



CONCEPT YOUNG LEADER ACADEMY

IDENTITY

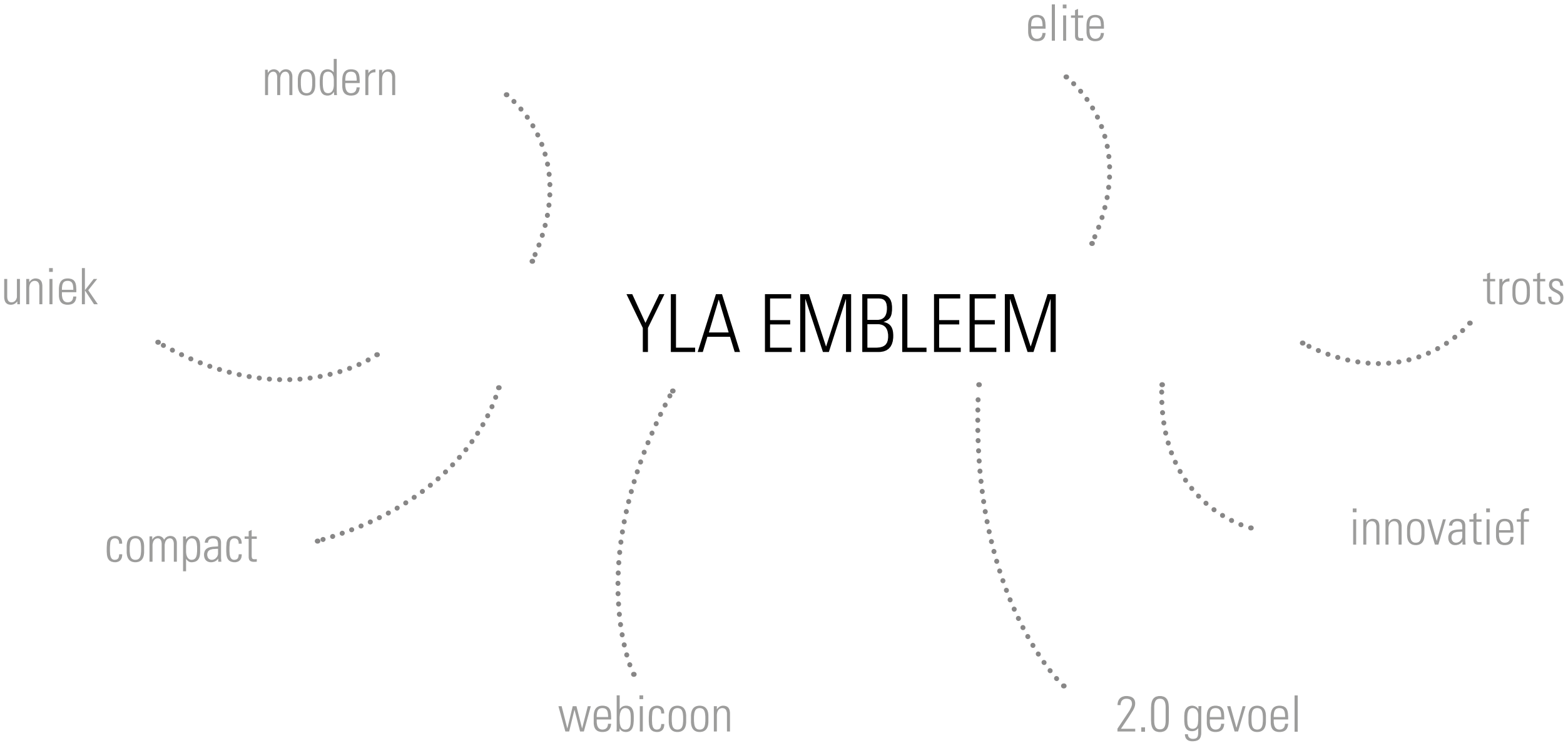
ONTWIKKEL
EEN NIEUW
BEELDMERK
EN COPORATE
ID VOOR 'YLA'

PRESENTATIE

ONTWIKKEL
EEN **SALES**
PRESENTATIE
VOOR DE
'LEADERSHIP
EXPEDITION'

IDENTITY





inspired by

top gun / pan am / pilots / university colleagues / greek mythology
elite / communities / retro; seventies / clouds / airscape / astrology

