

Invitation & Information



UNIQUE MASTERCLASS

'Successfully Leading Changes'

-how to translate future goals into tomorrow results-



**Learn which leadership and organizational actions
are key to successfully implementing change initiatives.**

**'Four keynote speakers from Aruba, each a leading expert
in their own field, share their insights and experiences'**
Who? See next page!

Designed specifically for:
CEO's, Policymakers, Directors & Managers and other leading positions like : HR
– Finance – Operations – ICT – Tourism - Quality – Safety – Environment.

WEDNESDAY NOVEMBER 19th, 2025
JOIA ARUBA, 08:30 AM until 05:00 PM

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Why this event

Like many “New Year’s resolutions”, most organizational change initiatives have a high failure rate. Around 50–70% of these initiatives and projects **fail** for many reasons. **However, with the right leadership and change tools, it’s possible to achieve lasting, meaningful improvements and transformation.** This Masterclass will inspire you, provide practical and relevant insights, and equip you with proven methods to ensure your efforts in driving necessary organizational change truly pay off. You will succeed where many others have failed.

Main Goal

Learn and apply the critical elements of change management to ensure success in your organizational or project change initiatives. Like business growth & innovation, quality & safety improvements, people employability & development, level up service etcetera. Tools and documents will help you to practice your change initiatives.

Keynote Speakers



Leading Change: Head, Heart and Path

Toy Balentin is a seasoned project executive (ACCS N.V.) with 44 years of engineering & construction experience for companies such as Coastal, Valero, Aruba Ports Authority (Barcadera Terminal) and Aruba Airport Authority (GW2030 airport expansion), inspiring executives with real-world lessons in vision, leadership, and change management.



The Strategy & Process behind Successful Changes

Patrick Melchior, Destination and Service Manager at ATA, has built a strong track record in general management in different industries and marketing. Within ATA, with extensive experience in developing strategies and driving change. New directions and policies can only be effective when both stakeholders and the internal organization undergo transformation.



Shaping the Future: HR Agenda 2.0

Amarelys Raven-Ridderstap, HRM expert Pro-Work, with 18 years of experience in several business fields such as hotels, government and retail. From personnel administration to strategic partner for directors and boards, and implementation of HR-tools like ‘Functiehuis’, HR-cycles & performance management.



Implementing changes: people make the difference!

Jerry Staring, CEO Medwork, has extensive experience in healthcare. Having worked at DVG (optimizing business processes) and as Director of Public Health (modernizing and improving organizational efficiency). Since 2023, he has been CEO of Medwork, with the challenge of further professionalizing the company culture.

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Moderators



Bernd Zalewski, Managing Director of QESH Services Aruba and has more than 25 years of experience as Business Organizational Coach and Lead Auditor based in Aruba and has led successful leadership Change Initiatives in over 200 international Organizations incl. Governmental Institutions.



Frank Verberne, Change Manager with over 25 years of experience across international corporations, SMEs, and the public sector (healthcare, municipalities, and education). Author of a book on the human side of change, focused on translating strategy into results. Successful execution depends on people: they make the difference!

Language

English

Register

Send E-mail to info@gesharuba.com and you will receive a registration form.

Costs

Regular price: 1.050,00 Awg per person

EARLY BIRD PRICE (VALID UNTIL NOVEMBER 5th): AWG 995,- per person

Participation 2 or more: contact us for price.

Price including:

- Tools & Documents to practice and execute your change initiatives
- Light snacks, Lunch Buffet & Beverages|
- Digital Participation Certificate

More information

Send your mail to info@gesharuba.com

Schedule & Content Masterclass

See the next pages!

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Schedule & Content Masterclass

08.30 AM: Welcome with coffee, tea & soft drinks
Morning session starts 09.00 AM

1) LEADING CHANGES: HEAD, HEART & PATH **KEYNOTE SPEAKER: TOY BALENTIN**

- What is change? Why change?
- The Rider, the Elephant, and the Path.
- Engaging Emotion to Drive Change
- Shaping the Environment for Success
- Lessons for Executives

10.30 AM: Break

2) THE STRATEGY & PROCESS BEHIND ORGANIZATIONAL CHANGES **KEYNOTE SPEAKER: PATRICK MELCHORS**

- Tell the real story; no pain, no gain
- Without clear direction change initiatives will fail; 'owned goals' makes change work
- Involve stakeholders, both external and internal
- Open, transparent and regular communication: driver of success, source of failure
- Key learnings; must do's & must not do's

12.15 PM: Lunch & networking.

Afternoon session begins at 01:00 PM

3) SHAPING THE FUTURE: HR Agenda 2.0 **KEYNOTE SPEAKER: AMARELYS RAVEN-RIDDERSTAP**

- Facing the future: HR drivers for change
- Bridging the gap: HR-tools and procedures that create the foundation for growth
- Trust: essential fuel for change; how to make it work?
- How to deal with personnel- / talent shortage, aging workforce, generation gap?
- Best practices and pitfalls you want to avoid

02.30 PM: Break

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4) IMPLEMENTATING CHANGES : PEOPLE MAKE THE DIFFERENCE

KEYNOTE SPEAKER: JERRY STARING

- Changing company culture
- Know your people
- Clarity in mutual expectations
- The intangible side of the change process
- Lessons learned

SPECIAL (provisionally confirmed)



INSPIRING INTERVIEW WITH SARAH-QUITA OFFRINGA

WHAT WE CAN LEARN FROM ARUBA'S TOP SURF PERFORMER: 15 YEARS AT THE TOP, DEALING WITH CHANGES, RESISTANCE AND SETBACKS, BUT STILL PERFORMING AT HER BEST.

STANDING STILL, IS FALLING BEHIND!



5) SUMM UP KEY LEARNINGS SESSIONS 1-4

6) CLOSING BY BERND ZALEWSKI, 05.00 PM

Don't miss out this Unique Masterclass!

[Register now](mailto:info@qesharuba.com)
info@qesharuba.com

We hope to welcome you November 19th
08.30 AM at JOIA Aruba