

# About Corporate Rebels

Over the years, Corporate Rebels has grown into much more than just a blog. By expanding our activities we've been able to grow our impact around the world. Here's an overview of the things we mostly do [documented as goals in this StratML rendition]

Back in January 2016, we (Joost & Pim) quit our corporate jobs. Like most people, we worked in outdated workplaces characterized by inertia, bureaucracy and a lack of motivation. We simply couldn't accept that the world of work – for far too many – is a place full of misery and despair. In order to fight those dreadful workplaces, we started this blog – Corporate Rebels. By checking off our Bucket List, we visit the world's most inspiring workplaces. We combine those practical insights with academic findings from our PhD research. Along the way, we share everything we learn.

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## Corporate Rebels (CRBL)

### Stakeholder(s):

#### Team Corporate Rebels :

*We started with two. Over time, more people joined forces and work with us to create a true workplace revolution. Here's who we are.*

#### Joost Minnaar :

*Co-founder Corporate Rebels. My daily focus is on research, writing and anything else related to making work more fun.*

#### Pim de Morree :

*Together with Joost I co-founded Corporate Rebels. I mainly focus on: researching, writing, speaking, and building our own company. — I'm a strong believer in changing workplaces for the better. During my three years in a corporate job I became frustrated with the outdated working practices that many of us experience. Together with Joost, I set out to travel the globe to learn from all kinds of workplace pioneers. We knew there had to be better ways of working out there, we just didn't know what they were like. So, we set out to learn from the best. I love to blog, research, and speak on making work more fun. I'm also very passionate about the entrepreneurial side of Corporate Rebels. I love building our company, our practices, and our community. Besides work, I love to spend time with my girlfriend. Also, I love to spend my time kitesurfing, reading, and with friends.*

#### Ellen Dick

#### Ken Everett :

*Author Designing the Networked Organization, Prof. at CUHK, Executive Fellow Essex U, CEO N2Nhub and Ken Everett Intl.*

#### Bram van der Lecq

#### Corporate Rebels Clients

Microsoft

Roche

Gicci

Haier

Kering

Maersk

Rabobank

SAP

Hugo Boss

NHS

Daimler

ING

Randstad

ASML

Handelsbanken

#### Media Outlets :

*Our work has been featured in media outlets like The New York Times, Forbes, The Huffpost, BBC and The Guardian.*

The New York Times

Forbes

The Huffpost

BBC

The Guardian

#### Thinkers50 Institute :

*Along the way, we've been nominated for several awards and listed among the "Top 30 Emergent Management Thinkers" by the Thinkers50 Institute.*

## Vision

Inspiring workplaces

## Mission

To fight dreadful workplaces

## Values

**Industriousness:** Antonyms for inertia ~ drive, industriousness, industry

**Self-Management:** Near Antonyms for bureaucratic ~ nonmanagerial, nonsupervisory

### Motivation

#### Work

**Happiness:** Near Antonyms for misery ~ comfort, consolation, solace, alleviation, assuagement, ease, relief, peace, security, well-being

**Hope:** Antonyms for despair ~ hope, hopefulness

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## 1. Presentations & Workshops

*Share knowledge.*

PRESENTATIONS & WORKSHOPS — We share everything we learn at conferences, companies and events around the world.

### 1.1. Status Quo

*Challenge the status quo.*

We challenge the status quo.

### 1.2. Inspiration

*Share inspiration.*

We share inspiration.

### 1.3. Advice

*Offer advice.*

We give no-nonsense advice.

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## 2. Events

*Bring rebels together to boost the workplace revolution.*

REBEL EVENTS — We bring together a wide variety of rebels during our full-day Rebel Events. We connect, learn, and share to jointly boost the workplace revolution in cities around the world.

### 2.1. Connections

*Connect with other rebels.*

### 2.2. Learning

*Learn from other rebels.*

### 2.3. Sharing

*Share with other rebels.*

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### 3. Book

*Explore radical practices applied by workplace pioneers in progressive organizations.*

**Stakeholder(s)**

**Workplace Pioneers**

**Progressive Organizations**

THE BOOK — In our book, we take you on a trip along the world's most progressive organizations. Learn about radical practices as we explore workplace pioneers in great detail.

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## 4. Corporate Structures

*Overhaul corporate structures.*

### Stakeholder(s)

#### Companies

ORGANIZATIONAL DESIGN — Combining our practical research and our PhD insights, we support companies to radically overhaul their traditional organizational structures.

### Administrative Information

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