

# Continuous Learning

## Event Program 2022

In the centre of Brainport Region Eindhoven, this year's Dommel Valley Group symposium focuses on the importance of Continuous Learning and the role of Knowledge Management!

How are these concepts connected?  
What do we already know?  
What are best practices?

**Participate, share your knowledge and learn!**

The Dommel Valley Group Event committee:

Roelie Joekema, Josie van Schilt, Wendela Vuurberg-Gillissen, Leon van Nieuwenburg, Janine Dobbelsteen, Ellen van der Mierden, Coert Kea, Willy de Jong

# PROGRAM SCHEDULE

## Welcome & Introduction

Welcome and introduction by Rudy van Beurden (host) & Nicole van Ummelen (TU/e)

09:00 – 09:30

## Keynote Learning with Knowledge Management

Sebastiaan Borgers (Philips) & Daniel Canter (ASML)

09:30 – 10:30

## Parallel sessions round A

Interactive workshops & round tables

11:00 – 11:45

## Lunch

We are here to share and network with each other.  
While enjoying your lunch, catch up with colleagues you haven't spoken in a while.

12:00 – 12:45

## Keynote Breaking the barriers to knowledge sharing

Josette Gevers (TU/e)

13:00 – 14:00

## Parallel sessions round B

Interactive workshops & round tables

14:15 – 15:00

## Report out & networking

Sharing our lessons learned and handing out the Henk Annema Award will wrap up the day.

15:30 – 16:00

## Informal drinks

After the wrap up of the day you are more than welcome to hang around and talk to those you missed during the day.

16:00

# Your host

---

## Rudy van Beurden

With his clear vision and contagious enthusiasm, TU/e alumnus Rudy aims to get us fully inspired, at the Dommel Valley event.

He'll tap into 11 years of experience with group dynamics, in which he met prisoners and prime ministers, to give substance to the chairmanship of the day.

Rudy is looking forward to meet you at this exciting event. Simply register yourself right away.

Positive energy guaranteed!



# Keynote 1 : Learning with Knowledge Management

## Sebastiaan Borgers

is the Global Head of Knowledge Management at Philips. He leads the Philips Global Knowledge Management team.

## Daniel Canter

is part of the Global Learning & Knowledge Management Center of Excellence. He is leading a global team of Knowledge Management experts to take the next step in developing the Knowledge Management and learning capabilities within ASML.



Sebastiaan Borgers



Daniel Canter

Sebastiaan and Daniel will discuss the differences and similarities between Knowledge Management within Philips and ASML.

They will take you on a journey to further explore the role of Knowledge Management in an organization and how this links to Learning. Sharing main successes and challenges to help identify the key success factors to start learning with Knowledge Management.

## Keynote 2 : Breaking the barriers to knowledge sharing



Collaboration and knowledge sharing have long been identified as key drivers behind the success of the Brainport region. Constituting the backbone of innovation and technology development, the capacity to capture, share, and collaboratively create knowledge is vital for maintaining and improving competitive advantage, both at the enterprise and the industry level.

Yet, creating a collaborative culture that allows for effective knowledge sharing within and across company borders is not an easy feat, not in the least because there's people involved. In this talk, Josette adopts a social psychological lens to address the 'people factor' in knowledge sharing and identify some of the obstacles that may impact people's knowledge sharing behavior, and how these can be overcome.

### Josette Gevers

Is Associate Professor and co-chair of the Human Performance Management group at the Industrial Engineering and Innovation Sciences department of the Eindhoven University of Technology (TU/e). Her research focuses on the drivers of effective teamwork within and across organizations, and how these impact the innovative and adaptive capacity of high tech companies and ecosystems for developing key enabling technologies and solutions to societal challenges.

Her published work appears in book chapters and international high-impact journals in the fields of applied psychology and management. She has presented her work at numerous (inter)national conferences and provides talks and tailored workshops to help teams flourish. She is an advisor and ambassador to innovation accelerator institutes in the Brainport Region, including Knowledge Sharing Centre and Eindhoven Engine.



