



Join our four-hour masterclass sessions to discuss the latest and most relevant Harvard Business Cases and get business insights from fellow leaders while enjoying a delicious dinner at Loetje!

The 21st Century Leadership masterclasses are designed to bring the latest strategic insights to executives and managers so we can work towards thriving businesses together. We do this by bringing the latest practical insights from academia to business leaders via the Harvard Case Method and offering a space for growth and interaction.

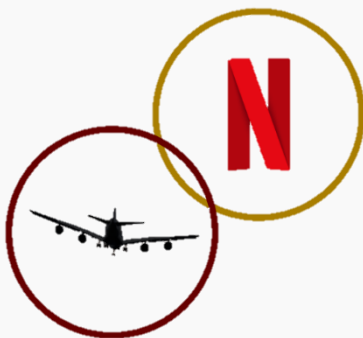
## How to keep growing when fighting with gorillas?

Loetje Oudekerk | 5 July, 2022 16.00 - 20.30

Learn valuable lessons about growth strategies from organizations competing in saturated markets!

Netflix has built a unicorn worldwide extremely fast. Can it compete with Prime, Amazon, Disney, and the other gorillas in the consumer space? Is an aggressive growth strategy driving revenue growth successfully? How can it deal with new customer demands and local regulations?

Is it beneficial to follow a potentially lucrative but risky idea? Very likely your company has also faced this question before and will in the future. The business analyst of Trek-ation, a travel agency, needs to make a hard decision: What are the limits of using customer data when pursuing revenue growth? Should they use customer data to offer personalized hotel and flight prices? Would it hurt the company if this tactic was revealed to the public?



### MORE INFORMATION

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*“Extremely interesting and diverse group of people with whom to discuss corporate governance.”*

## European governance needs renewal?

Loetje Oudekerk | 23 August, 2022 16.00 - 20.30

Two cases that shook Europe's claims on more prudent governance. Come and dive deep into the motives and mechanisms of corporate misconduct!



The Japanese authorities had criminally charged Ghosn, the chairman of Nissan and Renault, for a series of financial misdeeds at Nissan. Is it a Coup or a Crime? Should Ghosn be removed as CEO of Renault before a trial determined the merit of the accusations against him? How should the leadership structure of Nissan evolve?

In June 2020, investors and the public learned the truth about Germany's fin-tech superstar: a major part of Wirecard's business was fraudulent. How could this seemingly massive fraud have gone undetected for so long? James Freis, the new interim CEO, needs to put his detective hat on and unravel the details of the fraud and recover the reputation of the company.

## Beyond the Experience Economy

Loetje Oudekerk | 10 January, 2023 16.00 - 20.30

How can companies prevail successfully in the world of platform economics of "stuff" and "data as the new oil"? Join us and get inspired by a resistant superstar and innovative newcomers that attempts to transform a whole market!

The new CEO and creative director of Gucci transformed the company and tripled its sales by the end of 2019! But can they also survive the Covid-19 pandemic or do they need a full transformation yet again?

Do you want to transform a market with your idea? Eataly, a part supermarket, part high-end food court, and part culinary art school had immediate and nearly overwhelming success when opening its doors in the USA. But was it a fad, or was it about to change the entire supermarket industry?



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