

The Future of Women in Business

Club of Amsterdam

“Beyond gender differences in the world of business”

...and into the world of human potential

Dr. Colby Stuart • Club of Amsterdam • 24 April 2014 • Amsterdam, The Netherlands



Gender bashing is a distraction from the real issues.

It does not demonstrate critical thinking.

Prevailing attitudes are dangerous.

They hold our critical thinking hostage.

Male dominated leadership does not reflect the potential economics of society.

What happens when we replace the word “profit” with sustainable growth?

Challenge the old rhetoric and seek out new wisdom to shift the mindsets.



Become part of the decision-making system if you want a culture shift.

GoChoose

Incubator for Personal Development
Personal Learning Path PLP

ReBoot Camp

ReBoot Lab

Virtual Learning Environment VLE

Building skills to master making better
choices, handling situations, improving outcomes

Building a practice of qualified leadership –
evolutionary leadership practices

Learn, develop and apply
critical thinking skill sets to
make better choices.

The Internet of Everything is an adaptive, creative culture of society, business and technology at speeds beyond our comprehension.

Our choices are documented...everywhere...pay attention.

Turn data into insight to frame
your choices.



Behavioural economics 4.0 is humanising the behaviour and choices in business culture.

What happens to business
when the geeks and the
creatives get together?



What value parameters do we need to get into place to frame the future of business that society prefers?

Decision-making systems should reflect the diversity in society.

Women should be part of the decision-making process.

This culture shift is an element in a paradigm shift in the business world.



Who is Colby Stuart ?

Dr. Colby Stuart
Quantum Brands BV
Kids 2020 Foundation

Concept developer; executive creative
director; serial entrepreneur; geeky
academically-grounded scientist

Loves adventure, discovery and voracious,
persistent learning

Likes to stay ahead of the game - moving
forward - likes to grow things

Loves start-ups,
transforming old companies, inspiring
innovation and growing value

Cooperative, collaborative, creative,
constructive, systematic

Talent for wiring up the brand

B.S. / M.S. / M.B.A. / PhD

Be creative. Believe.

Where you can find me:

colbymedia@gmail.com

www.twitter.com/quantumbrands

www.twitter.com/colbystuart

www.twitter.com/kids2020

www.pinterest.com/quantumbrands

www.squidoo.com/BrandMe

speech on Human Potential
<http://ow.ly/Obqp> from the
European Futurists Conference
Luzern October 2009

