



The new narrative of doing business



Marco Strijks – Boedhoe (he/him)



Think with Pride



Learning community D&I



Rabobank



Workplace Pride



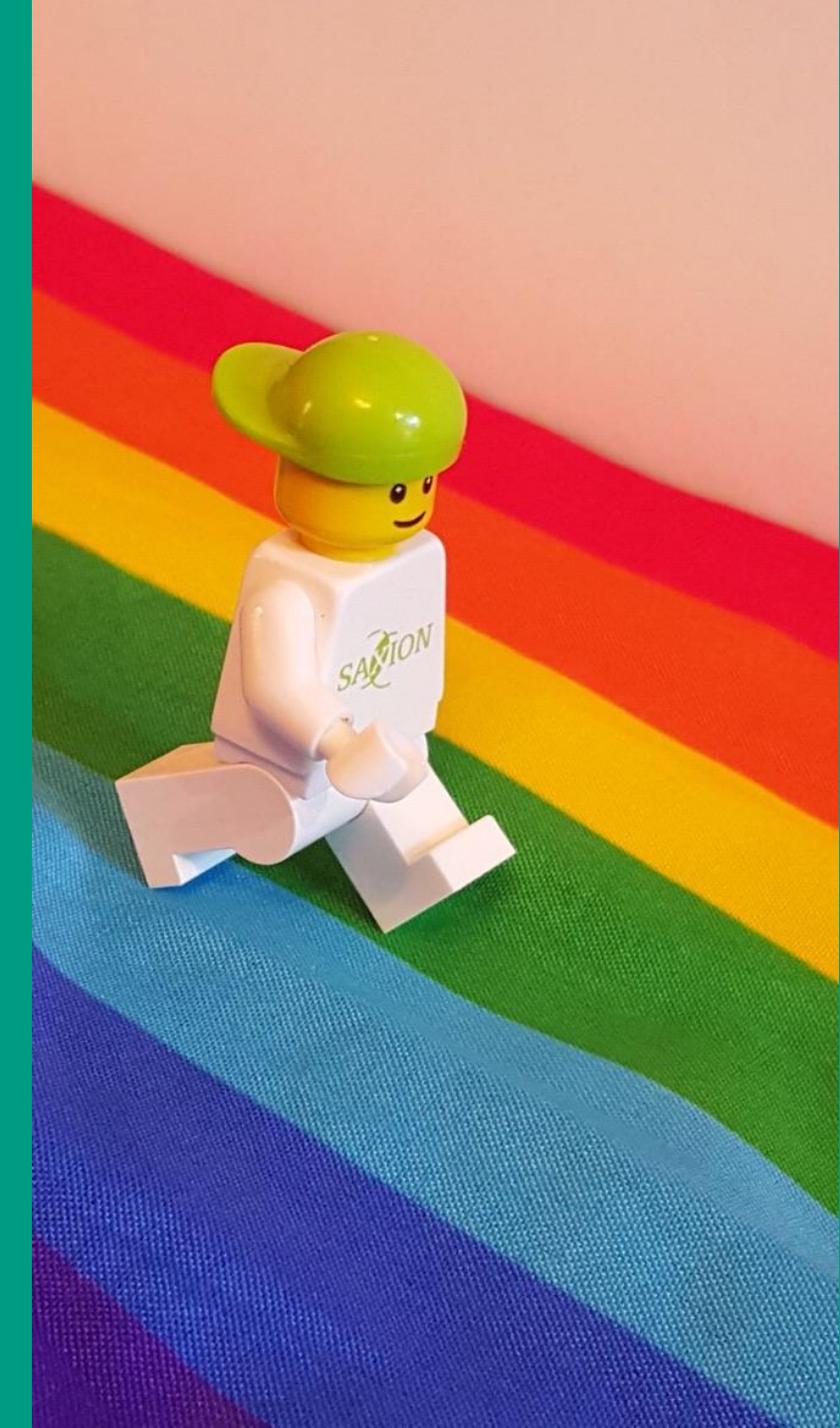
Pride Amsterdam



Marco Strijks – Boedhoe (he/him)