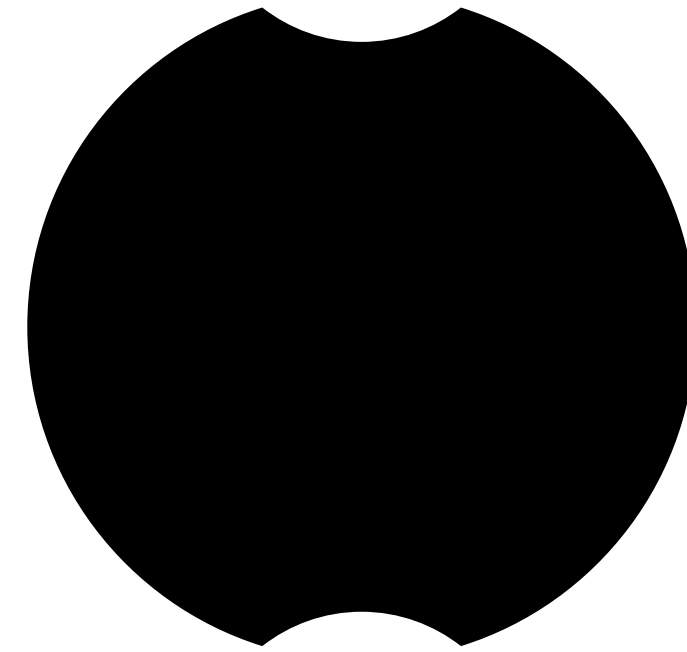






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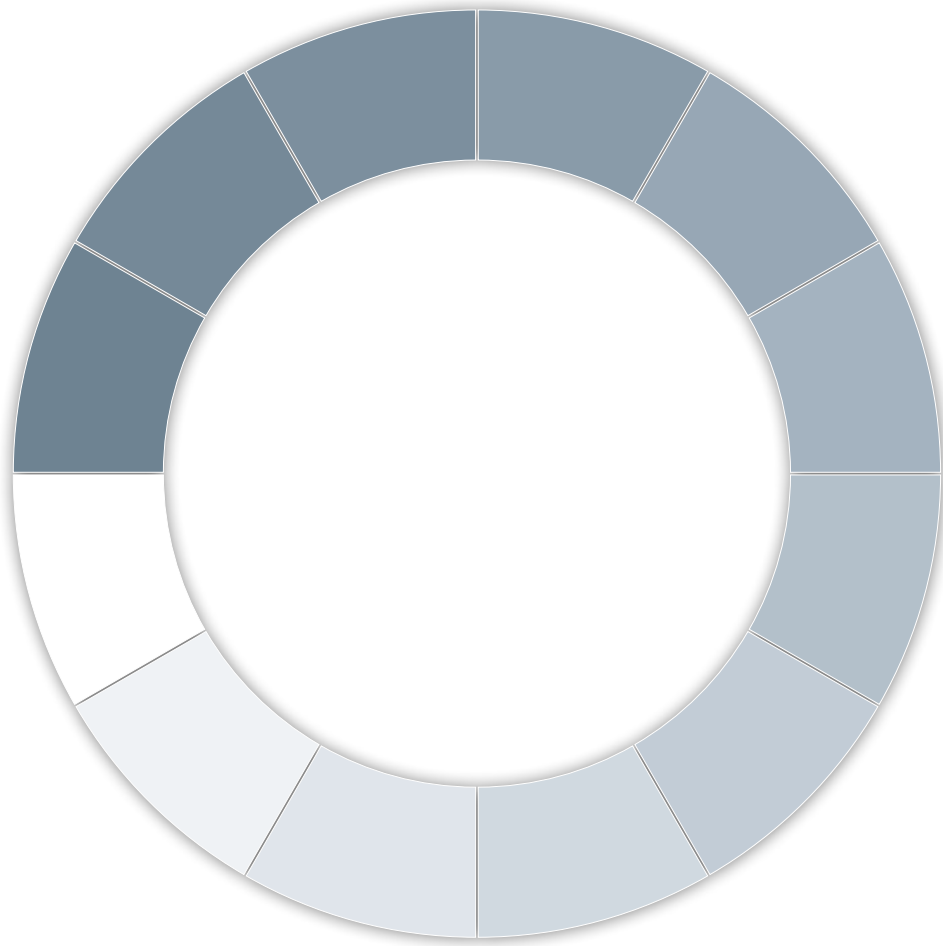
Guiding Talents, Creating Growth



Het “schild” van Young Leaders Academy bevat kenmerken van het Griekse schild de Hopliet.

