



THE 2025 NEXT GEN WOMEN'S LEADERSHIP, ENTREPRENEURSHIP, POSITIVE PSYCHOLOGY, SPIRITUAL LEADERSHIP CONFERENCE

MAY 02, 2025 | VIRTUAL CONFERENCE

Embrace the Wild World Waiting in the Ashes For many women, leadership has never just been about competence — it's been about being relatable. Approachable enough, agreeable enough, never too much. But the truth is: relatability often demands a quiet form of self-erasure. Over time, the cost accumulates — ambitions silenced, edges worn smooth, a voice once fierce now muffled under the weight of "fitting in." The world may applaud your success, but your soul knows what was lost along the way. During this session, we will name that cost — not as personal failure, but as the inevitable result of playing a game rigged against your full self. We will explore the reckoning that often rises at midlife: the deep recognition that surviving leadership's unwritten rules is not the same as thriving — and that it's time to stop shaping ourselves for spaces that were never built to hold us whole.

At the heart of this reckoning stand three ancient, subversive archetypes: the Witch, the Crone, and the Hag. Women who do not ask permission. Women who shape, who see, who speak. We will explore how the Witch dares to reshape reality itself, how the Crone refuses distortion in favor of clear-eyed wisdom, and how the Hag says what must be said, even when the world flinches. Furthermore, we will confront the myth that leadership is about "finding" a true self hidden under layers of conditioning. It's not. Leadership at midlife is an act of creation — an intentional shaping of who you are becoming, beyond survival, beyond apology.

Finally, this session is not about more strategies for survival or palatability. It is an invitation — a summons — to burn the old rulebook, reclaim your untamed authority, and lead from a place that is sovereign, soul-rooted, and radically alive. It is a call to stop being merely relatable — and to become revolutionary.

Join us for this groundbreaking presentation

as we unravel the quiet conditioning that keeps women small — and ask what becomes possible when we finally stop shaping ourselves to fit.

STOP BEING RELATABLE. BE REVOLUTIONARY

José van Dijken

In this bold and intimate talk, José van Dijken (MA) explores the deep cost of being "relatable" in leadership, and introduces a radical alternative: archetypal, unapologetic, soul-led power.

This is not about going back to who you were.

It's about becoming someone the world has never seen before.

Biography

José van Dijken (MA) is a transformational teacher, speaker, and archetypal guide who helps women in midlife reclaim their voice, their power, and their presence — without waiting for permission. With Master's degrees in English Literature and Teaching, and academic work focused on female narratives and (auto)biographies, she brings a rare combination of intellectual rigor, poetic insight, and deep psychological clarity to her work.

After over a decade of leading large teams in the corporate world — where she earned a prestigious leadership award and pursued MBA-level studies in Customer Management — José found herself burned out, disconnected, and no longer willing to contort herself into the roles expected of her. The polished success came at a personal cost, and it marked the beginning of a deeper turning point.

She left the corporate path to forge her own way, working with business owners and senior executives on strategy, communication, and authentic messaging. But even in those rooms, it became clear: no strategy works if the person at the helm is out of alignment. That insight deepened her commitment to a different kind of leadership — one rooted not in performance, but in presence.

Her own transformation led her to the ancient and subversive archetypes of the Witch, the Crone, and the Hag — figures long misunderstood, but rich with power, clarity, and creative force. They became the foundation of her work with women who are not only crossing the threshold of midlife — but redefining what leadership looks like from there.

She is now developing Midlife Metamorphosis, a deep and evolving body of work that guides women to shed outdated identities, reconnect with their inner authority, and lead from unapologetic truth.

Her clients are women who no longer want to climb faster — but to climb out: out of roles, out of rules, out of rhythms that no longer serve them.

José's work is not about performance or palatability. It's not about going back to who you were. It's about becoming someone the world has never seen before — and starting your own revolution.