Organisation
Employees
Culture
Employees
Organisation



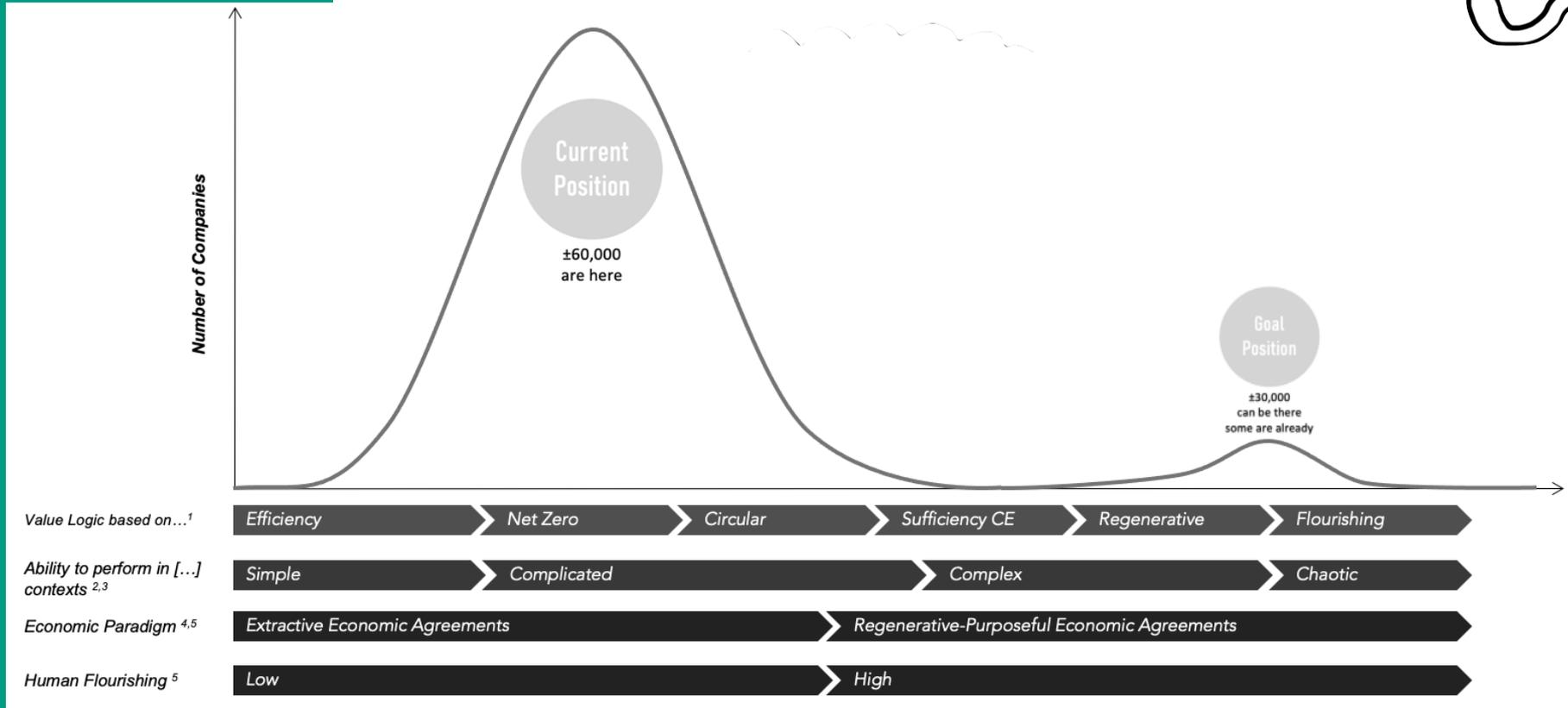


Addicted!

