



## Aad Boot

**Strategy execution specialist, change leader,  
and alignment strategist**

Aad Boot advises, coaches, and supports leaders and their teams all over the world in leading complex change, dealing with cross-cultural challenges, and post-merger integration issues.

## Aad's biography

### Aad Boot's Background

Aad is founder and managing partner of HRS Business Transformation Services where he advises business leaders and managers of some of the world's leading companies. Over the past 25 years Aad has been working internationally supporting his customers (including ABInBev, Amgen, ASML, Johnson & Johnson, HP, Microsoft, Rabobank, Siemens) in three key domains: Leading Complex Change, Cross-Cultural [Leadership](#), and Post-Merger Integration (more about Aad's services and Client Cases).

Aad has been working with a variety of companies, across different cultures, and with many cross-functional teams. His pragmatic approach, strategic [business](#) sense and interpersonal relationship skills put people at ease and [inspire](#) his clients to get the most out of themselves and their teams.

Aad is a trusted advisor to executive teams on how to design and lead complex change. He has developed a unique methodology to create executive and leadership team alignment on the vision, direction, strategy, and desired change, and on how to translate this into focused execution (check out our team alignment approach).

As a highly experienced program manager of complex change initiatives he supports organizations in getting from strategy definition to successful strategy execution, often in an international context with multiple corporate and national cultures, and combining different functional domains (ICT, Operations, Sales & Marketing, HR, Finance).

Aad's services cover a unique combination of professional competencies in the field of Business Consulting, Program Management & Change Enablement, People Development and Executive

Coaching. Leadership, collaboration, teamwork, communication, [people development](#) and achieving business results are strongly connected in the way Aad works.

Aad is an exceptional change leader, team facilitator and coach. He believes that mastering the essence of people alignment is a crucial success factor in today's business environment. Alignment in the sense of truly understanding and sharing one another's ambitions, visions and cultural differences. Alignment in such a way that a clear sense of focus kicks in, leading to breakthroughs and measurable results (read here what clients say about Aad's work).

Over the past decades he has developed a deep expertise in how to deal with the international and cross-cultural challenges that companies increasingly face. This makes him a thought leader on cross-cultural leadership, and a popular keynote speaker (find more about Aad as a speaker).

After graduating from university (Master in Public and Business Administration) Aad has built his whole career around leadership and leading change. He was Director and Practice leader of the HR Solutions practice at KPMG Consulting before starting his own consulting firm. Aad provides high added value through conceptual and methodological expertise combined with strong facilitation and personal coaching skills.

Aad is Dutch and lives with his family in Brussels. He loves his wife, his two sons and their cat Minie. He is a big fan of cooking, sports (mountain biking) and traveling to meet people and enjoying other cultures.

## Aad's talks

- **How to Lead Cross-Cultural Teams**

Strengthen your intercultural competence and boost people collaboration and performance across cultures Aad Boot speaking at a Congress In our globalized economy, your ability to build and lead successful cross-cultural teams has become a crucial competency. You wonder if there is an effective method for getting your team based on three continents to work together successfully.

You want to stimulate your (for instance) Japanese-German-American team's day-to-day effectiveness. You spot and observe cultural differences, but know that noticing these differences is not the same as reconciling these and creating team alignment. Together with cross-cultural leadership expert Aad Boot you will take a closer look at how successful cross-cultural business teams operate, and what differentiates them from other teams.

Aad will offer you practical insights, tips and skills that you can directly use in your own work. Because teams where East (Japan, China, India, ..) and West work together are an increasing business reality, Aad will pay particular attention to bridging the East-West cultural divide.

Questions that Aad will address in this keynote: How to encourage openness between team members with different (Asian, Western) backgrounds? What are particular challenges for global virtual teams, and how to address those? How to deal with hierarchy across cultures? How to build trust, despite cultural differences? How to get your team from taking good decisions to turning these decisions into concrete and measurable results?

- **Do You Lead Change or Is Change Leading You**

How to stimulate adaptability of people and teams while maintaining focus

Aad speaking at a congress You are increasingly confronted with changes that cannot be planned upfront and boxed in a traditional project management structure: define it, detail it, roll it out, and then back to business.

Many of today's changes are related to fast evolving new technologies, and shifting global power structures. It is often unclear exactly what these changes entail, but they have a profound impact

on our organization.

You are expected to guide our people through these changes, while finding a way to handle the increased level of complexity and uncertainty associated with it.

You want to motivate your people by presenting them a clear overview of the steps to follow and the results to achieve, but you do not yet have all the answers yourself.

You try to manage resistance and change fatigue, but know that the next change already looms on the horizon.

Questions that Aad will address in this keynote:

- What does change mean to you?
- What are the most effective ways to turn resistance to change into a will to engage?
- Why we don't need more collaboration, but better collaboration?
- How do you recognize the difference between 'people who work together' versus 'people who are aligned'?
- How to help people and teams to maintain focus and direction in times of change?

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