



Bluestag Leadership

Team Development
Leadership Development
Executive Coaching



The top half of the page features a blue-tinted background image. On the left, a group of about ten people is gathered in a circle, engaged in conversation. On the right, a young tree with sparse leaves is planted in a dark, rounded pot. The overall scene is set in what appears to be a modern, open-plan office or meeting space with large windows in the background.

Bluestag Leadership

The talk we walk

Powerful, sustainable, deep transformations in groups or 1x1, face-to-face or virtually. In a safe way we take people to their development edge where they deepen their awareness of self, enrich their connection with others, and transform their ecosystem.

For the last decade, Bluestag has been accelerating the adult development of thousands of participants from across the world, sectors, cultures and generations. It is led by author and award-winning coach Todd Eden, and film composer and solution focused coach Floris Verbeij.

Todd and Floris design and deliver team & leadership journeys that are described as “deeply human programmes, led by facilitators whose professionalism is combined with a vulnerable humility, they walk their talk!”

Our Facilitation Philosophy

We foster psychological safety to enable people to be vulnerable enough to be honest with themselves, nurturing deeper self-reflection practice

We meet people where they are, varying the facilitation method to engage everyone

We support participants’ transition to higher stages of development, through moving what they ‘know’ from Subject (where it is controlling them) to Object (where they can control it).

We give space to work with what emerges and tune into what’s needed rather than follow a script.

We leverage peer coaching, strengthening listening skills, making events feel intimate and personal

We reserve cognitive capacity for self-reflection, meaning making, and action planning

We get out of the way as much as possible to maximise the time participants are participating

We believe in the power of fun to achieve deep transformational cognition and experiencing “aha” moments





Curating Holistic Journeys

As unique and authentic as your team

Our mantra is 'Transformation, not Information'. We design experiential programmes built from the wisdom of brilliant academics. We activate the heads and the hearts of participants rather than teach theory using slide decks.

We design holistic programmes that weave together the most impactful content, to produce the transformation our client is seeking. We also offer content modules as stand-alone deep-dive masterclasses.

Our subject matter expertise includes:

- Immunity to Change
- Adult Development Theory
- Polyvagal Theory
- Leadership & Personal Purpose
- Identity work
- Growth Mindset
- Feedback Culture
- Leadership Mind Traps
- Energy Management
- Coaching Culture
- Resilience
- Mindfulness & Breath Work
- Psychological Safety
- High Performing Teams
- Innovation & Creativity

At the heart of every topic is the direct application to the real world – be that at work or outside of it. Real life experiences are brought into the learning space through the memories of our participants, and we help them to access the lessons in them through guided self-reflection.

The insights are immediately turned into 'real-world' experiments that have a direct and instant impact on team performance. And these create new experiences from which deeper self-knowing occurs.

Where we're not the global experts, we embrace working with the best in their field and creating a platform for them to be brilliant.



Quality not Quantity

Setting our own high bar

We only take assignments we are passionate about and have world-class expertise to deliver. Our reputation is of paramount importance to us, so we throttle back our volume of work to ensure we have the focus required to deliver exceptional quality on the things that matter most to us.

We put A-list experts on everything. No junior consultants, no B-list facilitators to expand capacity.

We are not constrained by the individuals on a company payroll, we reach into our extensive network of freelance consultant to identify the very best person for a specific piece of work.

Todd and Floris are seamlessly interchangeable on any work they undertake and they know how to bring the best out in each other

We turn down work that doesn't fit into our capacity. We right-size our order book, so clients get the right attention from the best people, rather than expand our business to fit our demand at the expense of quality.

If we don't have capacity to deliver exceptional quality, we'll tell you.



A global track record

Trusted to Deliver

Across multinationals, at multiple levels, in every function, across the globe, in partnership with L&D programme directors, Todd and Floris consistently deliver results that exceed the expectations of participants.



Floris Verbeij

I believe in our innate ability to create our futures and I help people to connect their imaginations to their actions.

Floris is a certified Solution Focused trainer / coach, as well as a sought-after composer (for Film, TV and Theatre). He was a Music Director at the National Theatre in the Netherlands and one of the youngest teachers to be appointed as a professor at the Conservatories of both Amsterdam and Utrecht.