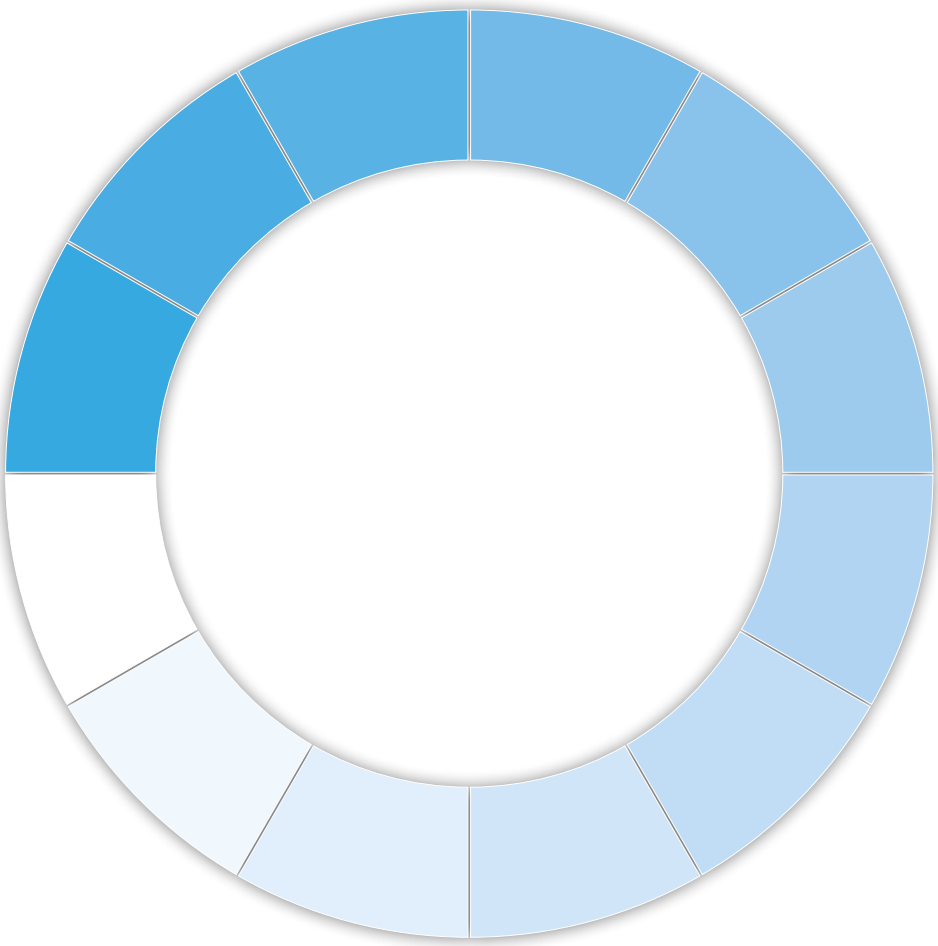
Hoplieten zijn elite krijgers. Hopliet is afkomstig van het Griekse woord hoplon, wat ‘zwaar bewapend’ betekent. Dit schild was rond en werd zo bewerkt dat het op de schouder kon rusten. Een bekende Hopliet was de filosoof Socrates.





C 32 M 6 Y 0 K 52

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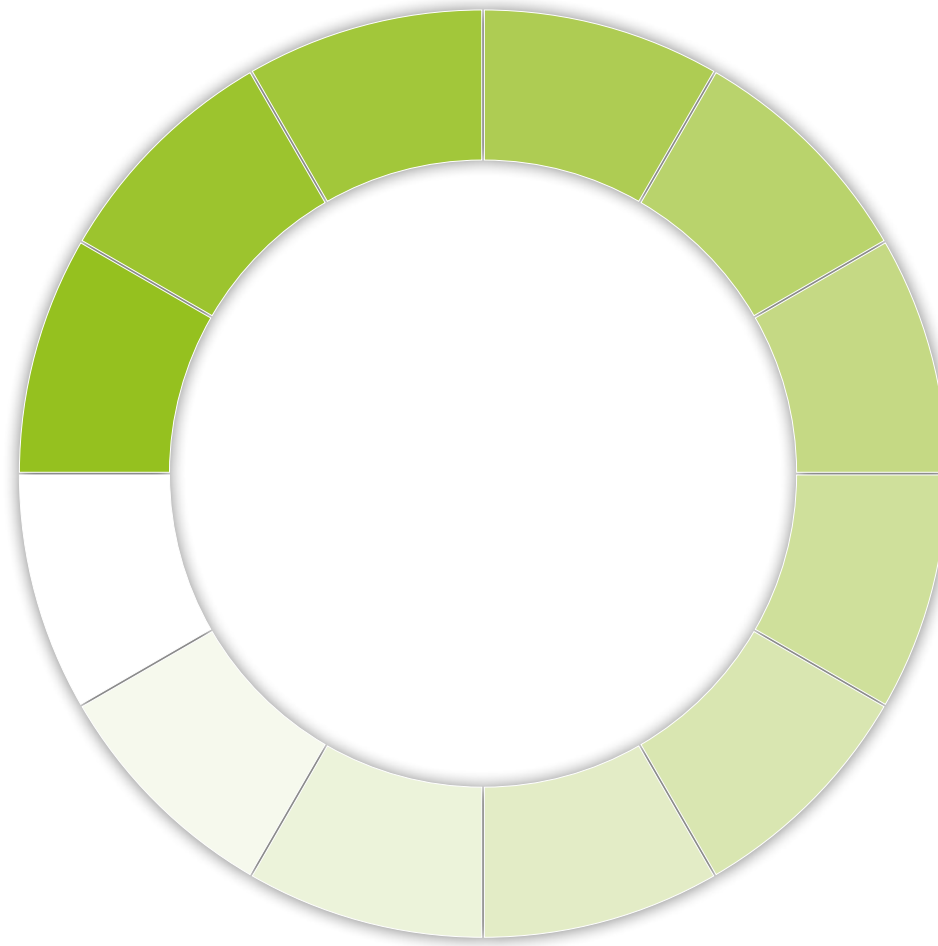
C 70 M 15 Y 0 K 0

