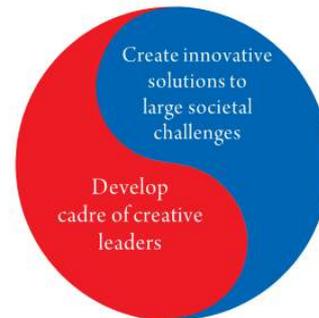


WHAT IS THINK?

THNK's mission is twofold: we accelerate the development of creative leaders from across corporate, private, social and public sectors and from all over the world. Together, we create innovative solutions for the world's most pressing and inspiring challenges.

Dubbed by Stanford University as "the future of higher education", we stand for creativity, business model innovation, and entrepreneurship for social impact. While a 'B-School' professionalizes management and a 'D-School' does the same for product design, THNK is a 'C-School' that applies creativity and innovation for positive change at scale.

In 2010, THNK was founded as a joint initiative by business and creative sectors, and in cooperation with the Dutch Innovation Platform. We received initial capital from the Dutch Ministry of Economic Affairs, the city of Amsterdam and the Province of North Holland and significant support from our launching partners, which include McKinsey & Company, Droog Design, Vodafone, Stanford d.school, and Philips Design.



THNK embodies the DNA of its home of Amsterdam, the Netherlands: international orientation, entrepreneurship, creativity, and active citizenship. However, its community of staff, faculty, and participants is truly international, with a reach that extends beyond 40 countries.



THNK launched its first program in March 2012. Currently, more than 400 participants have taken part in our Executive Leadership program, and thousands more have joined our in-company and online programs. In 2014, we opened our first international locations in Vancouver and Lisbon. We are currently pursuing expansions in Shanghai, Aruba and Dubai. We also provide THNK programs at Stanford and Sao Paolo.

As a social enterprise that reinvests its profits back into its mission, THNK is a privately owned and funded school.

EXECUTIVE LEADERSHIP PROGRAM

Our Executive Leadership program is a 6-month part-time executive program that helps leaders to realize their full potential and accelerate the growth of their enterprise. Twice a year we invite a group of 35 entrepreneurs, corporate innovators and social change agents from all over the world, typically around the age of 45 with a minimum of 8 years of leadership experience.

Each class consists of around 20 different nationalities, and the ratio of men to women is 50-50. The program consists of four modules—four periods of 8-10 days. We combine business design thinking with innovation strategy, and leadership development with the nurturing of entrepreneurial mindsets.

THNK's Creative Leadership Program is fully focused on learning-by-doing. Instead of lectures and academic study cases, we prompt our participants to work together on business concepts and open innovation projects to discover new avenues of perspective and potential.

CHALLENGES

THNK Challenges are innovation projects that address large-scale, complex societal issues with a technology dimension, and lend themselves to enterprise solutions and collective initiative. Past Challenge topics include the future of education, smart energy, mobility in large cities, use of data to improve food and healthy living.

Over half a year, participants engage in a single Challenge project, working together with influential, well-networked and resource-rich Challenge Partners invited by THNK to help scale social impact. These include corporations (e.g., Cisco, Shell, Tesco, Philips), creative agencies (OMA, UNStudio, Marcel Wanders Studio), NGOs (DOEN Foundation, Carbon War Room) and educational institutions (Stanford d.school and the University of Amsterdam).

IN-COMPANY PROGRAMS

THNK's in-company programs are for leading international organizations with a passion for innovation. Clients include Vodafone, Cisco, Shell, Kempinski Hotels, AES, and Booking.com. In-company programs come in three forms: 1) Front-line innovation (creating a continuous flow of product and service innovations that collectively become a growth engine; 2) Game changer (product, service or business model innovations that result in new enterprises); and 3) Innovation leadership (transformation to embed innovation into the culture of an organization). All programs increase social relevance by encouraging clients to deliver products and services that make the world a better place, and are accompanied by our IT application called 'PULSE' for online team collaboration.

SCALEUPNATION

ScaleUpNation is our unique growth acceleration program in cooperation with McKinsey & Company for young innovative ventures with large growth potential and important societal impact. Ventures get access to the best entrepreneurial experience and support. ScaleUpNation focuses on Clean Tech, Health Tech and Mobility solutions.

RESEARCH

THNK's research focuses on 'Scaling'—the factors that make an innovative, socially relevant business concept grow to impact at scale. THNK has developed several articles and tools on the topic, and has partnered with



Deloitte to access a rich database of close to a million fast-growing companies around the globe. THINK publish its content on innovation, creative leadership entrepreneurship and scaling online with open access, to benefit practitioners around the world.

COMMUNITY

THNK participants form a close-knit community. We support this worldwide circle of ambitious leaders, change agents, entrepreneurs, corporations and organizations, by fostering collaboration and co-creation. Collaboration manifests itself in many different shapes and forms, from knowledge development and Challenges to in-company programs, new business development, and individual growth plans. The THINK community also helps select and present participants for new classes, and is heavily involved with in-company programs, research and new THINK locations.

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