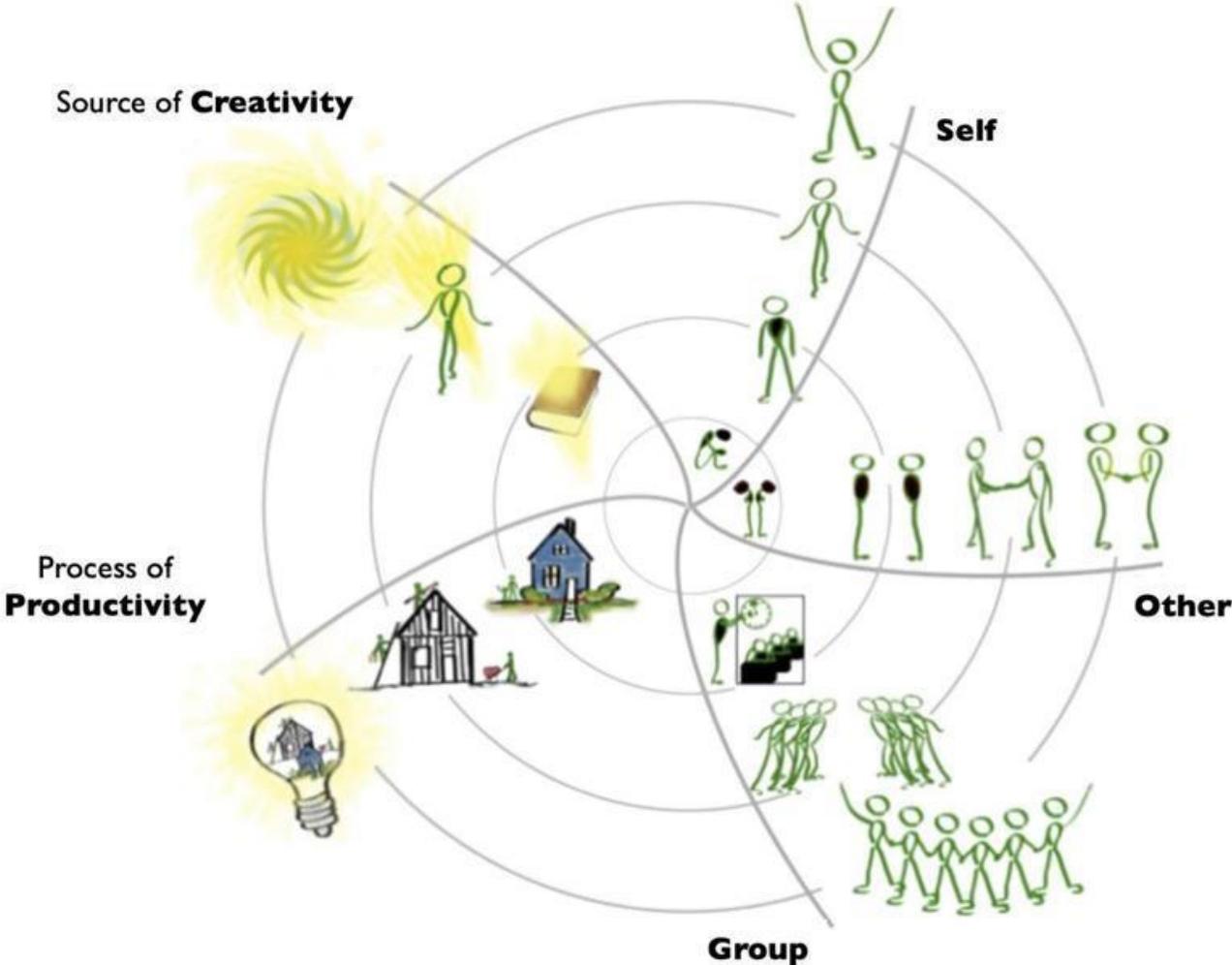
- Need for income
- Need for recognition
- Fear of becoming unemployed
- Dependent on others
- Carrying on despite everything
- Impact on physical and mental conditions

Shared Problem

Perhaps the biggest challenge is that we can't see what's possible because we are trapped inside ONE idea of operating in the world.