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C 40 M 6 Y 0 K 80

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C 50 M 0 Y 100 K 0

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49 Thin Ultra Condensed

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47 *Light Condensed Oblique*
57 Condensed
57 *Condensed Oblique*
67 **Bold Condensed**

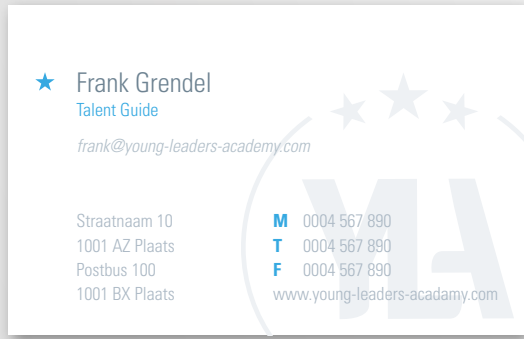
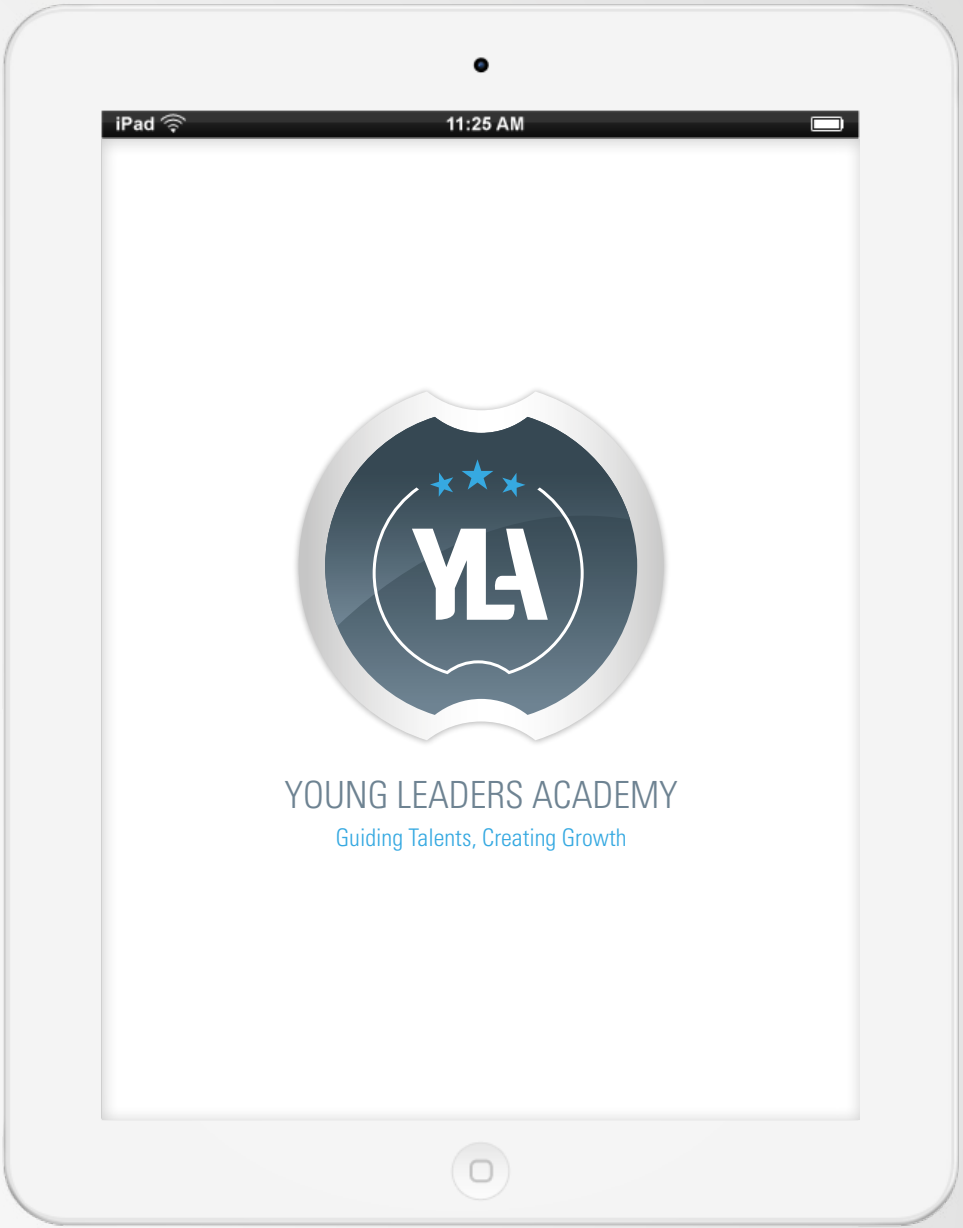
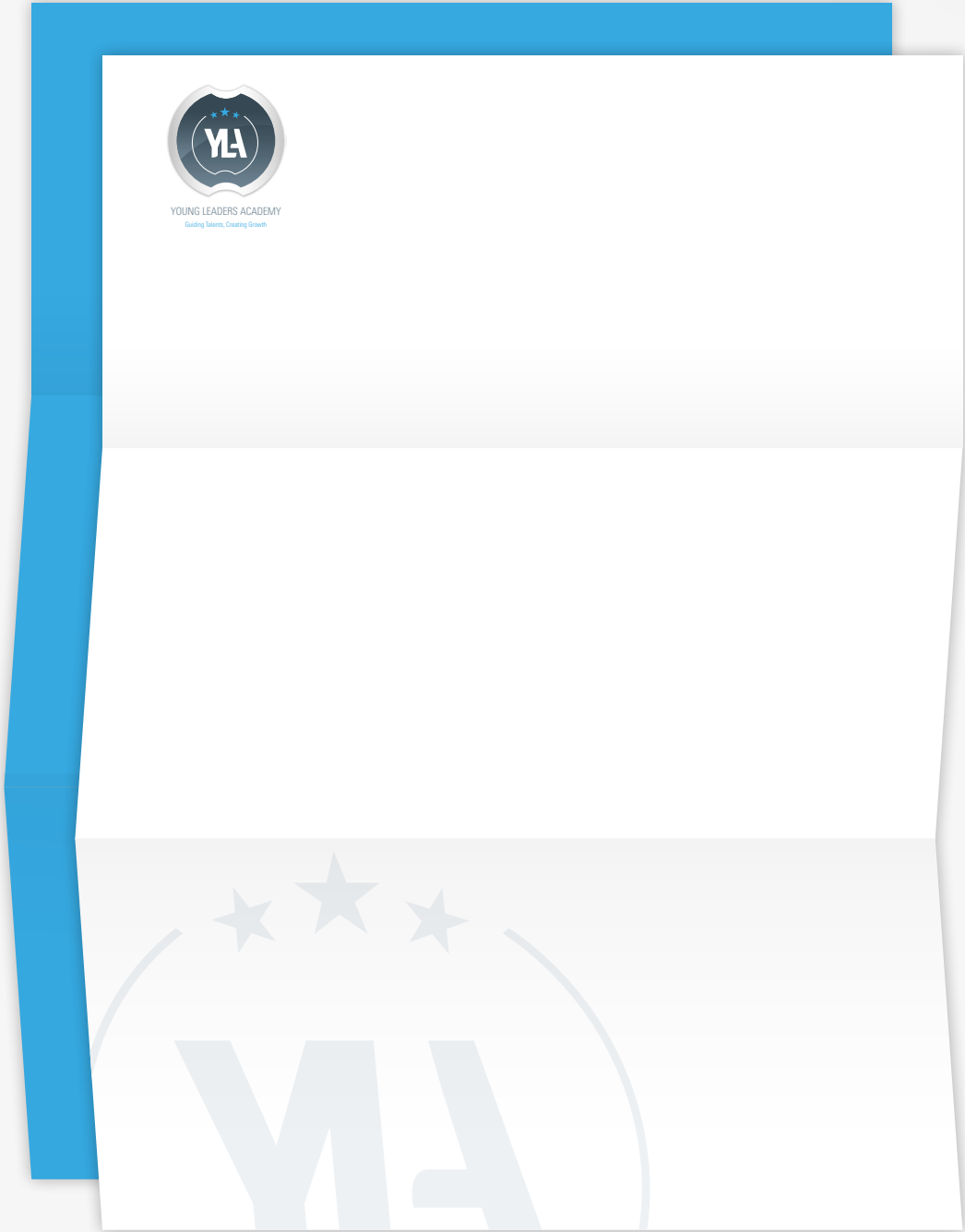
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PRESENTATIE V.1



