

Join the Guerrilla Change Movement

Unconventional experiments that create momentum when change gets stuck

The Guerrilla Change Movement is for people who feel that change is stuck in plans, reports and good intentions. Not because people don't care, but because organisations are overloaded with bureaucracy, old decisions and work that once made sense but no longer helps.

Guerrilla Change doesn't fight people or organisations. It works around heavy systems and yesterwork by using small, unconventional actions to get change moving again – close to reality, close to the work.

The movement is built on three simple principles.

Break Yesterwork – challenge rules, processes and decisions from the past that slow everything down and quietly drain energy.

Redirect Energy – stop wasting time on blame, endless discussions and the 10% that will never move, and shift attention to solutions and people who are ready to act.

Create Momentum – use small experiments, fast actions and local initiatives to get movement first, knowing that mindset will follow.

Guerrilla Change is not about perfect change. It's about making change move again.



Cyriel Kortleven - Making Change Simple

For more than 20 years, Cyriel Kortleven has been inspiring organisations like IKEA, NASA and Unilever to approach Change with courage, confidence and enthusiasm. His pragmatic advice has earned him the nickname The Simplifier. In an increasingly complex world, we need new simple perspectives to enable us to navigate uncertainty and to turn problems into opportunities.



Be ready for practical tips & tools to help you as a leader drive behavioural change. Your audience will be armed with new language and a boost of energy to transform the fear of change into a positive attitude towards the goals you want to achieve. Cyriel uses interaction and humour to create a context where people think and feel differently to reignite their appetite for creativity, taking risks and achieving ambitious results.

Don't mind the change. Change your Mind.

More than 345+ recommendations on [Cyriel's LinkedIn profile](#).



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