

Smartest Company of Netherlands 2015

Jury report Smartest Company of Netherlands 2015

Luyten Advisory

At Luyten Advisory they do much more than financial advice and insurances. The main mission is to develop people. Development leads to personal growth, personal growth leads to intrinsic motivation and higher quality. And that is experienced and felt by customers. Luyten develops people on their Skills, Attitude & Behavior and Knowledge. The A is the most important, which is the famous 'winning mentality'. It employs 29 co-entrepreneurs and one dog. Luyten specializes in business insurance for SMEs, big business and self-employed and families.

A company in the financial advisory world that brings together soul and pragmatism. That does risk management based on knowledge and intuition. That speaks of shared values coming from the soul of the company. That works from soul energy with each other with the goal to bring back the soul in the financial world. Luyten Advisory Group's clear mission is to develop people. That is the raison d'être of the company and the reason they get out of bed every day.

Besides skills and knowledge Luyten especially gives attention to personal and spiritual development; from intellect to intuition. And it works. Where their competing colleagues claim 70% damages in insurances, at this ego-free club it is only 30% to 40% for more than 15 years at a row. And their sales have never declined since 2002, despite the crisis. They do work with values, confidence, freedom, responsibility and vitality.

Everyone gets the salary that he or she wants to have, and work as long as he or she want and they all act as a family relative to the each other. Customers should be friends and are treated that way. They work from high trust and low tolerance and if the trust is gone between the client and Luyten, they say goodbye. There is a difference between valuable and precious and at Luyten they choose only valuable relationships.

Jack Vos, the entrepreneur at this company has made a wonderful journey of inspiring leadership. He had to leave the company to find himself. He met spiritual teachers and he met his own soul. He realized that the soul not only in his company was lost, but also in the whole financial world and he tells his story on stages in the hope of to bring back the One Soul philosophy as we are all connected. With his company, he does not want the 'best in world', but he is clear about it that he wants to be 'the best for the World'. Jack brings soul, people and pragmatism together and proves that it works with great results.

Quotes of the jury

"A great company! An example for the whole financial Services "

- Arko van Brakel, Baak –

"Social growth and financial growth at Luyten go hand in hand.

This leads to great growth "

- Anke Wiersma, SMEs Powerhouse –

"To want to implement the values also in the industry where you work, in this case the

insurance, I find really very special! "

- Carin Wormsbecher, Smartest Company of Netherlands