Besides his coaching and composing work, he facilitated Leadership Development globally, for amongst others Franklin Covey. He is a motivational speaker for corporate business and is highly appreciated for his humorous but very clear style of training and coaching. He is an empathic listener and knows how to motivate people.



Todd Eden

I believe there is untapped brilliance in everyone I meet. My mission is to help them to find it and then harness it by living a life of purpose.

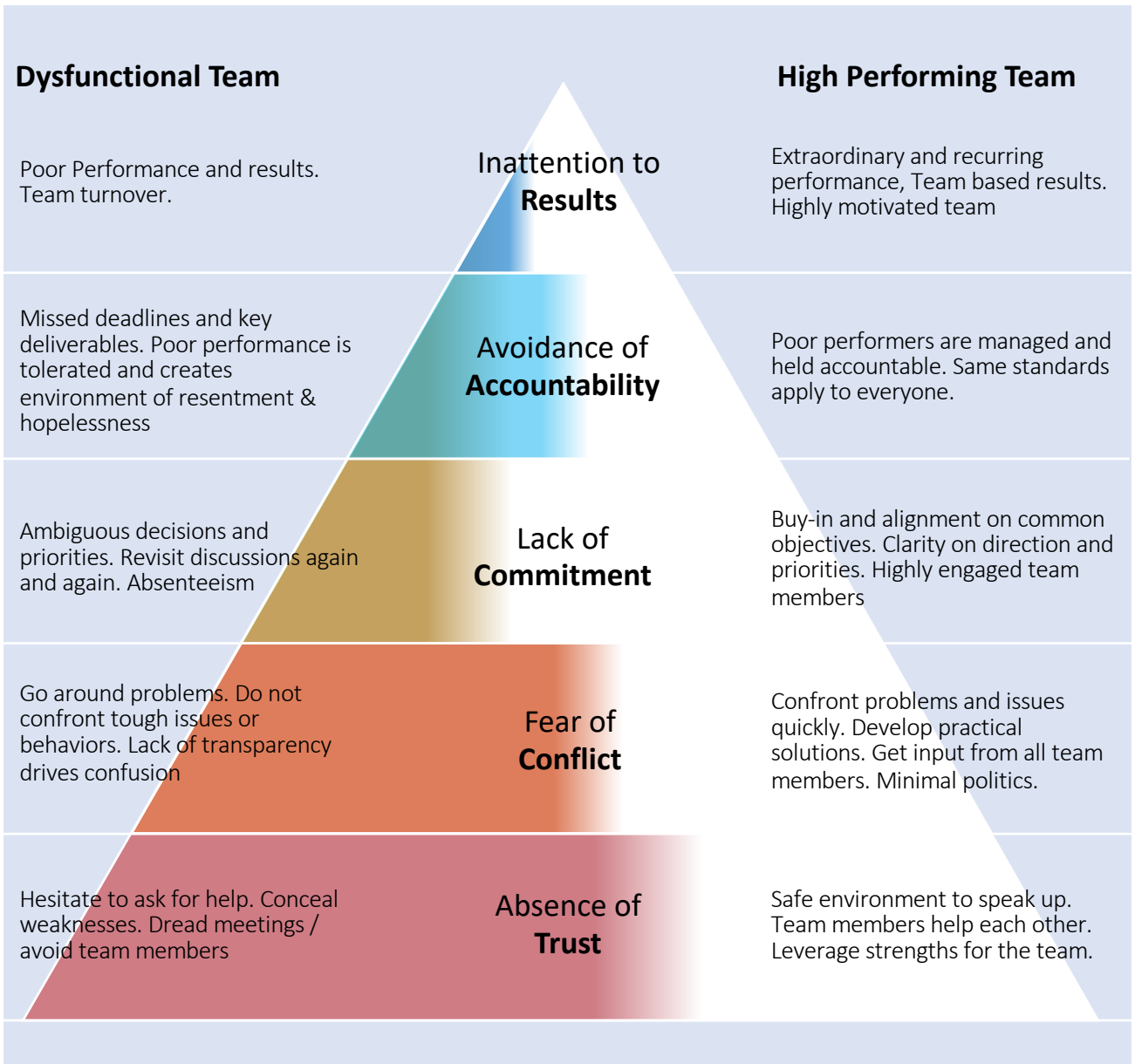
Author of the 5-book "Own Life" series, and multi-award-winning leadership coach & event facilitator. A corporate highflyer, Todd has a proven track record of leading multinational teams across procurement, supply chain and marketing.

