

# Robin van Lieshout CEO/Founder inSided





<https://www.youtube.com/watch?v=4zs-ZGhPS7E>

# Ownership makes it happen



## Our Core Values

### OWNERSHIP MAKES IT HAPPEN

We take responsibility  
We walk the extra mile to get it done  
We make sure we always deliver on D's

### BE OPEN


We give & accept constructive feedback  
We are open for change  
We build personal relations

### IMPROVE BY LEARNING

We challenge ourselves and others  
We learn - to move fast  
We strive to be the best in what we do

### DO IT TOGETHER


We succeed if our customers succeed  
We help to create A teams  
We stay flexible to help others



Good is the  
enemy of great.

Jim Collins





INSIDED

Improve  
by learning



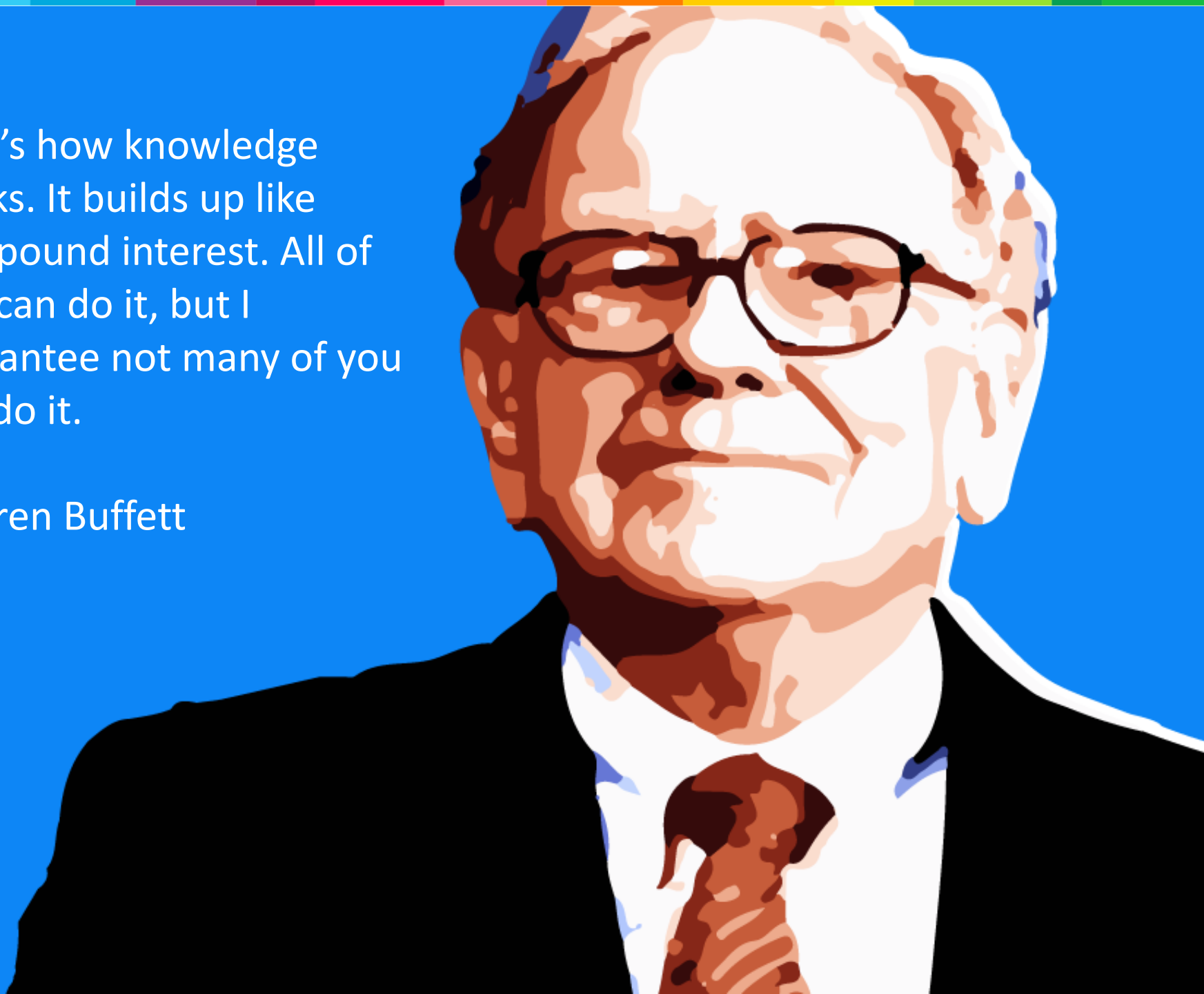


I am...defined by my curiosity and thirst for learning...I buy more books than I can finish. I sign up for more online courses than I can complete. I fundamentally believe that if you are not learning new things, you stop doing great and useful things.

Satya Nadella, CEO Microsoft

That's how knowledge works. It builds up like compound interest. All of you can do it, but I guarantee not many of you will do it.

Warren Buffett



Every morning in Africa, a gazelle wakes up. It knows it must **run faster than the fastest lion** or it will be killed... every morning a lion wakes up. It knows it must **outrun the slowest gazelle** or it will starve to death.



It doesn't matter whether you are a lion or a gazelle... **when the sun comes up, you'd better be running.**





<https://www.youtube.com/watch?v=1gbQZvr7p0U>



# Robin van Lieshout

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