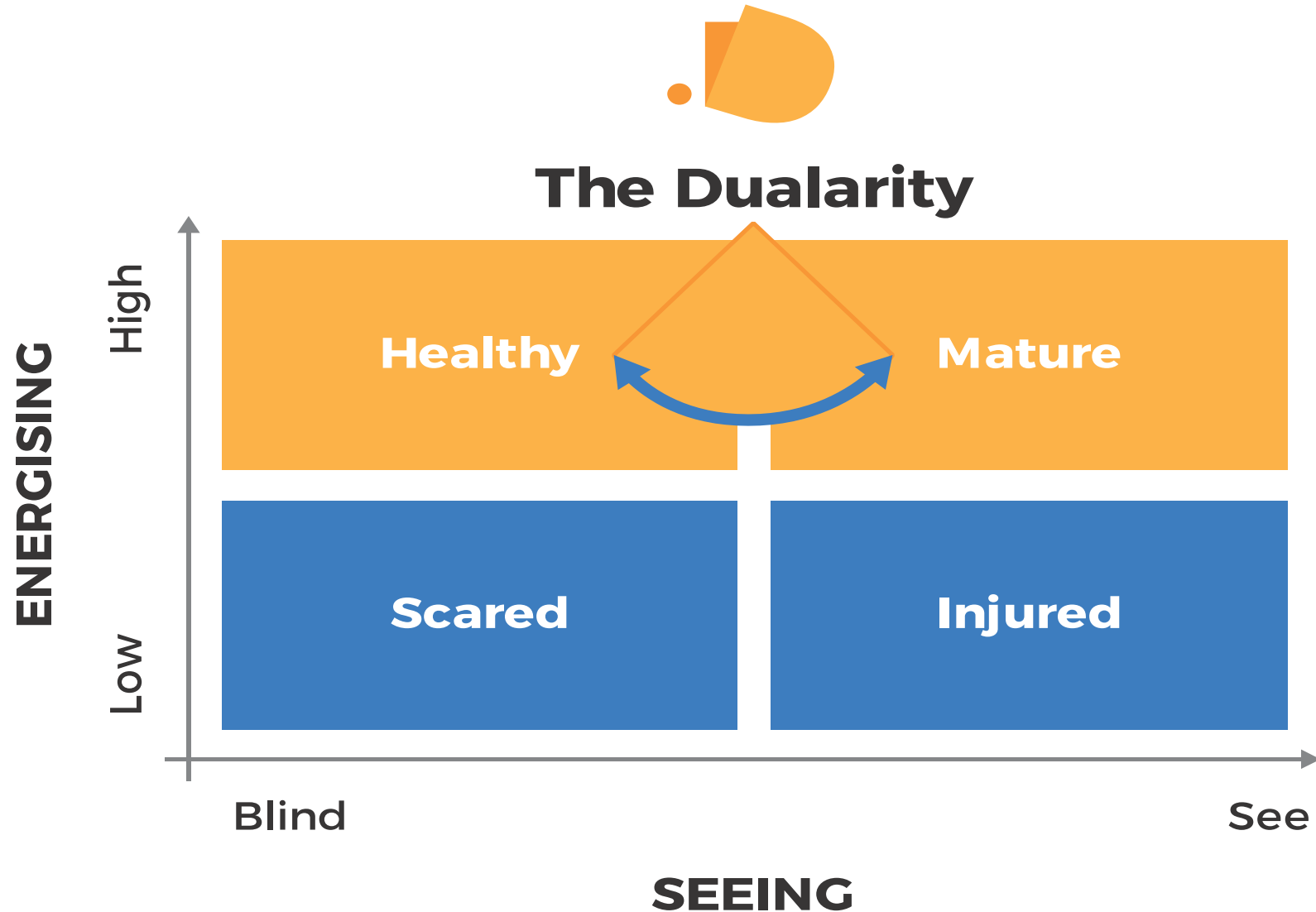
*To Transform Yourself before you Transform others*