Josette Gevers

# 1. Roundtable

---

The engineer learning journey; Enabling impactful learning journeys, to keep ASML at the forefront of engineering.



Frank Morselt

## Speaker

---

Frank Morselt & team

## Biography

---

**Frank Morselt:** holds a technical master's degree, and has worked for over 25 years at ASML, where he held various positions as line manager for engineering teams within R&D. Frank is passionate about developing people and sharing knowledge. Three years ago, he made the switch towards the domain of Learning & Development. His current position is Program Manager for the "Engineer Learning Journey" initiative.



## Roundtable Description

---

ASML is at the forefront of engineering, designing one of the world's most complex product portfolios. In order to address the needs of our workforce in this fast growing organization, we need to guide and support our engineers into learning, to foster technical leaders.

ASML's "Engineer Learning Journey" initiative aims to support engineers within R&D to take ownership of their learning in a structured and personalized way through learning journeys. These journeys can be focused among others at acquiring dedicated technical skills, can be role based, or can be triggered by transformational processes in the company.

Enabling learning journeys in the R&D organization is a multi-faceted challenge and needs an holistic approach, ranging from addressing the 'learning culture' to supporting the development of curricula for required technical skills.

Within our team of learning professionals, we experience this initiative also as our own personal learning journey, as we find out along the way what works and what doesn't. We like to share our findings with you, and have you think along with us.

## 2. Workshop

---

Remote hub (Thermo Fischer); How to develop attitude in service training?



Dominique van Geffen

### Speaker

---

Dominique van Geffen

### Biography

---

Dominique van Geffen : Born and raised in Zuid Holland, moved to Eindhoven to study technical physics and stayed there due to my passion for electron microscopes. I build and tested microscopes (5 years), then became a trainer for the service group (2 years) and now I work as an instructional designer in the learning innovations group (3.5 years). Integrating immersive technologies, ADDIE-ing new products and curriculum ownership are currently my main responsibilities.



## Workshop Description

---

Due to limited resources we developed different modes of training; emerging technologies (remote connectivity and AR) and hardware stands. These modes complement the instructor led classroom & lab training. In this workshop we will look at undesirable behavior of the trainees and find methods to enforce a more customer focused attitude for these complementary training modes.

# 3. Workshop

Challenge based learning in collaboration with industry (TU/E)



Michael Bots



Dominique Fürst

## Speaker

Michael Bots & Dominique Fürst

## Biography

Michael Bots works as a Program Manager Challenge Based Learning for the Eindhoven University of Technology (TU/e). He has a background in educational science and change management and is specialized in learning innovations in higher education together with multi-stakeholders. His current focus is on managing the development and implementation of challenge based learning at TU/e.

## Biography

Dominique Fürst is the CBL Officer Artificial Intelligence at the TU/e. A bridging role between TU/e innovation Space and Eindhoven Artificial Intelligence Systems Institute (EAISI). Connector of industry, research, societal organizations and education within Challenge-Based Learning in the field of Artificial Intelligence. Project lead of the new partnership model development and piloting the first thematic ecosystem of TU/e innovation Space.



## Workshop Description

Challenge-based learning (CBL) can be a powerful way for students, professional learners, and stakeholders to acquire, apply and develop deep knowledge while experiencing what it is like to work as a multidisciplinary engineering team on real-world, open-ended challenges.

Eindhoven University of Technology (TU/e) intends to give CBL as an educational concept a central place in our programs, as is described in our vision on education in 2030. We are currently on the path towards realizing this vision, initiating a line of consecutive CBL experiences in every program.

In CBL individual learners must deal with the open-ended nature of challenges that require a synthesis of different perspectives and knowledge to define problems and to solve them. Participants are required to regulate their own learning, are challenged to deal with uncertainty and with cooperation with other disciplines and stakeholders. On an organizational level CBL creates opportunities to organize a collective learning process and manage the circulation of knowledge between academics and different stakeholders from industry, society, or research.

