



'Competitive Power' workshop

Differentiate your team from the competition

Trainer: Karin van Zuilen, Senz founder

Program Duration: 3,5 days per team with 2 months online implementation support

For whom

This workshop is suited for ambitious functional/matrix teams, that want to increase their competitive power.

Your Benefits

This program:

- Enables you to find new ways to differentiate yourself from the competition, so you can stand out
- Helps to use the talents of your team and team members optimally
- Inspires your team members to make the difference and contribute more to the results



In this program your team will find their unique sets of capabilities; and use these to define new ideas & approaches. ***It has been proven that teams with a few differentiating capabilities perform better than others.*** Furthermore, the unique role and added value of each of your team members will be defined. ***Research shows that the productivity of teams increases with 50% if team members fulfill the role they are good at.***

Methodology

This program combines the most effective methods in the field of marketing, innovation & psychology. Furthermore, to determine the core qualities of your team, the effective European Core Quadrant method © will be used. The sessions will be very practical, highly interactive and focused on your business case.

Your Coach

Karin van Zuilen is a **strategy and innovation expert with a focus on organizational transformation.** She has over 9 years of consulting & training experience across Asia, North America and Europe. As founder of Senz strategy consulting and former global marketing director in the life science industry, she lead organisations through periods of growth and change, in the areas of business strategy, enhancing productivity, positioning, innovation, leadership and team alignment.



She has the unique ability to inspire people, get the drive back in teams, and place organizations at a competitive edge in the market. With the necessary strategic knowledge, creative process techniques and practical experience, she helps make your innovation project a success.

Interest in people, drive, entrepreneurship and innovation are typical for her. She knows what it takes to become a global market leader. The combination of industry experience and deep knowledge of psychology, innovation and marketing strategy have a high added value for her clients. Karin is Dutch and lives and works in Malaysia for 4 years.

Qualifications:

Master degree in marketing, pharmacy, business economics, certified holistic psychologist, certified systemic coach and certified core qualities trainer.

Past clients have successfully worked on employee engagement, creating unique market approaches, breakthrough products, new strategies, enhancing productivity, accelerating processes, and much more.



Program Outline

Day 1	Day 2
<p style="text-align: center;">Module 1 Evaluate the current status of your team (fast & complete)</p> <ul style="list-style-type: none"> • Get a good understanding of your status quo and where you can achieve the highest efficiency gain • Evaluate your internal position & determine how you can add more value to your stakeholders • Understand the dynamics & gaps in your market and how you can add value, following the deep-insights-model© <p>Output: all team members are aligned how your competitive position can be improved</p>	<p style="text-align: center;">Module 2 Determine your unique set of team capabilities</p> <ul style="list-style-type: none"> • Find out what you can do and your competitors cannot or don't • Realize what makes your team unique <p style="text-align: center;">Module 3 Clarify the unique role of each team member</p> <ul style="list-style-type: none"> • Discover your unique qualities following the European Core quadrant method© • Get insight into the qualities of your team members & determine their role within the team <p>Output: each team member is set to contribute optimally to the goals</p>
Day 3	Day 4 (0,5 day) - after 4 weeks
<p style="text-align: center;">Module 4 Develop strategies to stand out in the market</p> <ul style="list-style-type: none"> • Solve the external gaps that were discovered in module 1, in your own unique way. Consider new target groups, solving problems, obtaining new results and new ways to approach clients. • Solve the internal gaps from module 1, using your unique qualities. Consider approach, cooperation, services and new stakeholders • Make an action plan <p>Output: new ways to differentiate yourself from the competition</p>	<p style="text-align: center;">Module 5 Remove hurdles and make new strategies stick</p> <ul style="list-style-type: none"> • Discuss bottlenecks and find solutions • Define the next steps to perfect your new approaches • Further strengthen the cooperation between the team members, so it is easier to reach your goals <p>Output: remove hurdles and make the new strategies stick</p>

Terms & Conditions



Date

To be agreed
3,5 days



Investment

1 team : 34,997 RM (ex GST)
For a team of max. 12 people



Package

3,5 days training
BONUS 1 and BONUS 2
Materials

We are committed to boost your competitive power. Our bonus will make sure that all learning will be implemented.

Bonuses

BONUS 1: 2 months Online Coaching (value 14,750 RM per team)

All team members will be coached for a full period of 2 months. During this period, you will have the opportunity to ask your questions by mail.

Result: The action plan will be put into practice. Hurdles to implement the plan will be taken away.



BONUS 2: 2 months Core Qualities Strengthening (value 5,500 RM)

Patterns are not easy to break with. To bring the learning into practice, we will trigger participants to

- interact effectively with team members
- use their qualities in approaching customers and other stakeholders
- positively deal with own pitfalls

You will receive follow-up assignments and inspiration in your inbox.

Result: The learning will be put into practice. Introspection, understanding, teamwork and customer orientation get a lasting place in your team.

Jan van den Tooren

*General Manager
Hamelink & van den Tooren
Leading law firm
The Netherlands*



Senz gave us a boost to do what we are good at. With Senz, we made clear what differentiates our company from others and what we stand for. It was impressive how fast our team members realized what they personally can contribute in order to become a unique player. This is innovation power!

Artur Zapart

*Sales & Marketing Director
Astellas Pharma
Poland*



Karin helped us create the leading brand in the urology market in Poland
We cooperated on the Omnic launch project in Poland, a new market with new competitors. Karin lead many marketing innovation -workshops: very clear vision of the problem, inspirational, excellent structure, interactive & challenging assignments and tangible output.

We are looking forward to working with you! Kind regards, Karin van Zuilen