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YOUNG LEADERS

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THE BASICS

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PAST, PRESENT FUTURE

BASICS

THE INNER VOICE

SPEAK UP

TRENDS AND CONTEXT

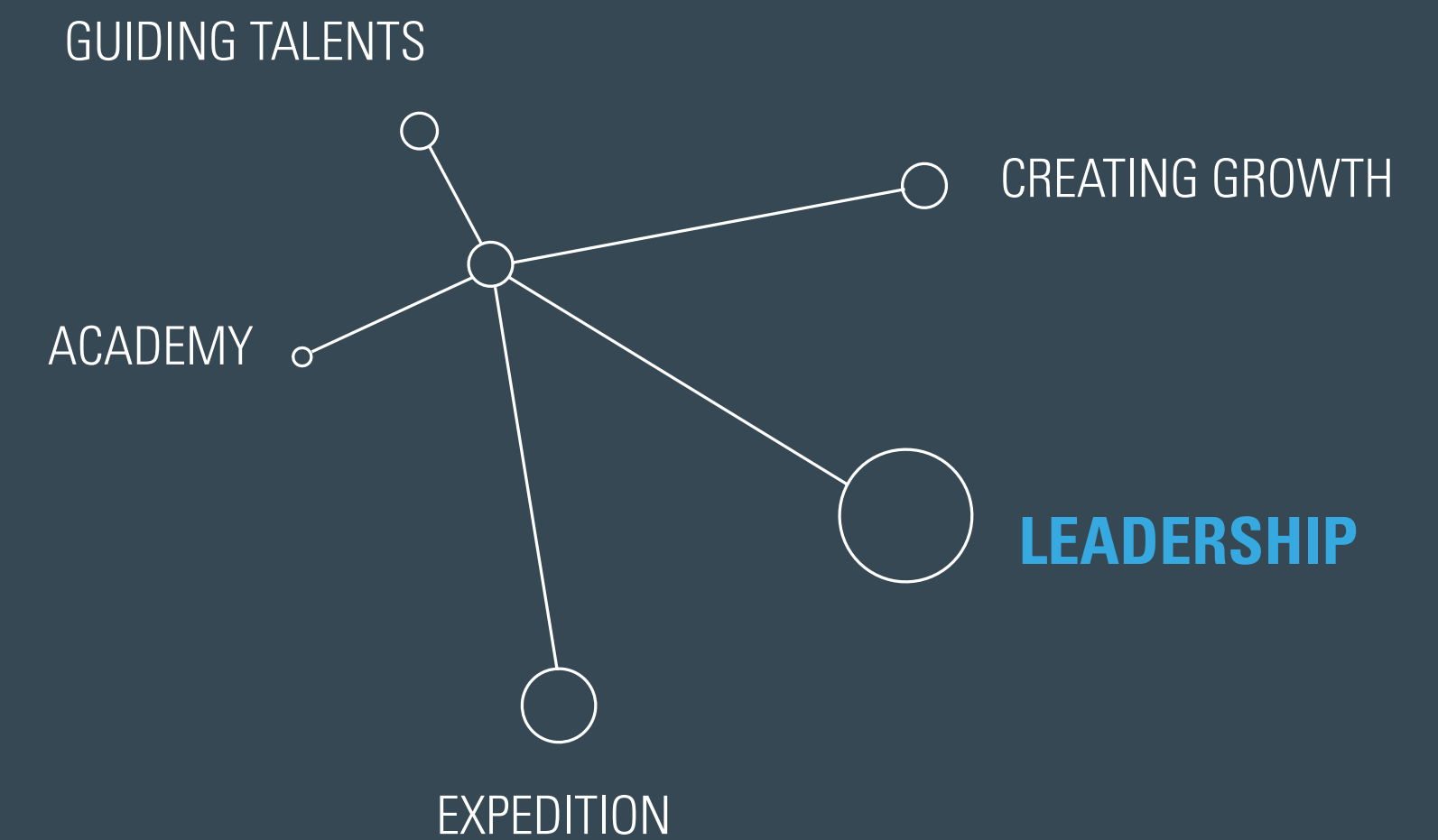


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THE ACADEMY

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THE EXPEDITION

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YOUNG LEADERS ACADEMY

P R E S E N T S



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LEADERSHIP **EXPEDITION**



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LEADERSHIP **EXPEDITION**

START YOUR EXPEDITION
AND DISCOVER YOUR PATH
TO LEADERSHIP

We live in extraordinary times. All around us, in communities and organizations, in business and society, the environment and the economy, small changes and big transitions are happening or urgently needed. Are we heading in the right direction? Can we paint a compelling picture of a better future? How do we get there? How do you and I contribute?