The questions that will be explored during the workshop is how to organize this in a structural way. How can we join forces in CBL to educate the engineers of the future and how to use this concept to drive organizational learning and innovation? To enable an active participation of all the participants, we intend to use an interactive challenge-based format that allows all participants to experience CBL with the aim to develop a list of recommendations that can be used by organizations wishing to implement CBL or to collaborate as partners in a CBL based program.



# 4. Roundtable

The challenges of challenge -based learning in engineering (TU/E)



Kathinka Rijk



Chantal Brans

## Speaker

Kathinka Rijk & Chantal Brans & Gerard van de Watering

## Biography

Kathinka Rijk is a policy officer on education in the staff office of the Executive Board of Eindhoven University of Technology (TU/e) in the Netherlands. She has a background in psychology and pedagogy, and is currently working on the development of Challenge-based Learning at TU/e. Other topics in her scope include student employability, the international classroom and honors education.

## Biography

Chantal Brans is the program manager education innovation of TU/e innovation Space. With a broad background in education innovation and engineering education she is now focusing on Challenge Based Learning. Current challenges she is working on with her team are: strengthening the connection of research, education, industry and society; developing viable businessmodels for the university in the future; the added value of microcredentials for professional learners; how to capture learning outcomes of students in challenge based learning.

## Biography

Gerard van de Watering is an educationalist and policy officer on education in the staff office of the Executive Board of Eindhoven University of Technology (TU/e) in the Netherlands. He is an expert on student centered learning, and assessment and evaluation. He is currently supporting the development of assessment and evaluation in Challenge-based Learning at TU/e.



## Roundtable Description

Challenge-based learning (CBL) can be a powerful way for students, professional learners, and stakeholders to acquire, apply and develop deep knowledge while experiencing what it is like to work as a multidisciplinary engineering team on real-world, open-ended challenges.

Eindhoven University of Technology (TU/e) intends to give CBL as an educational concept a central place in our programs, as is described in our vision on education in 2030. We are currently on the path towards realizing this vision, initiating a CBL curriculum line in every program. As an educational concept CBL creates different opportunities for learning across individuals and organizations by allowing participants to:

- Connect and collaborate with a variety of talented people and perspectives
- Acquire, share, and integrate new knowledge from research
- Apply knowledge to develop, test and evaluate innovative solutions

The aim of the round table is to share our first experiences with CBL and discuss what benefits, opportunities and challenges can be identified for different stakeholders.

## 5. Workshop

---

The importance of coaching skills for a well functioning learning climate (Royal Dutch Airforce)

### Speaker

---

Elt Ageeth Sollie

### Biography

---

Elt Ageeth Sollie Bachelor of Education. 25 years of experience in the Air Force. Started as an airtrafficontroller. After the study Learning and development in Organisations working as a consultant business management. Also since 2008 coach within Defense, specialized as stress and burn-out coach and equine assisted coach.



## Workshop Description

---

Nowadays the term coaching is used for all different kinds of guiding. The Royal Dutch Airforce (RDAF) has participated in a Research off the University of Antwerp about learning culture.

One of the conclusions was that a substantial part of the employees of the RDAF had a lack of confidence in the coaching skills of their managers. The question addressed in this workshop: Is every leader/managers capable of coaching her or his employees?

# 6. Workshop

## Myths in Education (Philips)



Sonja Jansen



Miguel Klokgieters



Wendy Ankersmit



Anna Pavlidou

### Round 1 Speakers

Sonja Jansen & Miguel Klokgieters

### Biography

Wendy Ankersmit is instructional designer at Philips. Here she is responsible for the technical service curriculum for Image Guided Therapy and Magnetic Resonance. Before joining Philips, she worked as consultant for CINOP, where she was responsible for acquisition and execution of projects with focus on education, training and development of professionals in education, enterprises and government organizations.

### Biography

Miguel Klokgieters is Instructional Designer at Philips. He is responsible for the curriculum design of project managers and engineers. Miguel has a clinical background and worked together with the Global Education team to design and deliver clinical education solutions for end users in the hospital. Under his guidance, the IGT clinical education team became the front runner in providing (clinical) education as a B2B service.

