

'Engage for Success' program

Boost the strategic focus, innovation & initiative in your team



Trainer: Karin van Zuilen, Senz founder

Program Duration: 3 months with 2 months online implementation support

For whom

For organizations that want to successfully implement their strategic direction and optimize their employee engagement.

Your Benefits

This program has been designed to empower your team with the mindset to make sure your strategic direction is implemented effectively. This way:

- You make sure that everybody focuses on the priorities and loses less time on ad-hoc actions
- Your people will head into the same direction, so the efficiency and teamwork in your organization will be improved
- You drive the spirit, accountability and alignment in your team for ultimate performance

Methodology

Our process is based on the following principle:

Defining your strategic direction and living up to this in all you do, in all processes, in all materials and in the behavior of your employees makes the difference. Then, clients will notice who you are, can connect with you and will be inspired to choose you. Employee inspiration and engagement is the critical component. Senz uses Maslow's theory of human needs to make people take action.



Program Outline

We follow a structured process and use a holistic set of tools to inspire employee engagement (based on the above methodology). Target audience: your selected engagement project-team, your leaders and all other employees (via town hall & digital media).

<p>1 Establish Urgency</p>  <p><i>Survival</i></p> <p>By defining a shared problem, the initial commitment to begin the change process is mobilized. Challenges trigger our survival mechanism and make us take action.</p> <p>Powerful round tables to get input and buy-in from every team member regarding external and internal challenges.</p> <p><i>2 days live + online + coaching + reports</i></p>	<p>2 Build Powerful Coalitions</p>  <p><i>Belonging</i></p> <p>Support the change and remove the obstacles by using the input of frontrunners and criticsasters. Belonging to a group is one of strongest human needs, which can be used to your benefit.</p> <p>Roundtables to get supportive input from frontrunners and criticsasters (one group each)</p> <p><i>5 days live + coaching + reports</i></p>	<p>3 Create Direction</p>  <p><i>Purpose</i></p> <p>Turn on your source of inspiration by sharing your WHY and strategic focus. A sense of purpose and active participation inspires people to take charge.</p> <p>Working sessions to inspire participation (with your leaders and every team member)</p> <p><i>3 days + online + coaching + reports</i></p>
<p>4 Lead by Example</p>  <p><i>Safety</i></p> <p>Support the implementation of your strategy by creating a safe environment. Use the 5 essential factors that drive accountability and productivity in your team to develop and implement action plans.</p> <p>Visionary leadership masterminds for creating action plans to implement the strategy and inspire your team.</p> <p><i>4,5 days live + online + coaching + reports</i></p>	<p>5 Inspire Contribution</p>  <p><i>Recognition</i></p> <p>Use the added value of each of your team members to create quick wins and build on the change. Research shows that productivity of teams improves by 50% if team members play the role that they are good at.</p> <p>Sessions to discover your core qualities and define your role to boost the contribution to the action plans</p> <p><i>2 days live + online + coaching</i></p>	<p>6 Make it stick</p>  <p><i>Survival</i></p> <p>Create a supporting environment by aligning the processes, structure, skills, systems, leadership-style and staff recruitment to your identity (HOW).</p> <p>Set of labs to create a supporting environment & create the guiding documents</p> <p><i>3 days live + coaching + report</i></p>

Where we make the difference



- ✓ Finding your unique added value is our specialism



- ✓ We help you translate your strategies into the mind of your employees and clients



- ✓ Our Implementation Support Program helps your efforts stick

Your consultants/coaches

Karin van Zuilen, founder of Senz, the inspirational force for innovation and change

Karin is a strategy and innovation expert with a focus on organizational transformation.

She has over 9 years of consulting experience across Asia, North America and Europe. As founder of Senz 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.



Interest in people, drive, entrepreneurship and innovation are typical for her. 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.

Francesco Argento, founder of Ezyspark, the South East Asia's first Self Thinking Learning Platform for corporate training.

He has a holistic understanding of Blue Ocean Leadership and its application in order to help companies in developing an impactful leadership and effective culture in organizations.

He set up the Leadership Development Centre (ULDC) for UCSI Consulting in Malaysia and is a Blue Ocean Leadership practitioner and Associate Partner of ECSI (European Centre for Strategic Innovation).



He has over nine years' experience in various fields and industries with main focus on business development and general management. Started his career in Italy in the Health and F&B industry. In

2010 he was selected by the Italian Ministry of Foreign Affairs to strengthen the commercial office of the Embassy of Italy in Malaysia. Subsequently, he was hired to set up and lead the newly Italian Chamber of Commerce in Malaysia. In 2012 he joined the former Ambassador of Italy to run his new Company, specialized in entry market strategy for European companies into South East Asian market and he spent the last 2 years heading up the Blue Ocean Leadership Centre under UCSI Consulting Group.

Francesco's core competencies include business development and sales, strategy formulation, market entry strategy, operations and start-ups. **He is a passionate, dynamic professional, who loves challenges and moves things forward with an entrepreneurial mind-set.**

Terms & Conditions



Time

3 months + follow-up

Date to be agreed



Investment

250,000 – 500,000 RM
dependent on your current
status, size of organization &
special requirements



Package

3 Months Consulting Program
engaging all levels of the
organization
Implementation Coaching
Materials
Reports

We will include an **additional 3 months support program (with a value of 69,000 RM)** as a **BONUS** for free (see below for the details on the BONUS offered). This will make sure that all changes will be implemented. We are committed to make the employee buy-in & contribution in your company happen.

Bonuses



BONUS 1: 3 months Online Coaching (value 51,250 RM)

You will be coached for a full period of 3 months, after the change management program. During this period, you will have the opportunity to ask all your questions by mail.

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

BONUS 2: Refresher day to make the change stick (value 12,250 RM)

3 months after finishing the consulting program, you will be entitled to a follow-up day with the key team. Results will be evaluated, challenges will be discussed and new action-plans will be installed.

Result: A refresher to make the change stick

BONUS 3: 2 months Core Qualities Strengthening (value 5,500 RM)

Patterns are not easy to break with. To bring each of your added values into practice, we will trigger all employees to:

- interact effectively with clients and 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: Introspection, understanding, teamwork and customer orientation get a lasting place in your team.

Total BONUS value: 69,000 RM

Testimonials

Wolfgang Hunger

General Manager Benelux

VSM natural medicines, The Netherlands



Change was tangible after a few weeks

Our Management Team wanted to motivate leaders and employees to take part in a change process. After several unsuccessful attempts with other consultants, we hired Senz. Senz is able to trigger people to share their feelings and opinions and help think of possible solutions in a constructive way. Engagement and teamwork were established within a few weeks.

When the production facility was closed and many employees were dismissed, Senz coached the leaders to motivate themselves and the employees to finish their work. I recommend Senz to teams where teamwork is lacking and a high level of trust is needed for change.

*Jan van den Tooren,
General Manager
Hamelink & van den Tooren
Tax Lawyers
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.

*Nela Ansano
Manager Water Management
Hoogheemraadschap Hollands
Noorderkwartier, The Netherlands*



Our productivity increased drastically

I wanted to professionalize my department, but the lack of cooperation within my team was blocking this. Senz helped us to develop our mission and how each of us could contribute to this. Very inspirational! Through Karin's no-nonsense and customized coaching and personal attention, we recognized our strength and improved our cooperation and services. I recommend Senz to everybody who wants to make a difference.