



Femke Cornelissen

On staying thoughtful, humanity, and working in a time that moves faster than we do

When technology makes space

We call Femke Cornelissen the Copilot queen. Not just for her knowledge of technology, but above all for the way she shows what Copilot can mean for people, work and organisations. For her it isn't about tools or buttons, but about what arises when technology makes space. Space to think. For creativity. For humanity, precisely now that everything moves faster.

Femke has worked in tech for more than thirteen years, but her story begins somewhere else. In photography, in art history, in storytelling. In looking. In feeling. In the ability to read people and situations. "Everything is a story," she says. "And that has actually never changed, not even now that I work in tech."

Today she is Chief Transformation Officer at Wortell and stands at the front of organisations to inspire. Not by telling people what is possible, but by showing what becomes possible when you use technology as an extension of yourself.

You stay the same person

Anyone who hears Femke talk about her career hears no straight line. She photographed in New York and Dubai, ran her own studio, stepped into a tech company through marketing without technical knowledge, became a SharePoint consultant, migration consultant, team lead and business consultant. Each time, that same common thread.

"I'm still the same Femke," she says. "I love travelling, people, creativity. That entrepreneurship from back then is still in me. I just do it in a different context now."

Precisely in a time when AI and automation grow ever more dominant, she sees how important those human competencies are. Thinking creatively. Seeing connections. Daring to organise differently. "Tasks become less important. Competencies more so."

She gives an example: a training on data and Copilot for a finance team. "I don't understand everything about that data on a technical level, but I can run analyses and reach the same insights. That's the power. You don't have to know everything, as long as you know how to use the tool."

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The gold is in what already happens

Femke speaks a lot about transcripts and conversations — about everything that already happens, but often disappears. "That's the gold of organisations," she says. "In meetings, decisions are made and directions set, but we do so little with them."

She tells of Barcelona, where at a trade fair she asked three questions in short client conversations and transcribed everything. That input fed follow-up by account managers, marketing and an external article.

"Three questions, three kinds of impact, one clear storyline. In just a few hours."

This, she says, is exactly where Copilot and agents make the difference: not by taking work away, but by making it more valuable. "You think five steps ahead, ask better questions, get to the core faster."

For assistants there's an enormous opportunity: less note-taking, more steering. Less recording for its own sake, more meaning given to what was said.

Authenticity over perfection

On LinkedIn, Femke shares a lot. Often raw, sometimes on the go, never perfect. A deliberate choice. "There's so much AI content. That's exactly why authenticity matters. Show who you are, what you learn, what you go through."

She doesn't believe in slick posts or perfectly generated visuals without context. "You scan that and move on. But when someone shows themselves, it sticks."

That attitude has earned her a large network — but above all, trust. "When people think of Copilot, I want them to think: that's where I need to be. Because I have the knowledge and understand how to implement it in a way that fits people."

Being a woman in a man's world

Femke names it without drama, but honestly. She sat in meetings where she was asked to take minutes or fetch coffee, and often doubted whether she was technical enough. "I recognise that insecurity in many women."

What made the difference were people around her who believed in her — and the realisation that precisely her other qualities are valuable: networking, communicating and connecting.

"Anyone can learn the tech," she says. "But creativity and seeing the bigger picture — that's at least as important." She urges women to claim their place, even when it's daunting: going to events together, writing together, giving each other a stage. "If I help just one person forward, that's a success."

"You become an agent boss: you steer, you check whether it's right and you guard the direction."

The future asks for leadership

When Femke looks ahead, she sees organisations working with teams of agents: marketing agents, minute-taking agents, analysis agents. Orchestration instead of control. "You become an agent boss," she says, laughing.

But that asks for something new. No more waiting, and not just doing what has always been done. "This era asks for leadership. From everyone."

For assistants, Copilot finally means the chance to make more impact: not disappearing behind tools, but using them to become more relevant. You are the eyes and ears of the organisation, and that role only grows more important.

Keep zooming out

Femke admits she's bad at sitting still. But new ideas emerge precisely in moments of rest. Her strength lies in zooming out: seeing what's happening in the market, making connections and naming what others don't yet see.

Maybe that's her most important message. In a world that keeps speeding up, staying thoughtful is no luxury. It's a choice. And perhaps the most human one we can make.

Femke's message

This is not a hype you can sit out

According to Femke, waiting is one of the biggest misconceptions about AI. Organisations hope it will become clearer on its own, that examples come first, that someone else paves the way. But meanwhile, the work is already changing.

Roles shift, processes are redesigned and value is delivered differently than a few years ago. Those who cling to old structures won't notice at once — but they will, inevitably. Delay feels calm, but costs speed and position.

Organisations doing nothing now will feel it

Femke sees organisations still treat AI and Copilot as non-committal. There's experimentation, left and right, without clear frameworks or shared direction. Employees find their own way, data drifts around and no one feels responsible for the whole.

That phase won't hold. Rules get stricter, expectations higher. Organisations that don't make choices now about usage, governance and direction will get stuck — organisationally and financially. Doing nothing, Femke says, is no longer a safe option.

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