### Round 2 Speakers

Wendy Ankersmit & Anna Pavlidou

### Biography

Sonja Jansen is competency manager at Philips leading the world-wide local trainer program for Service Education. Before she joined Philips, she worked as a senior consultant in a commercial training organization designing educational solutions for government and organizations in the automotive and nautical industry.

### Biography

Anna Pavlidou is instructional designer at Philips. Here she works with developers and trainers to design the technical service curriculum for Diagnostic X-Ray and Digital Pathology. Before joining Philips, she worked as an instructional designer designing, developing and implementing learning solutions for organizations in the software and veterinary industry.



## Workshop Description

Do you think you know everything about education? Is it true what experts say about learning theories, or did we make things up ourselves?

It is time to deep dive together and do some myth busting in the world of education!

# 7. Workshop

---

From Domain Expert  
to Fountain of  
Knowledge (Philips)

## Speaker

---

Jasper Lavertu & Bas Vellekoop

## Biography

---

Jasper Lavertu thrives on making it easier for the experts doing their job, so they have more time for the fun stuff. He has over 15 years of experience in complex, multidisciplinary, innovative environments, focusing on knowledge management and project management. Jasper joined the Philips Global Knowledge Management team in September 2021. Before joining Philips, he worked as an Aerospace Engineer at Airbus Defence & Space in Germany and as a Knowledge Manager at Feadship Royal Dutch Shipyards.

## Biography

---

Bas Vellekoop is a global technologist, learning innovator and Knowledge Management expert. Currently he is Business Process Expert for Communities of Practice and Knowledge Assets at Philips. In previous roles he's worked as research engineer, musician, cultural awareness trainer, and as learning consultant for offshoring projects to the US, Poland, India, Singapore, and Argentina. He's also enjoyed organizing unconferences and hackathons.



## Workshop Description

---

Domain experts (and their expertise) are essential to achieve business objectives. We need experts to share knowledge, participate in discussions, answer questions and help others who seek expertise! But at the same time, knowledge seekers often struggle to find the right expertise and organizational silos form barriers to the flow of knowledge. Moreover, experts face various challenges that hinder them from effectively fulfilling their roles.

This workshop will first explore what experts need to do and what challenges they need to overcome. Then we'll discover what learning the experts need to become the much-needed source of knowledge and inspiration.

## 8. Workshop

---

The world of L&D - discover the road from training to performance (Weefs Development)



### Speaker

---

Evitha Scharloo

### Biography

---

Evitha Scharloo is a senior Learning & Development consultant.

After years working on the corporate side of L&D for very diverse industries, she started her own company in 2021. Weefs Development is a consultancy company with a focus on people & organizational development. Evitha is a passionate & creative L&D professional with a strong analytical eye and the desire to create sustainable change.

'Change is part of our daily business. Why not light that fire ourselves & challenge the status quo'



## Workshop Description

---

One of the biggest challenges organisations face is moving from training to performance. Building learning solutions that have an actual impact on the organization.

What does it take for you to make that change? What skills does your L&D team need? How are you and your team challenged on this journey? Will you need more data analysis? A better relationship with key stakeholders?

For every L&D leader the demands will be different, which is why we are not offering a bullet-point plan. In this interactive session you are invited on a floormat of 2x3 metres that visualizes the journey from learning to performance. By doing that you will get more insights into what to improve, which challenges lie ahead and what you could work on together with your stakeholders.

# 9. Roundtable

---

DGOTC workshop;  
Professional development by  
building the company heart!



Major Willem Goes



Ruth van Sommeren

## Speaker

---

Major (RNLDA) Willem Goes & Ms Ruth van Sommeren MSc

## Biography

---

Before starting as a Learning & Development Specialist at DGOTC Major Willem Goes served as a commanding officer in several medical units of the Royal Netherlands Army for almost 20 years. During the execution of training, exercises, and missions abroad his interest in individual learning and development was sparked. Now that he is about to complete his master's degree in educational science, he focuses on developing the didactic skills of the teaching staff of DGOTC.