Observe your Experience



Ritchie-Dunham, J. L., & Pruitt, B. (2014). *Ecosynomics*. Vibrancy Ins, LLC.

36%

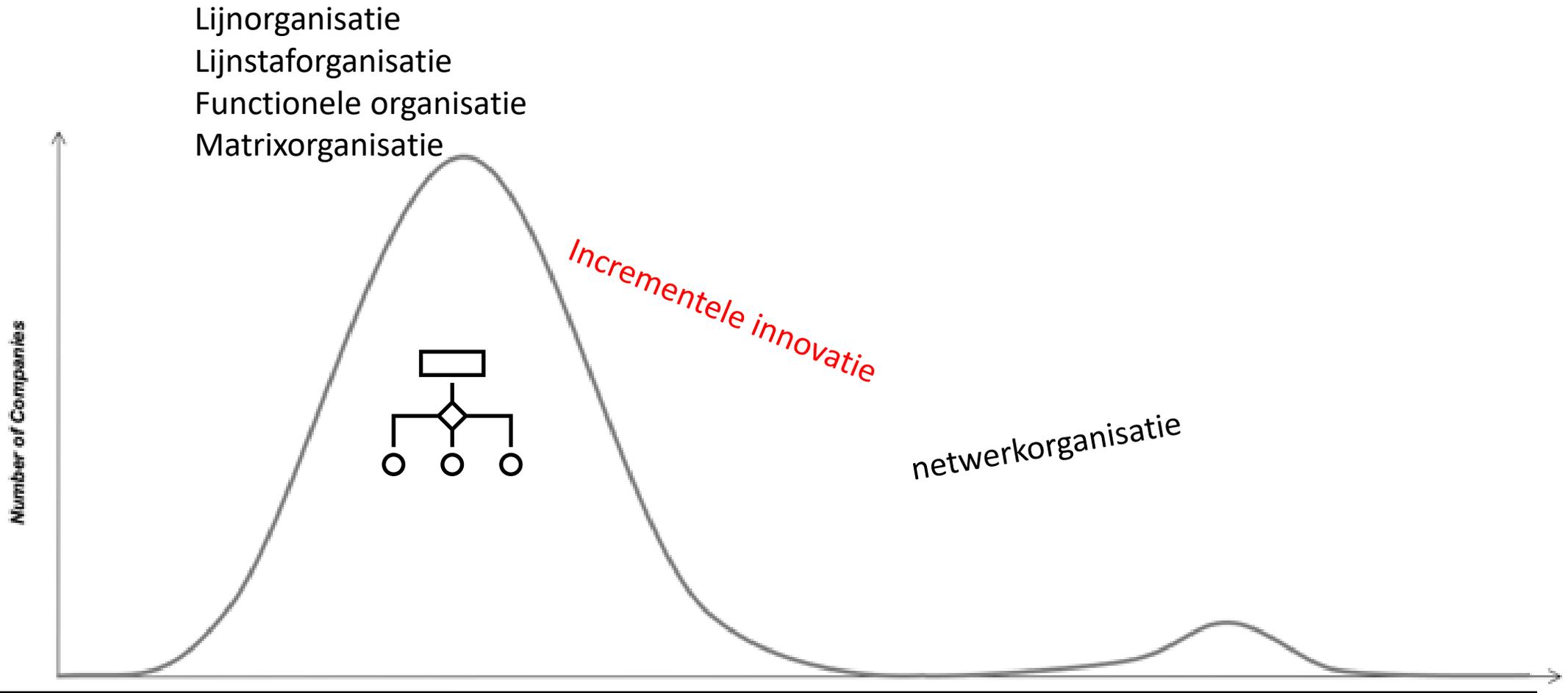
Profitability



Diversity

- Increased creativity and innovation
- Enhanced problem-solving and decision making
- Strengthened skill sets
- Boosted profits and revenue
- Heightened employee engagement
- Improved company reputation
- Strengthened team morale







- Profit maximization
- Profit optimization
- Diversity as a business model