



'Employee Engagement 2.0' masterclass

Lead your team to a new level of productivity



Trainer: Karin van Zuilen, Senz founder

Program duration: 2,5 days and online implementation support program

For whom:

For senior leaders who are facing a lack of focus and/or initiative in their team. And want to implement new strategies within their team to expand their business.

Objectives:

This program prepares leaders to lead their team to a new level of productivity and engagement. Leaders will learn how to create an inspired team that takes focused initiatives. Increasing engagement should be a strategic priority. Engaged employees proactively and passionately add value while aligning with the company mission and operational goals. They wear it on their face, demonstrate it in their work attitude and in their workplace communication. Inspired organizations with engaged employees see a 20% growth in sales and a steep growth in productivity.

Overview: 2,5 days + online implementation program

- Module 1: The essentials of change & employee buy-in
- Module 2: How YOU can make the difference as a leader
- Module 3: The 5 do's and don'ts to engage your team
- Module 4: How to make your changes stick

Outline:

Day 1	
<p>Module 1: The essentials of change & employee buy-in</p> <ul style="list-style-type: none">• How to break with patterns, that keep you away from new strategies and ideas• Sharing of challenges and objectives• The 5 rules visionary leaders should follow	<p>Module 2: How YOU can make the difference</p> <ul style="list-style-type: none">• Discover your unique qualities• Gain insight in your behaviour in stress situations & how to become a more effective leader• How to improve your interaction with others• Recognize your added value as a leader
Day 2	
<p>Module 3: The 5 do's and don'ts to engage your team <i>Includes: theory, sharing ideas & strategies, creating action plans</i></p> <ul style="list-style-type: none">• How to mobilize initial commitment• What you need to do to inspire your people• How to make people follow you• How to remove obstacles & get support• How to influence your team members' accountability	
Day 3 (0,5 day after 4 weeks)	
<p>Module 4: 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 your team members, so it is easier to reach your goals	

Methodology

This program combines the most effective methods in the field of psychology and leadership. The sessions will be highly interactive and a combination of theory, practice and application to your own business.

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.

Terms & Conditions



Time

2,5 days



Investment

**24,997 RM (ex GST) for a team
Max. 12 leaders per team**



Package

2,5 days masterclass
Bonus 1 + Bonus 2
Materials

We are committed to make employee engagement in your organization happen. Our bonuses will make sure that all changes will be implemented.

Bonuses



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

You will be coached for a full period of 2 months, after the 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: 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 you to:

- interact effectively with your team members
- use your 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 and teamwork get a lasting place in your team.

Total BONUS value: 20,250 RM

<p>Ravindran Ragunathan <i>Head of Human Resources Zaluvida Group Life sciences Kuala Lumpur</i></p>  <p>Karin has been instrumental in developing “cutting-edge” marketing strategies and concepts that will propel the Company’s future “go to market” strategies.</p> <p>Karin is a highly energized, enthusiastic and passionate person. She exuded this energy and drive to our team members, to make them believe in themselves and to push towards new frontiers. Karin always has a “spirit of excellence” about her.</p>	<p>Thomas Hafner <i>Founder and Chairman Zaluvida Group Life sciences Kuala Lumpur</i></p>  <p>Karin has an outstanding ability to connect with others Karin has worked with me for three years and it has been an extremely rewarding and successful experience. As our Global Head of Marketing, Karin has proven to be very knowledgeable, professional, resourceful and purpose driven. Her enthusiasm is contagious and her ability to connect with those around her is a very rare quality to find in a professional of her seniority. Her passion is without equal and I cannot recommend Karin high enough for anyone seeking the above qualities.</p>
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If you are interested to learn more about this training, please contact us through our [contact form](#), call +60 (0)16 23 72 042 or mail karin@senz.biz. And we will soon be in touch with you.

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