



CRAFTZING
ACADEMY

SHAPING TOMORROW

MANAGEMENT MASTERCLASSES

Do you recognise this?

THE LEADERS' PARADOX

You are **outsmarted** by your digital experts , but it's your job to set the right **priorities** and paint the **bigger picture**.

HOW DO YOU STAY AHEAD OF THE GAME?

THAT'S WHY WE CREATED SHAPING TOMORROW

Shaping Tomorrow is an in-depth program that focusses on **two complementary dimensions**. You will sharpen your strategic, conceptual and technical **understanding of the digital landscape**. At the same time, you will understand **how to translate and implement** it in your organisation.

Our **blended approach** combines the best of virtual and face-to-face formats to anchor in new knowledge and insights, **optimising your time** spend.

By the end of the program, you will have acquired the knowledge and insights needed to steer your organisation to **the next level**.

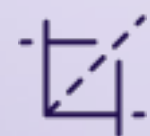
GET INSIGHT. MAKE THE RIGHT STRATEGIC CHOICES

How do you create long-term growth for your business in today's complex and rapidly changing digital landscape? As a manager, you face more challenges than ever when making the right strategic choices. We guide you through:



STRATEGY

Steer your organisation with a strong strategic foundation.



NEW CONTEXTS

External influences that will impact your business.



TECHNOLOGY

Understand the technological landscape and how it's evolving.



ORGANISATION

Set up your organisation for success.

1 YEAR, 9 MASTERCLASSES

Impactful management sessions giving an overview
of the current digital landscape and future shifts or evolutions.

LEVERAGING DATA

From insights to case studies on how to engage with data, envision potential use cases and evaluate feasibility.



Dr. Maarten Vanhoof, Data Expert

PRIVACY & SECURITY

Overview of the key aspects, mechanisms and roles when it comes to digital security and privacy.



Roeland Tegenbos, Digital Strategist

INCLUSION IN DIGITAL AGE

How to embrace inclusion as part of your Digital Strategy and experience the true ROI of making your products accessible to everyone.



Gijs Veyfeyken, Digital Accessibility Expert

DIGITAL AFTER 2025

How is your organisation impacted by the European upcoming legislation + the transformative power of Solid.



Roeland Tegenbos, Digital Strategist

SHIFT TO OPEN ECOSYSTEMS

Ecosystem & platform thinking. Understand the strategic opportunities and architectural components to bring it to life.



Kenneth Roelandt, reshaping the ecosystem strategy of BNP Paribas Fortis.

WEB 3: RETHINKING DIGITAL

Why web 3.0 will redefine our digital economy and how you can benefit from it as an organisation.



HUMAN TRANSFORMATION

How to build a digital organisation that thrives in a context of (continuous) transformation.



Femke De Roo, guiding organisations like the Flemish Government through digital transformation.

CUSTOMER vs DATA VALIDATION

How do you integrate the voice of the customer in a data-driven organisation?



Charlotte Dieltjens, integrating the voice of the customer at Telenet and Mediahuis.

OUTPERFORMING THE COMPETITION

The value of performance marketing for your company and bottomline.



Nikolaas De Geyndt, Sr. Digital Marketing Expert

THE BUTLER SERVICE FOR KNOWLEDGE



1 ON 1 COACHING

Go the extra mile. Schedule a 20 min call with our top digital experts to discuss how we can tailor each topic to your business context.



SELECTED GROUP OF PEERS

You'll become part of a small curated group of peers with similar challenges. You will exchange perspectives and share experiences.



ON DEMAND LEARNING

Gain a deeper insight into the subject matter with our complementary video's, frameworks or articles. At your own pace. Available anytime, any place.

3 REASONS YOU SHOULD START SHAPING TOMORROW

BE A LEADER IN THE WORLD OF CHANGE

In a fast-changing world, each organisation expects perspective and unwavering strategic guidance from their leaders to drive lasting change. That's where the Shaping Tomorrow program comes in.

We'll guide you through what you need to know (and forget) to successfully steer your organisation through this new reality.

SHARPEN YOUR DIGITAL MINDSET

As the digital landscape evolves on a daily basis, it's never been more important to stay ahead of the game and cultivate a digital mindset that's built on learning, flexibility and connecting the dots.

Thanks to our expert powered ecosystem and blended methodology, we will install the foundation of a long-lasting digital mindset.

BOOST YOUR CAREER AND PERSONAL GROWTH

We align and combine the best methodologies and experts, while giving you personal guidance and advice.

The Shaping Tomorrow program will provide you with the innovative leadership skills, career-advancement resources, digital mindset and cutting-edge tools you need for career transformation.

BUILD YOUR COMPETITIVE EDGE WITH CRAFTZING

Join a series of leading companies that partner with
Craftzing to build their competitive advantage.





WHAT OUR MEMBERS ARE SAYING

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We have chosen to participate in Shaping Tomorrow because there is an enormous amount of change taking place and we need to have the background for it in order to make the right decisions.

PIET LAMBRECHTS

MARKETING MANAGER, MUNTPUNT

NEXT EDITION



STARTING APRIL '23

Live masterclass every **4th Thursday** of the month.



CRAFTZING HQ, ANTWERP

In case you can't attend the live masterclass, you always have access to a recording of the masterclass, a 121 coaching session and all the on demand resources.

DONATE A SCHOLARSHIP

We believe in levelling the playing field. That's why we're helping people from underrepresented backgrounds, as well as those without the means to pay, get access to the Shaping Tomorrow through need-aware scholarships. You can help interested scholars get full access to the program, by donating a seat.

**LOOKING FOR AN IN-HOUSE
BUSINESS SOLUTION?**



TRAIN YOUR TEAM TO COMPETE IN A CHANGING LANDSCAPE

The world is changing quickly. The business education of 20 years ago won't cut it anymore.

We will create a tailor made curriculum that teaches your team to lead, innovate, and transform your business.



TAILOR MADE

Choose from a wide selection of business courses taught by the best minds in business



ON DEMAND LEARNING

Let your team learn at their pace with a mix of live masterclasses and video on demand.



RETAIN AND DEVELOP TALENT

Keep your best people motivated through growth. We create an immersive experience to keep your team engaged, inspired, and excited to come to work.



PERSONAL GUIDANCE

Your Craftzing program coordinator will personalise the experience for your team and guide them through every step of the learning process, together with the experts.

GET IN TOUCH WITH FEMKE

Head of Academy and Learning at Craftzing



HOW

Schedule an intake call to discuss your needs.



WHERE

Through a dedicated 1-on-1 session with Femke and a trusted advisor or expert





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ACADEMY

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