



THE FUTURE OF WORK

# Effective leadership in a VUCA era

Join us on a journey of discovery and learn from outstanding global leaders and innovators!

From 25-31 May 2026 Berenschot is organising an inspiring study tour to the USA for HR executives and CEOs. This exclusive trip offers you a unique opportunity to learn from some of the best leaders and innovators in the world while visiting iconic organisations in Boston and New York.

## How to excel in a changing environment

In an era where digital transformation is radically changing the workspace and business models, effective leadership is vital to steer organisations for success. As technologies like AI, machine learning and big data increasingly impact the future of work, they represent both opportunities and challenges. During this study tour we will focus on how leaders can develop the knowledge and skills they need to excel in this rapidly changing VUCA (Volatility, Uncertainty, Complexity and Ambiguity) world.

The US, and organisations like Harvard University and Google in particular, are ahead of the game when dealing with disruptive innovations. During this study tour, top experts will provide unparalleled insights on themes including digital leadership. In practical case settings you'll also discover how innovative companies and organisations successfully implement these transformations.

Visiting Boston and New York is also a unique opportunity to soak up each city's distinctive vibe, historical significance and cultural highlights.

## The combination of Boston and New York

Given the relative proximity of the two cities (3 to 4 hours by road or train), combining both destinations in a single trip is a practical option. It gives you a full picture of this part of the US east coast: from the history and intellectual culture of Boston to the unique energy and diversity of New York City.

## Programme outline

### Day 1-3

Boston, Harvard University and company visits

Day 1 (25 May):

- Departure from Amsterdam to Boston.
- Arrive Boston and transfer to hotel.
- Welcome gastronomic dinner experience at Mamma Maria restaurant in Boston's historic North End district (approx. 15 minutes from hotel).

Day 2 (26 May):

- Morning: visit Harvard University (approx. 20-minute drive), including guided tour and lecture on leadership.
- Lunch
- Afternoon: Company visit.
- Evening: dinner at Harvest in Cambridge.

Day 3 (27 May):

- Morning: Company visit (to be confirmed).
- Lunch
- Afternoon: Company visit (to be confirmed).
- Evening: travel by rail from Boston to New York City (approx. 4 hours by Amtrak Acela Express rail link). If you choose to fly, the flight time is approx. 45 minutes).

### Day 4-6

New York City, Google and World Trade Center

Day 4 (28 May):

- Afternoon: visit to Google's NYC Campus, including guided tour and sessions on digital transformation and innovation.
- Evening: dinner at a trendy restaurant in the Meatpacking District.

Day 5 (29 May):

- Morning and afternoon: two company visits.
- Lunch
- Afternoon: visit Museum of Modern Art (MoMa).
- Evening: dinner and Broadway show.

Day 6 (30 May):

- Morning: visit to [SUNY Downstate Health Sciences University](#), School of Public Health and prof. dr. Paul Landsbergis, including a session on crisis management and leadership in uncertain times.
- Lunch at Hudson Eats, New York.
- Afternoon: free time to explore the city, for instance a visit to Central Park or shopping in SoHo.
- Evening: closing dinner at an iconic restaurant with panoramic city views.

Day 7 (31 May):

- Morning: free time in New York City for final activities, such as visit to the High Line or Times Square.
- Afternoon/evening: airport transfer and return flight to Amsterdam.
- Next morning: arrival in Amsterdam.

#### Travel information

- Flights: direct flights from Amsterdam to Boston Logan International Airport and from New York John F. Kennedy International Airport to Amsterdam.
- Accommodation: 2–3-star hotels in Boston and New York City.
- Transport: includes all local transfers and train tickets from Boston to New York.

#### Price and registration

The total price of this study tour is EUR 9,500- (excluding VAT). This price covers:

- Intercontinental flights (economy class), local transport and rail link Boston to New York. If you wish to fly from Boston to New York, please make your own arrangements/we can help you make those arrangements. These costs are not included in the total price of the study tour.
- Accommodation and meals
- Access to exclusive sessions and lectures.

We look forward to accompanying you on this journey to gain meaningful insights on leadership in the rapidly changing digital era. Please feel free to contact us for more information or to register for the trip.

## Why Boston?

Boston is often described as the cradle of American history. The city combines colonial charm with a modern, intellectual vibe thanks to the presence of the world-renowned academic institutions Harvard and MIT. A must-visit destination for many reasons:

1. Historical significance:
  - Boston's leading role in the American Revolution can still be seen in its historic Freedom Trail. This walking trail takes in 16 key historical locations, including Paul Revere's House and the Old North Church.
  - The city also gives a glimpse of the early colonial history of the US, for instance in the historic Beacon Hill district with its cobbled streets and gas-lit streetlamps.
2. Art and Culture:
  - The Museum of Fine Arts and the Isabella Stewart Gardner Museum are among the leading art collections in the world.
  - The world-renowned Boston Symphony Orchestra.



## Why New York?

1. World-renowned attractions:
  - Iconic spots like the Statue of Liberty, Central Park, Times Square and the Empire State Building are on everyone's must-see list.
  - The views of the Manhattan skyline from the Brooklyn Bridge are every bit as spectacular as its industrial architecture.
2. Art and entertainment:
  - Broadway is the epicentre of theatre with its world-renowned range of drama and musicals.
  - When it comes to museums, the Metropolitan Museum of Art (The Met), Museum of Modern Art (MoMA), and American Museum of Natural History are among the best in the world.
3. Diversity and culture:
  - New York's standing as a cultural melting pot is reflected in districts like Chinatown, Little Italy and Harlem.
  - In a city which offers unprecedented culinary diversity, you can sample food from all over the world.

## Your travel companions

- Drs. Hans van der Molen, *CEO*, Berenschot.
- Prof. dr. Annet de Lange, *Professor of 'Sustainable Employability in the Labor Market'* at the Open University en *senior managing consultant* at Berenschot.
- Jamie de Wal, *MSc, consultant* at Berenschot.

## Want to know more?

Are you excited about this opportunity to refine your vision of the future of work? Then sign up [HERE](#) for this unique journey.





## ‘WE ARE BERENSCHOT, FOUNDER OF PROGRESS’

The Netherlands is constantly evolving. Major changes are taking place in society, the economy and the nature of organisations. As a management consulting firm we have closely followed these developments for over 80 years while working towards a progressive society. The drive to make a meaningful and proactive contribution for people and society is part of our DNA and our advice and solutions have helped to make the Netherlands what it is today. Always seeking sustainable progress.

Everything we do is carefully researched, substantiated and examined from many different angles. That is the foundation for solid recommendations and smart solutions, which may not always be what people were expecting. It is this capacity to surprise and look beyond the obvious that makes us unique. We are not in the business of simply tackling symptoms. We don't stop until the issue is solved..

### **Berenschot Groep B.V.**

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