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IHM graduate

Social entrepreneur

Practical researcher, research group
employability, Zuyd University

Associate partner, research group
innovation in hospitality,
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Best practices Stenden University



problem based learning

norms and values of a professional work attitude

broad basic knowledge of a company

10 month internship

Learning

70-20-10

70% - work experience

20% - social contacts

10% - formal education



100% learning

100% performance



Skills

digital skills

social skills

attitude

When everyone has access to the same tools

...then having a tool isn't much of an advantage.

The industrial age, the age of scarcity, depended in part on the advantages that came with owning tools others didn't own.

Time for a new advantage. It might be your network, the connections that trust you. And it might be your expertise. But most of all, I'm betting it's your attitude.