Vision on learning

Our mission is to keep people and organizations vital by inspiring curiosity. Curiosity about yourself and your own talents, curiosity about others and the organization, and curiosity about the world around you and the vast possibilities it offers. This approach is bolstered by our commitment to achieving results.

We work towards creating an environment where burdens are lifted and people feel more open and capable of handling (heavy) issues. We stimulate people to focus on their own strengths and talents. We challenge them to see themselves, their colleagues, the work and their customers from a different, often more attractive, perspective. We are convinced that by focusing on the possibilities, people feel empowered, become more autonomous and can work more effectively.
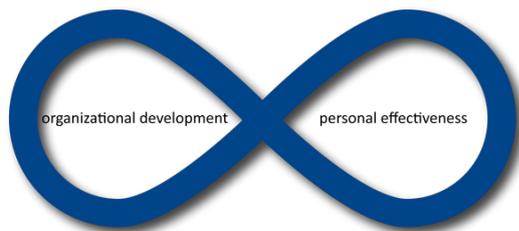

Figure: Organizational development and Personal effectiveness

Based on the premise that everyone wants to be valued at work and wants to contribute to the development of the organization, we see organizational development and personal effectiveness as infinitely intertwined with each other. Therefore, in our approach we continue to draw the connection between the person, his or her role, and the organization, with the goal to improve the vitality of the individual and the organization as a whole.

Co-creation as a starting point for cooperation, evaluation, and transfer

Connection to organizational context

Our expertise lies in customized programs. We start out by assessing what has already been done in the organization so we can build on it and move forward. We thoroughly immerse ourselves in the language and culture of our clients so that the learning environment and the reality are closely related. We connect our program to the organizational values, work processes, and leadership models and see it as a professional challenge to fortify personal development with the organizational development.

Leadership and ownership

The determining factor for the achievement of organizational targets is the extent to which the organization deals with leadership and ownership issues. This entails coaching each other in regard to behavior and results. We actively involve people from the organization in the activities or interventions. For example by stimulating actions before or after a training program or work conferences, and involving HR directors in the content of a meeting with an employee and having them take on a co-trainer's role.

Focus on results

Focusing on results is an essential part of our work. This means that we begin with the end in mind. We ask the organizations and individuals that we work with to give concrete answers to a few specific questions before we begin: What results should the training program deliver? How will that be noticed / measured? What is considered success? How do we make success visible? What percentage of the participants need to show movement / progress?

Individual responsibility

Intrinsic motivation is awakened when people are given control; when they are given the room to make their own choices and decisions. Therefore, training programs or meetings that people are obliged to attend tend to be met with resistance. In this situation, the best case scenario is when people find that it is at least better than expected. Consequently, organizations that have the courage to leave the responsibility for personal development in the hands of the employees, achieve much better results. When people make their own choices, the returns for the individual, as well as the organization, are substantially improved and the effects last longer.

Approach and tools

Combining working and learning

Tailored individual interventions and team coaching are integral parts of our approach to stimulate informal learning at the workplace. This is called organizational coaching and is a common theme in the change management field. Learning on the work-floor rather than in isolated training courses is the core of the 70-20-10 model. Participating in discussions, meetings, departmental reports, etc. is also an important learning tool and we encourage people to engage in these kinds of activities on a regular basis. This forms the foundation of the interventions, guidance, training, and advice. We also ensure that the actual work is included in the training by, for instance, letting key players start the meetings, provide inspiring examples from real situations, and offer practice for work situations that the employees will need to deal with. In this way, people get the opportunity to train their skills and apply what they have learned directly to their work.

Learning from the past and moving towards the future

A training course or a workshop offers people the opportunity to reflect on their personal development goals; to consider what you really want and whether you are effectively going about it. Our approach entails stimulating people to use the strength they have gained from successful experiences and utilize that power to do things differently, smarter, and more effectively. We encourage people to step away from the idea "that's just who I am" and move towards, "I can also be like this."

Approach in training programs / workshops: safety x courage = growth

We create a safe environment in the training so that people feel challenged yet comfortable to try new things. Learning is experimenting in the stretch zone. Our focus is on learning and on the individual qualities of the participants (Strength Based Development, Buckingham). We encourage people to become motivated to make changes and try to do things differently.

We hold a mirror and help people reflect. And we stimulate them to do the same for each other. We base our approach on the principle that you should feel safe to experiment, try new challenges, and thus become curious and open to change and other ways of doing things. The "fun factor" plays an important role in our approach. People learn better when they are having fun and they feel more inspired to apply what they have learned in their daily interactions.

Digital tools

The use of digital learning tools can add to the learning endeavors and improve results. It also allows participants to determine the time and place that suits them best. Where possible, we connect to the client's virtual learning environment. It is also possible to use your own digital instruments. We are trained and have licenses for the use of:
Custom virtual learning environment for the stimulus of learning from and with each other;
HFM: online assessment focused on talent and performance;
Profile Dynamics: motivational approach to people, teams and organizations;
MBTI: personality categorization for personal effectiveness, team building, organizational change and conflict management.