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LEADERSHIP **EXPEDITION**



TALENT MANAGEMENT

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THE EXPEDITION PLATFORM

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SERIOUS GAMING

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VALUE PROPOSITION

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LEADERSHIP **EXPEDITION**



TALENT MANAGEMENT

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LEADERSHIP **EXPEDITION**



THE EXPEDITION PLATFORM

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SERIOUS GAMING

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LEADERSHIP **EXPEDITION**



VALUE PROPOSITION

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LEADERSHIP **EXPEDITION**



EXPLORE ★ LEARN ★ LEAD

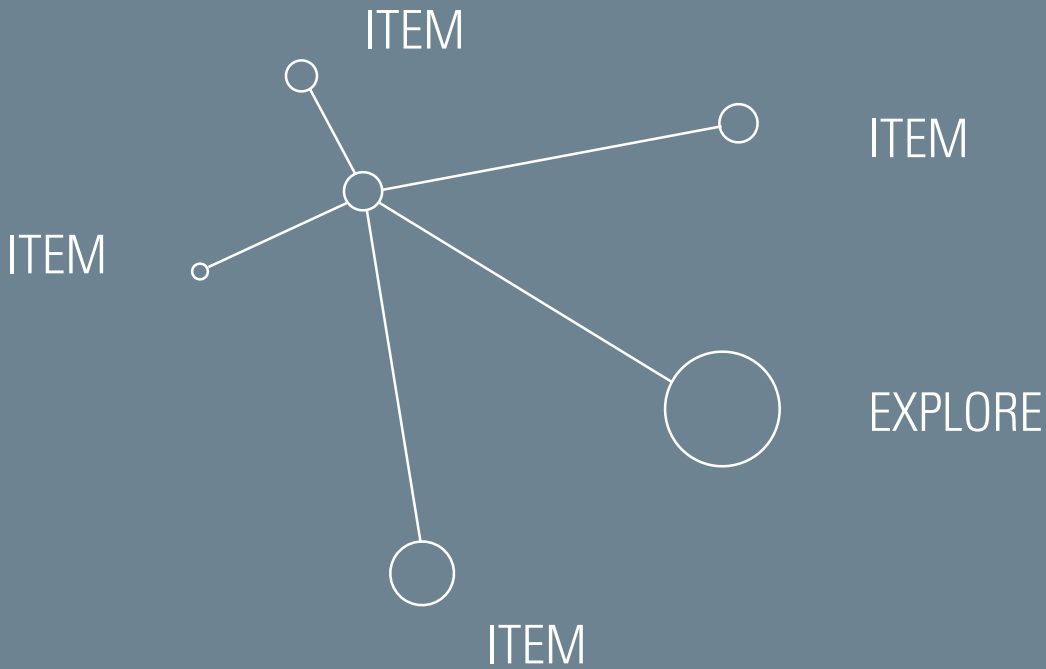
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EXPLORE ★

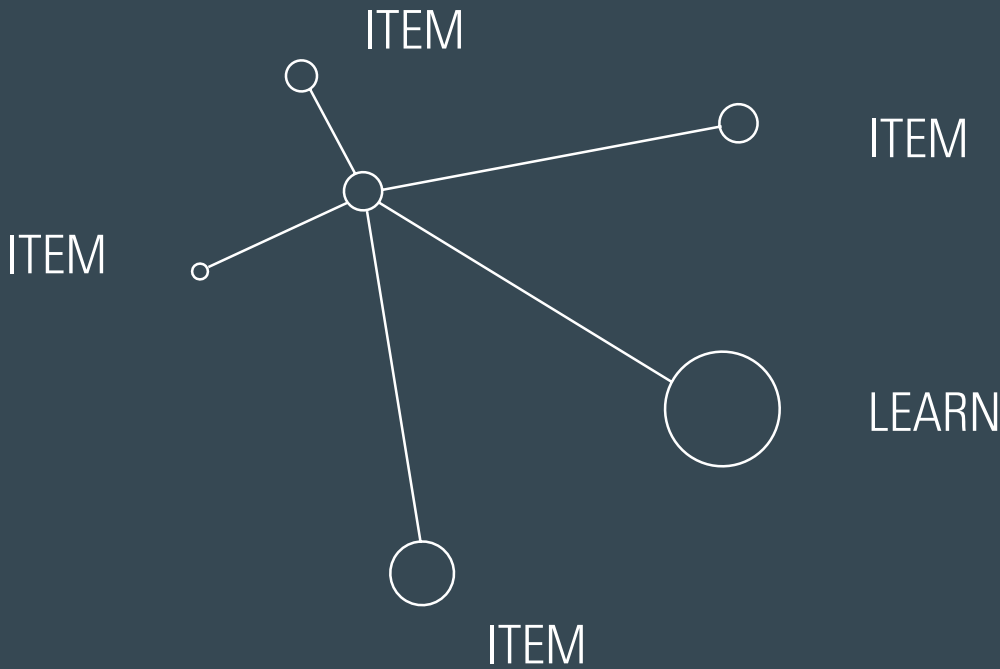
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LEARN ★

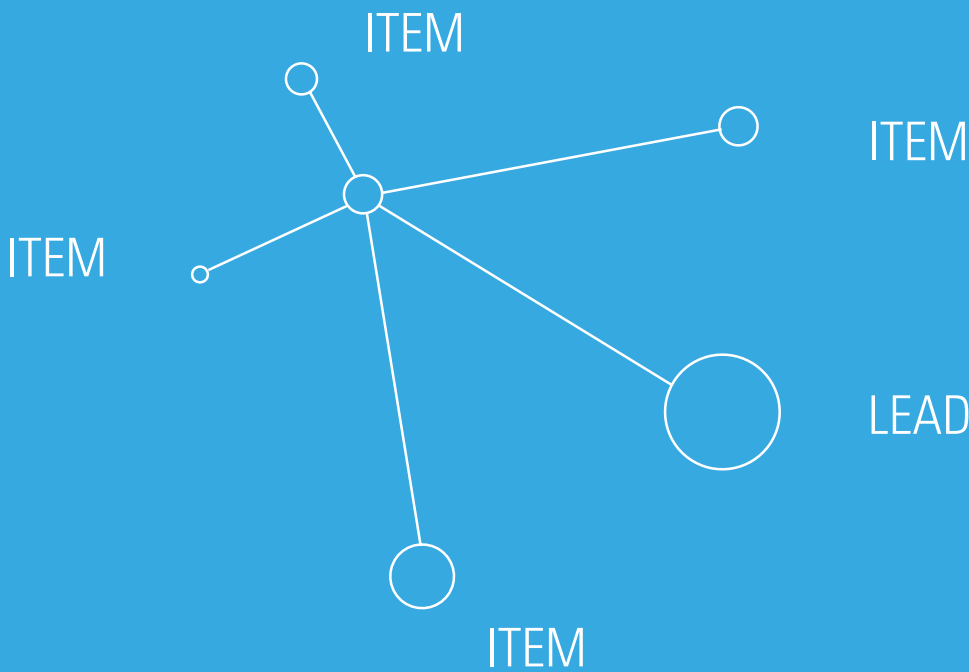
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LEAD ★