## 3. BALANCE

*Perform while Transforming*



# The Duality Pendulum



Source André Pelgrims - The Duality

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# The Duality Principles

## Transform Your Personal Life

- ✓ Transform Yourself so You can Transform Others, Lead Yourself so you can Lead Others
- ✓ Be the Master of Your Own Fate
- ✓ Your Ego should not be Bigger than your Talent
- ✓ Do Everything With passion
- ✓ People never Forget how you made them Feel
- ✓ Envy is Not The Same as Admiration
- ✓ Don't live Someone else's life
- ✓ Good relationships build Happy lives
- ✓ Life is not a Rehearsal
- ✓ Learn, Un-learn and Re-Learn

## Transform Your Business Life

- ✓ Find Harmony in Disharmony
- ✓ Beyond the Rules
- ✓ How Older & Incumbent can be Young & Disruptive
- ✓ Work is Life and Life is Work
- ✓ Learn to Fail Successfully
- ✓ You can get what you Expect, without the Need to Inspect
- ✓ Give room to Newborns

# The Duality Toolbox

## Personal Transformation Toolbox

- ✓ The Healthy Leader or Person
- ✓ The Disruptive mindset
- ✓ Reverse mentoring
- ✓ Unleash Creativity by Thinking & Doing
- ✓ Where is your Energy?
- ✓ Building Your Sparkle Chart
- ✓ The Art of Gamification
- ✓ Digital Seeing - Curiosity & Constant Learning are the New DNA

## Business Transformation Toolbox

- ✓ Transformational Leadership and Cultural Attributes
- ✓ Geography Clusters of the Duality Genius
- ✓ Digital Transformation
  - ✓ Put Customer Experience At The Heart
  - ✓ See People as the Soul
  - ✓ Make Digital the Oxygen of Your Company
  - ✓ Defining our Purpose – Why and What
- ✓ Telling & Selling a Story
- ✓ Startups & Incumbents – the best of both Worlds
- ✓ A Trendspotting, a Geeks' and a Kids' Board



Performing while Transforming

Perform

---

Transform

Deliver on Your  
Commitments

THE  
PERFORMANCE



The Belief in  
Your Future

THE  
POWER



# Transformational Leadership & Culture





# Succeeding in your 'Digital' Transformation



Business Model & Operational  
Connected System of Intelligence

Digital as  
the Oxygen

of the  
company's  
**WHY &  
WHAT**

Customer  
at the  
Heart

People  
as the  
Soul

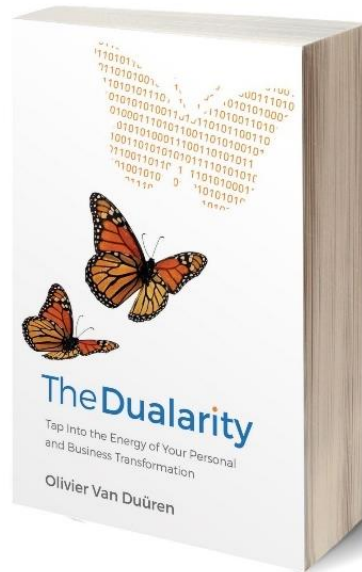
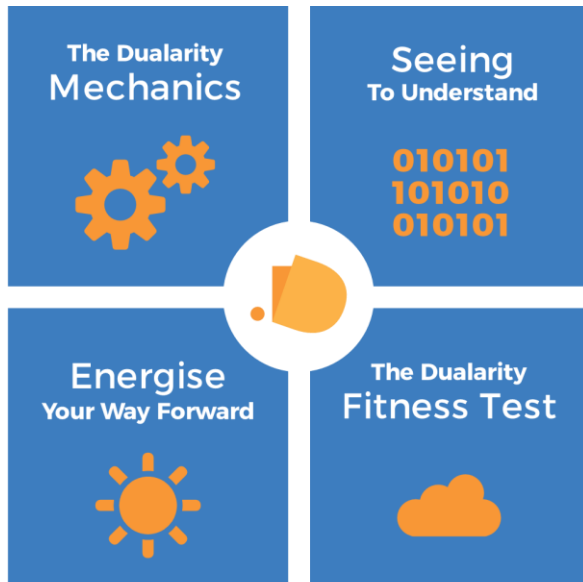
Customer Experiences

People Architecture



# The Duality™

Your Personal and Business Transformation



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Test yourself and your company