## Biography

---

Ruth van Sommeren works as a learning and development specialist for DGOTC. As an ex-international school educator and educational consultant, she is passionate about making learning a fun experience.



## Roundtable Description

---

The Defensie Gezondheidszorg Opleidings-, en Trainingscentrum (DGOTC) (NLD-Joint Healthcare Education-, and Training Centre) in Hilversum provides medical education for all medical personnel of primarily the NLD armed forces and special units of the national police.

The education at the DGOTC is in line with the learning needs of the individual, whereby ownership of the learner over the learning process is key. This way of teaching requires a lot of skills of the teaching staff who, in order to be able to conduct their role in the learning process in a good way, are also continuous learners and therefore owners of their own individual learning and development.

The question is.... How do we awake the potential and qualities of all our employees to fulfill their role in education? How do we challenge them to take ownership for personal development to make sure that today, they perform better than yesterday, and tomorrow better than today?

During this round table activity we will discuss different statements and questions which will hopefully contribute to building your and our company heart.

# 10. Roundtable

---

ASML LXP: where knowledge and learning meet



Alex Hamakers



Niels Loendersloot

## Speaker

---

Alex Hamakers & Niels Loendersloot

## Biography

---

Alex Hamakers: Parenting, baking bread, playing guitar, martial arts, gardening, surviving another night in Minecraft, there is always something new for Alex to learn. As Product Owner he is responsible for the design and implementation of the Learning Experience for ASML Research & Development. Combining this with his personal interest in technology, and a background in project management, makes that he is having a great time implementing the Learning eXperience Platform.

## Biography

---

Niels Loendersloot: Born and raised in Eindhoven, passionate about coaching, leadership development and HR-Tech. Niels is a Project manager for the Learning & Knowledge management Infrastructure workstream within ASML. He has a background in computer science and HR-Learning & Development. He has worked at the forefront of HR-Tech and works as a leadership coach.



## Workshop & Roundtable Description

---

As part of the Learning and Knowledge Management transformation, ASML has implemented a Learning eXperience Platform (LXP), which acts as an easy entry point for information and learning content. In addition to ASML's proprietary learning content, the platform provides access to a vast set of best-in-class external learning content by providers such as LinkedIn learning and Coursera. This platform puts our learners in the driver's seat of their development by sharing best practices, methods, tools and resources to everyone across ASML.

In this interactive session we shortly share our approach, use case, success factors and learnings of the LXP implementation. Next, we will share statements / dilemmas on the combination of learning and knowledge management in the Learning Experience Platform. We would love to have a conversation with the participants, so that we can learn from each other.

# 11. Workshop

---

## UP learning: Applying Augmented Reality and Gamification



Wim Van Borm

### Speaker

---

Wim Van Borm

### Biography

---

As a senior learning specialist Wim helps 'learning organizations' develop such that they improve their business results.

For this Wim designs and implements learning and development strategies, (virtual) learning landscapes and talent and leadership programs.



## Workshop Description

---

Motivation is a strong enabler to help people grow and change. The game industry knows all about that. But how can you use game techniques and game elements to respond to the motives of your target group?

Next to some theory, this workshop is full of practical tips and examples. Experience for example how Thermo Fisher combined gamification with Augmented Reality.

[www.uplearning.nl](http://www.uplearning.nl)



# 12. Roundtable

---

Next learning Valley;  
Skillsbased learning: How do I facilitate the reskilling and upskilling of my employees by means of an LXP?

## Speaker

---

François Walgering

## Biography

---

François Walgering is owner and Learning Innovator at Next Learning Valley. As a platform provider and implementation partner of StreamLXP, François is involved in innovating learning on a daily basis.

He focuses on Personalized, Social and Data-driven Learning. He also helps organizations with the design of a learning eco system (Learning Suite), of which an LXP can be part.

In 2017, François was named 'Learning Innovator' of the Year.



