



IGNITING MOTIVATION
COMMUNITY ACTIVATION
EXPERIENCE DESIGN

TIRZA
HOLLENHORST

What will you create with your next event?



Collaborative Output

Designed the process and track for building the first industry-wide collaborative report.



Transformational Experience

Designed and delivered transformational training experiences for organizations like AMD and Meta.



Expression and Belonging

Culture design and community development in the world's harshest environments.

Community Development

A loyal, learning community requires constant nourishment. Tirza will work with you to design an event that meets your goals while wowing participants with connected experiences that drive ongoing engagement.

Make the most of your key events!

Content Development

- Audio only podcasts
- Highlight reels with community advocates
- Post conference integration and community development

On-Site Experience Design

- Farm to Table Dinners
- Immersive evening
- Community culture design

Co-creation and Collaboration

- Reports and booklets
- Solve common challenges
- Learning and development

Customer Enablement

Customer events are high-value opportunities to build relationships with and between attendees. A loyal, learning community of successful customers is an important indicator for potential buyers. Tirza will work with you to design an event that meets your goals while providing important learning and connection to your customers.

Make the most of your key events!

Inspiring Keynotes

- The business case for change
- Inspire action and innovation
- Insights and actionable tools for our changing times

Engaging Roundtables

- Elicit customer challenges
- Prepare for change and implementation
- Inspire, inform, and assure

Collaborative Innovation

- Open innovation with customers
- Solve common challenges
- Prototype new products

SIEMENS facebook

AMD  **AIRBUS**



GP

 **vodafone**

KEYNOTES THAT DELIVER:

- Actionable Tools: Apply your learning immediately
- Connection and Belonging: Participants feel heard and valued
- Unforgettable Engagement: Activities that connect and inspire
- Stories that Resonate: Compelling case studies and narratives
- Collaborative Learning: Connect, discuss, and find solutions together

CORPORATE
INNOVATORS



innov8rs

SHRM





Making Change a Practice

Technical innovation and evolving markets, means that our organizations are changing faster than ever. We know that change fatigue is real and has meaningful consequences on employees' physical and mental health. How can leaders expand their capacity for change and build adaptability into their teams?

- **Work Experience Design:** building cultures of belonging, productivity and innovation
- **Intrinsic Motivation:** The mindset expands
- **Innovation Pipeline:** Bringing strategy to chaos



Designing a Human-Centric HR Experience, Leveraging the Power of AI

There is a rapidly growing number of AI tools aimed at supporting HR. For professionals dedicated to delivering a world-class employee experience, AI tools can empower but also destroy learning, value creation and belonging.

- What is the state of the art?
- **HR as leaders** in selecting, testing and deploying AI tools.
- **Human-centered experience** for employees that companies want for their customers

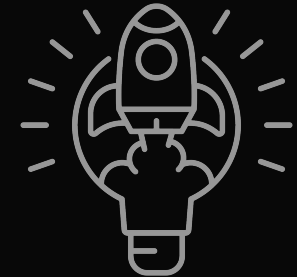


Innovation Leadership

You can see possibilities for improving your organization and the world. However, it's challenging to identify a great idea and even harder to convince people to change and make that vision a reality.

Activate more innovation in your organization! We will cover the critical elements of instigating and leading change:

- **Innovation Process:** How to be strategic and start no matter where you sit in the organization.
- **Build a Business Case:** Validate your ideas and communicate value
- **Pitch like a Pro**
- What to do when you hear “No.”



Intrapreneurship: Unleashing the entrepreneurial spirit of your company

Intrapreneurs are leaders with the ability to identify and act on opportunity. When your pioneers are armed with the toolkit and skills to design and test customer-centric solutions, your company unlocks a continuous stream of new revenue. Learn how to start small and scale innovation in your organization.

- **Intrapreneurial Mindset**
- Building your innovation pipeline
- **De-risking** innovation and ensuring value creation
- An **innovation process** for the whole organization

KEYNOTE TOPICS

Background



Tirza is master trainer, an entrepreneur and a strategist. She is committed to developing people and organizations capable of leading breakthrough innovation. She's been transforming people and organizations for over 15 years at Siemens and other Fortune 500 companies like Meta, and Airbus.

"You've changed my life" is feedback she often receives after creating transformative programs within global corporations. Her background in theater and immersive experience design unleashes her ability to create life-changing experiences.

As the founder and CEO of LUMAN, she designs scalable programs that entrain people in customer-centric innovation and organizational change with the leadership capacities to transform organizations from within.

Tirza believes creation thrives when people are motivated by their internal sense of purpose, connected to their team, and held in a container of psychological safety. An engaging and embodied presence, she can quickly conjure connectedness and creativity amongst large groups.

Trained as a biologist and engineer, Tirza brings the tools of ontological design, neuroscience, business model design and organizational change to align culture and strategy with a thriving future.

TESTIMONIALS

Tirza is an incredible community catalyst and convener. I really appreciate her approach to fostering high functioning teams, her focus on empowering individuals, and her ability to create safe and creative spaces for people and ideas to flourish. She organized a Future of Working summit at our offices and the turn-out and impact were inspiring. If you are looking for someone to help you convene a group of committed, inspired, and knowledgeable change agents, Tirza is the woman for the job.

Shannon Lucas
Co-Founder & Co-CEO at Catalyst Constellations
Best-Selling Author

Tirza moderated the Corporate Startup Summit in Zurich. She showed a high level of professionalism, achieved all the goals of the organizers and established the right atmosphere. It was also very easy to work with Tirza preparing the event as she is a very easy going expert who loves what she does!

Ilana Karpovalana Karpova
Project Lead at Corporate Innovators





TIRZA HOLLENHORST

PROFESSIONAL HISTORY

CO-FOUNDER
RED PUENTES

FOUNDING LEADER IN THE
NETWORK SUPPORTING
CORPORATE SOCIAL
RESPONSIBILITY ACROSS
SOUTH AMERICA

CO-FOUNDER
IFPEOPLE

TECHNOLOGY FIRM
SERVING ENTERPRISES
WITH COMMUNICATION
PLATFORMS AND PROCESS
AUTOMATION

INTERIM CPO
ALPHA LABS

CHIEF PEOPLE OFFICER FOR
EARLY STAGE INNOVATION
STUDIO FUNDED BY OFFLINE
VENTURES

CO-FOUNDER
LUMAN

BUILDING ORGANIZATIONS
CAPABLE OF CONTINUOUS
INNOVATION WITH STRATEGY,
TRAINING AND PROCESS

EXEC. DIRECTOR
CAMP KISS

ORGANIZATIONAL LEAD FOR A
BURNING MAN ART COMMUNITY
AND THEME CAMP

FRACTIONAL CPO
CLARIFY HEALTH

CHIEF PEOPLE OFFICER FOR
SERIES D HEALTH ANALYTICS
COMPANY

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