<http://www.theduality.com/fitness-test/>

## Public Speaking - Workshops Topics

- ✓ **The Duality (the full story).** Find the Sparkle in your Personal and Business Transformation
- ✓ **The Age of Transformation** - The Supply&Demand Trends of the Transformation (Consumer, Digital, Demographics, SocioEconomic) and Impact on Society, Industry & Future of work
- ✓ **The Future of Work** - How does the future of work look like? What type of jobs will be hot or not? How to prepare and be ready?
- ✓ Building **Sparkling future-proof organizations** - what does it mean for my business
- ✓ **Transformational Leadership and Cultural Attributes** - How to Perform while you Transform.
- ✓ **To succeed in Digital Transformation**, you need to put the Customer at the Heart, People as the Soul and Digital as the Oxygen aligned to your company's purpose (why) and aspiration (what).
- ✓ What can we learn from **Lego, Coldplay, Nespresso, General Electric, Microsoft, Tesla, Netflix, Spotify, Canada and Walmart**
- ✓ **Succeed in Selling & Telling Your Story** - Shoot for the Heart, Capture the Mind and End with a Smile
- ✓ **The Microsoft Story** - my global journey and learning of 22 years @ the company

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# The Duality Inspire, Engage and Accelerate Offering

Public Speaker - Trend Sensemaker - Executive Whisperer – Sparkle Builder - Author

		INSPIRE	ENGAGE	ACCELERATE
Public SPEAKING session	Presentation on The Duality OR one of the key selected topics	✓	✓	✓
BOOKS	Kindle €8.82 Above 10 copies: Softcover €15 - Hardcover €20 or via Amazon	✓	✓	✓
The Duality FITNESS TEST Personal and Business Transformation	Fact Finding		✓	✓
How to become a sparkling Duality PERSON AND BUSINESS	Workshop		✓	✓
	Timings	30' – 90'	Full Day	3 Days – ½ days
	FEES in Euro excl VAT / books	Belgium €1.500 to €3.500 International on Request	On Request	On Request

- ✓ All Prices exclude VAT (21% - 6% books) and Travel expenses
- ✓ **Executive Whispering** (coaching/mentoring) on request
- ✓ Custom offering & pricing on request



# Framing The Duality INSPIRE public Speaking

## **Public Speaking Topics to select from – can be aligned per industry**

- ✓ **The Duality (the full story)**. Find the Sparkle in your Personal and Business Transformation
- ✓ **The Age of Transformation** - The Supply&Demand Trends of the Transformation (Consumer, Digital, Demographics, SocioEconomic) and Impact on Society, Industry & Future of work
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- ✓ **The Microsoft Story** – my global journey and learning of 22 years @ the company

Timings: 30'-60' or 2 hours

# Purpose of The Duality 1-day ENGAGE Workshop

✓ Sense

✓ Learn/Un-  
learn

✓ Inspire

✓ Sparkle

✓ Provoke  
Thoughts

✓ Engage

# ENGAGE Workshop Objectives

1. Understand the **Supply & Demand Trends** (Consumer, Digital, Demographics, SocioEconomic, IR4.0) and Impact on our Society, Industry & the Future of work
2. Gain insights on how to **build a sparkling Future Proof strategy and organization** so you perform while transforming
3. What can we **learn from others**
4. What does this **mean for me, my business, my industry**



# The Flow of the ENGAGE Day – short exercises to be adjusted to event objectives

TIMING	MAIN TOPIC	SHORT EXCERCISES
Start 8:30 End 17:30	<b>INTRO The Duality</b>	IND: Warming up / each short intro + share biggest passion in Life
	<b>The Duality MECHANICS</b> <i>Mature-Healthy-Injured-Scared people and businesses</i>	IND: Where do you see yourself in the Quadrants (Fitness Test)? IND: In which quadrant do you see yourself today (Fitness Test)? Based on PRE-work online fitness test
	<b>SEEING to Understand</b> <i>Supply (Digital) &amp; Demand (Consumer, Demographics) trends and impact on Society, Industry (Industrial Revolution 4.0) &amp; Future of work</i>	GROUP 1: What are the transformational drivers you see that are impacting your business/you today? What is your view on 2035?
	<b>ENERIGISE your way Forward</b> <i>Principles, Leadership &amp; Culture, Perform while Transforming, Future Proof organisations, Succeeding in Your Digital Transformation</i>	Group 2: Purpose, ambitions and Culture
	<b>What can we learn from others</b> <b>What does this mean for us</b>	
	<b>Capturing the Sparkles of the Day</b>	GROUP 2: Your sparkles Of the Day? 1. What inspired You Most? What made you sparkle? 2. Top of Mind Question(s)? 3. What area would you like more insights and/or deeper engagement?
	<b>Closing – Next steps</b>	