## Roundtable Description

---

The interest in Upskilling and Reskilling is increasing considerably. Whether it is industry-specific and/or organization-specific skills. Is it also a hot topic for you?

Together we will discuss facilitating Up-& Reskilling of your employees and what should you take into account. During the roundtable we will also show a practical example using a Learning Experience Platform (StreamLXP). After this roundtable you can take the first step yourself and you have ideas to optimize it.

[www.nextlearningvalley.com](http://www.nextlearningvalley.com)

# 13. Workshop

---

Warp VR; Train your workforce just like in real life; How and when to apply story-based immersive learning



Thijs de Vries

## Speaker

---

Thijs de Vries

## Biography

---

Thijs de Vries has over 12 years experience in using gamification for learning and changing behavior. He is currently CEO of Warp VR where he combines storytelling, game-based learning and VR to revolutionize how people train. As an international speaker, Thijs helps business leaders and managers worldwide to learn more about the impact of playful learning.



## Workshop Description

---

People learn better by doing. VR training is the safe and engaging way to build employee skills and confidence. It reduces costs, eliminates risk, and offers freedom and flexibility in content creation — without geographic or scheduling limitations. Research shows that learning with VR is more effective than classroom or e-learning. Employees learning with VR complete training 4 times faster than classroom training and are over 3 times more emotionally connected to the content than classroom learners and over 2 times more connected than e-learners. Immersive learning results in happier, more productive employees who stay prepared for the future in less time and with more impact than traditional learning methods.

But in what situations is learning with VR more powerful? And how do you create these scenarios? In this workshop you'll experience:

- What VR training is and when it can be applied;
- Some great examples of companies already using VR for training;
- The great benefit of using storytelling in VR training;
- A hands-on approach how to create story-based immersive training scenarios (yes, we have worksheets!)

Thijs de Vries, CEO at Warp VR, will take you into the world of learning with VR and demonstrates how to create story-based immersive training scenarios yourself.

## Workshop

### Definition:

A Workshop is a brief, intensive course of education for a small group, emphasizing interaction and practical problem solving.

### Process:

Typically, a workshop is aimed in creating something. The facilitator / presenter starts with a short introduction of the topic / case. The creation / design process is explained. The tools / guidelines distributed. The facilitator helps / scaffold the participants towards a successful 'deliverable'

## Roundtable

# VS

## Workshop

## Roundtable

### Definition:

A Round table is a form of discussion. Participants agree on a specific topic to discuss and debate. Each person is given equal right to participate, as illustrated by the idea of a circular layout (round table)

### Process:

The facilitator / presenter starts with a short introduction of the topic / case. This can be an experienced problem, a solution, a subject related question, or subject related statements. Participants are stimulated to discuss, give their opinion, share their knowledge and experiences.

# Overview workshops / roundtables



	Round A: 11.00-11.45	Round B: 14.00-14.45
1. The engineer learning journey ; Enabling impactful learning journeys, to keep ASML at the forefront of engineering	✓	✓
2. Remote hub (Thermo Fischer) ; How to develop attitude in service training?	✓	✓
3. Challenge based learning in collaboration with industry (TU/E)	✗	✓
4. The challenges of challenge -based learning in engineering (TU/E)	✓	✗
5. The importance of coaching skills for a well functioning learning climate	✓	✓
6. Myths in Education (Philips)	✓	✓
7. From Domain Expert to Fountain of Knowledge (Philips)	✓	✗
8. The world of L&D - discover the road from training to performance (Weefs Development)	✓	✓
9. DGOTC workshop ; Professional development by building the company heart!	✓	✓
10. ASML LXP: where knowledge and learning meet	✓	✓
11. Application of Augmented Reality and Gamification (UP learning)	✓	✓
12. Skillsbased learning: How do I facilitate the Reskillen and upskillen of my employees by means of an LXP? (Next Learning Valley)	✓	✓
13. Train your workforce just like in real life; How and when to apply story-based immersive learning (Warp VR)	✓	✓