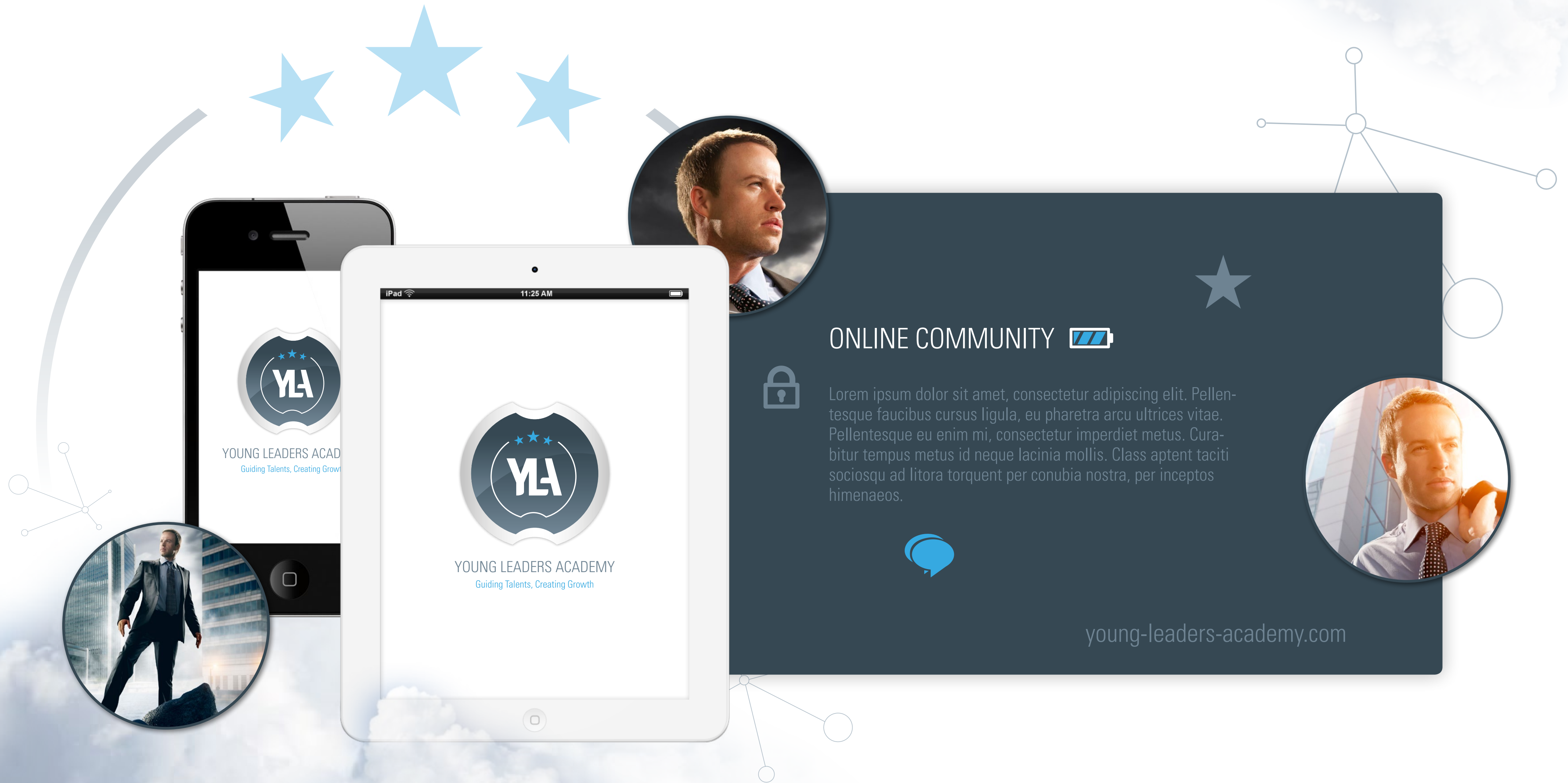
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LEADERSHIP **EXPEDITION**

- SERIOUS_GAMING -





BENEFITS

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personal benefits

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company benefits

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LEADERSHIP **EXPEDITION**

CUSTOM MADE AN UNIQUE EXPERIENCE

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