



Strategy Rocks: Building Resilient Organisations in Turbulent Times

EXCLUSIVE PRE-NIGHT EVENT

TUESDAY 9 JUNE 2026, 6.30 PM, BRUSSELS CAMPUS

THE VLERICK HR DAY IS RETURNING FOR ITS 21TH EDITION!

To enable you to get on top of the newest HR trends and grow your network, we are pleased to inform you about our exclusive pre-night content & networking event at Vlerick's Brussels campus.



The evening will feature an exclusive keynote session by Professor **Kurt Verweire**, Director of the Advanced Management Programme at Vlerick Business School and one of the driving forces behind the Strategy in Action Platform.

In a world defined by uncertainty and disruption, leaders are challenged to rethink the foundations of strategy. Should organisations still focus on competitive advantage, or do turbulent times demand a fundamentally different approach?

Professor Verweire will explore how turbulence strategy interacts with traditional competitive and growth strategies—and what this means for building resilient organisations. Drawing on real-world examples and insights from his recent book **Strategy in Turbulent Times**, he will reveal three essential '*strategy rocks*' that every leader must master to navigate unpredictability and drive sustainable success. Join this session for a thought-provoking exploration of how to anchor your strategy when the ground keeps shifting.

Mark 9 June 2026 in your calendar now - we'd love to see you there!

PROGRAMME:

6.30pm: Welcome
7.30pm: Prof Dr Kurt Verweire
8.30pm: Networking dinner
10.30pm: Closure