# ENGAGE Industry-like run sessions



Federale  
Overheidsdienst  
FINANCIËN  
Service Public  
Fédéral  
FINANCES

GOOSEBUMPS  
THE RIGHT STORY COUNTS



No Time To  
Waste

Making Public  
Services  
Public again

Positivity vs  
Negativity in  
Public Affairs

Learn to Fail  
Successfully

The future of  
Mobility  
And Work

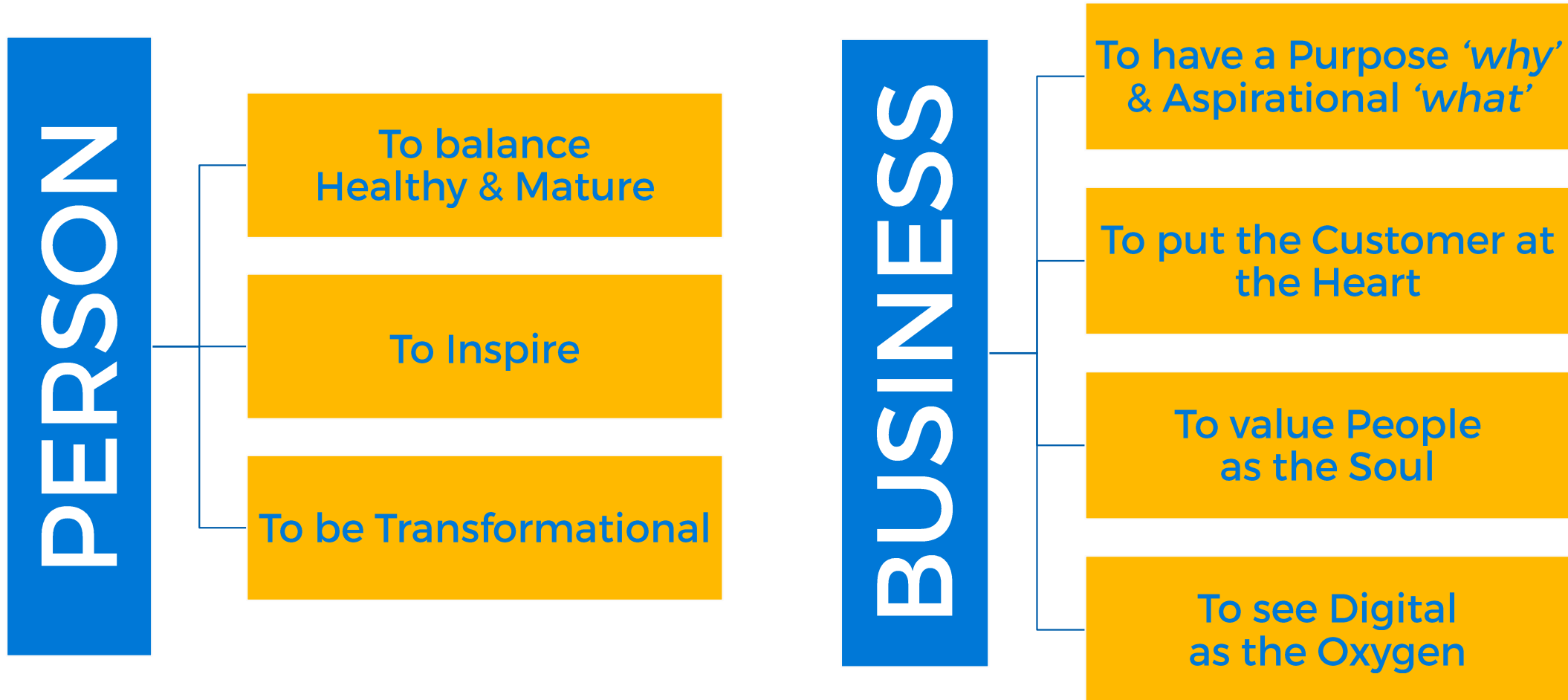
Future F2F  
Conference  
& Events

The Educational  
Rollercoaster

The future of Media &  
Entertainment

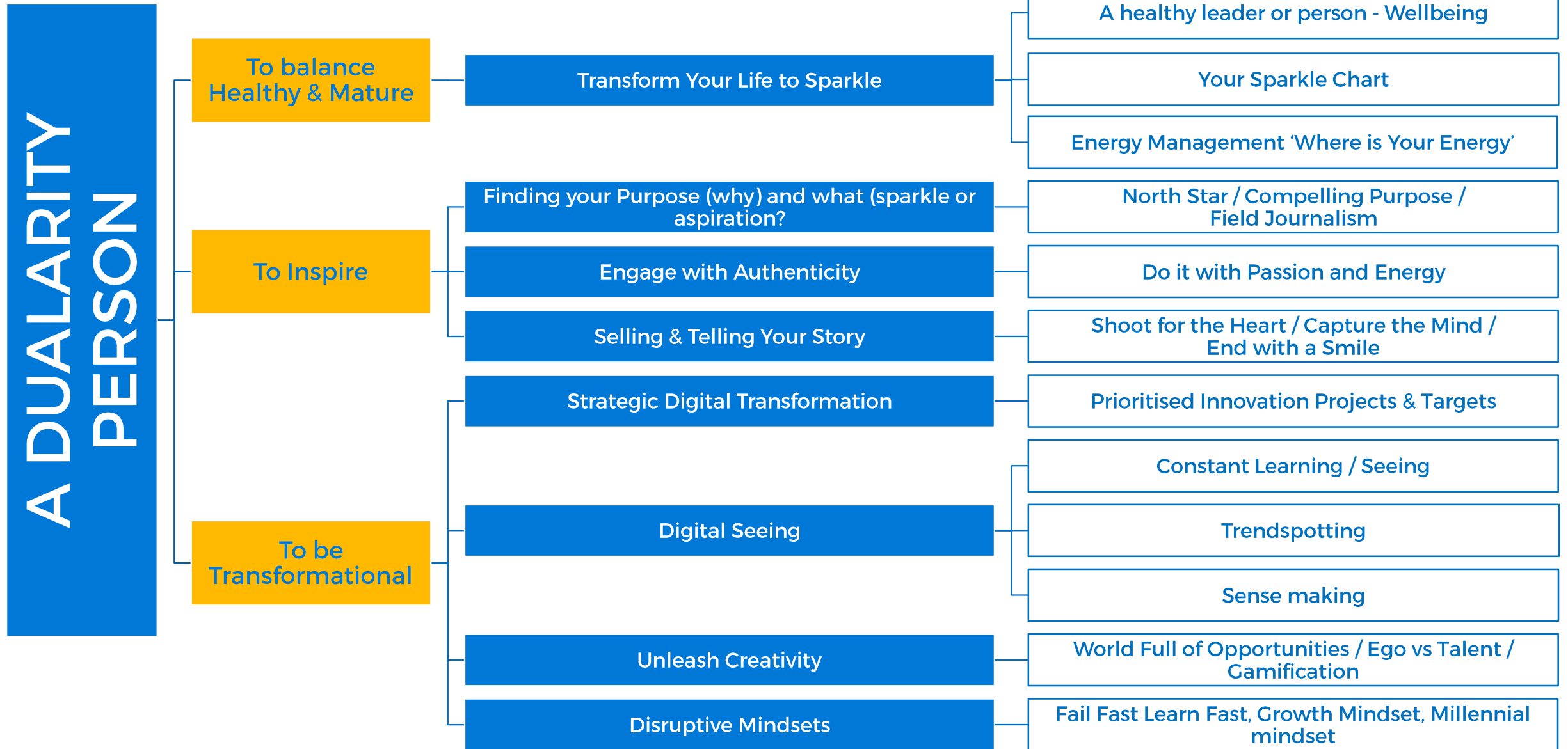


# ACCELERATE 'How to Become a Duality Person & Business' Work-In-Progress

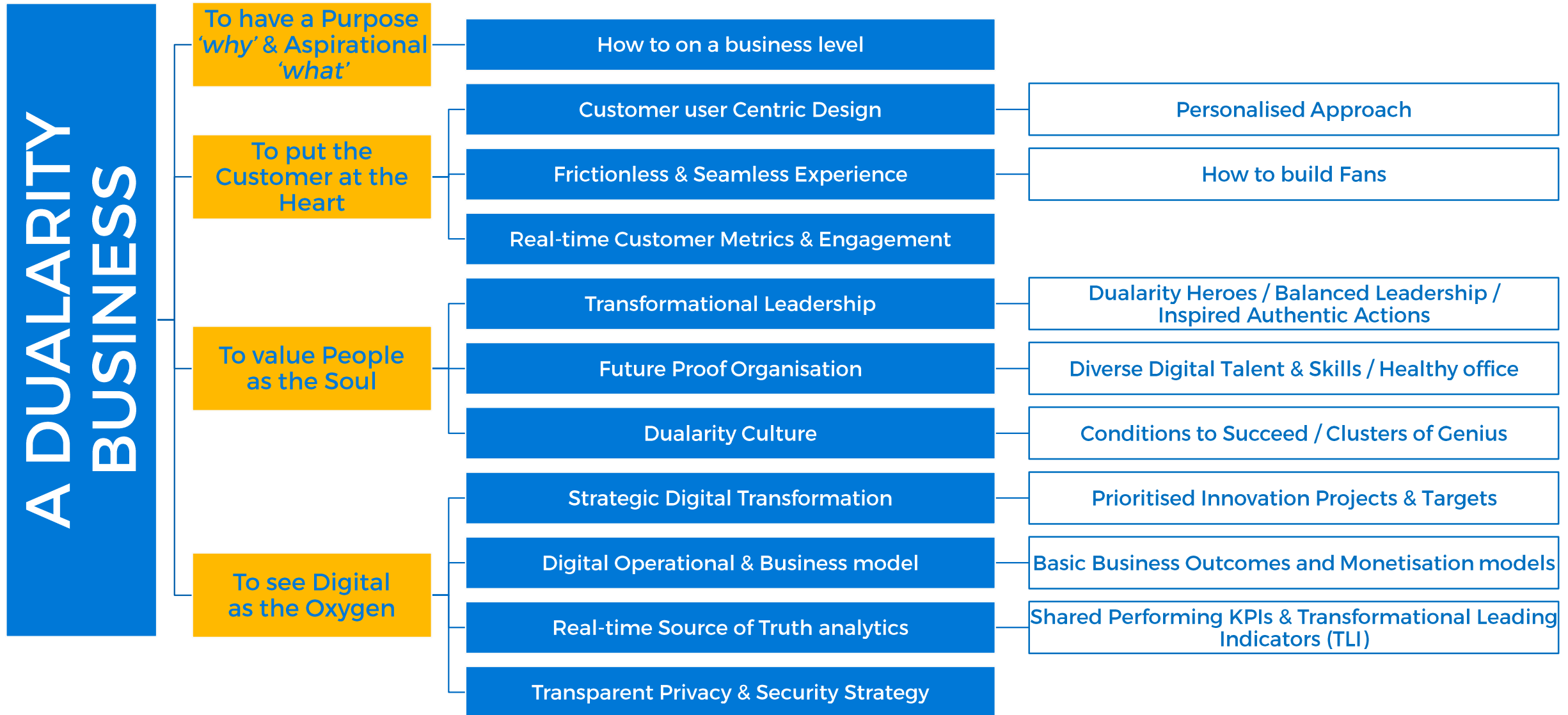




# ACCELERATE 'How to Become a Duality Person & Business' – WIP



# ACCELERATE 'How to Become a Duality Person & Business' – WIP



“ TRANSFORM YOURSELF SO YOU  
CAN TRANSFORM OTHERS, LEAD  
YOURSELF SO YOU CAN LEAD  
OTHERS ”

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