Now an exceptionally gifted event facilitator, programme director, coach and mentor he has worked across the world transforming leadership capability and developing high-performance team cultures.



Team Development

Team development journeys are designed to shift teams towards High Performance, and we like to reference the research of Patrick Lencioni who identifies the key five elements that cause teams to dysfunction:

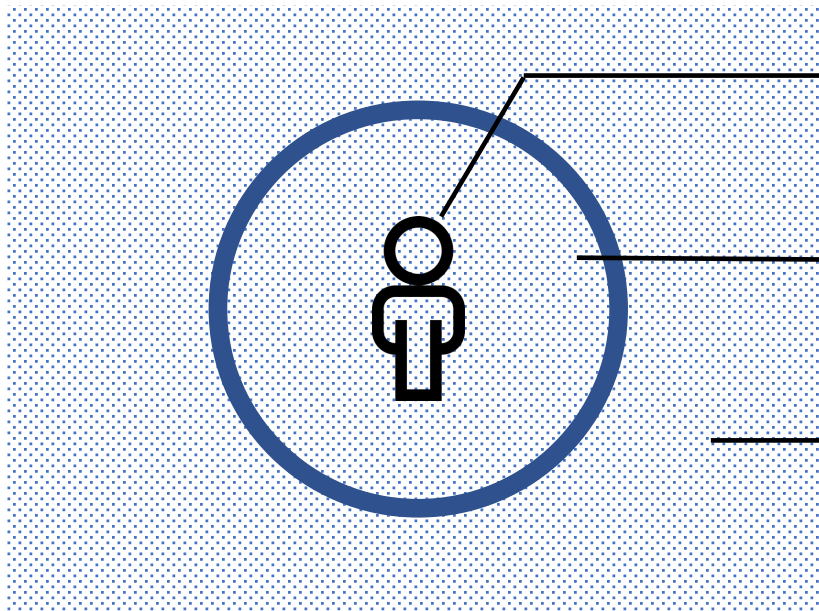


However the team describes itself at the moment, there's a gap between potential and results. We get alongside you to fully understand what's holding you back from high performance. The goal is to enhance culture in a way that improves each layer and creates momentum for this to continue in a sustainable way.



Leadership Development

We design leadership journeys that tune into the company DNA and direction. Then we execute the journey in magical ways that feel as though they've been tailored to perfectly fit each individual.



Self Leadership

How I grow as a person

Our Culture

My influence on dynamics

Leading Others

Inspiring our teams, peers and customers

Building blocks of content are carefully selected based on a blend of the live needs of the participants & a red thread that maintains focus on our goal together. Whilst we build from a reservoir of content that is well tested, everything is bespoke at the micro-level, to make it fit perfectly to the dynamics of the group.

Here's a small sample of blocks we could choose from, there are literally a hundred more options:

Psychological safety

Feedback

Speaking Up

Creativity

Mindfulness

Prioritization

Purpose

Storytelling

Shifting Habits

Energy Management

Trust

ITC

Emotional Intelligence

Time

Coaching Culture

Communication

Self-Confidence



Executive Coaching

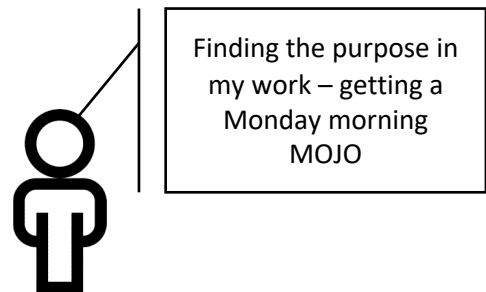
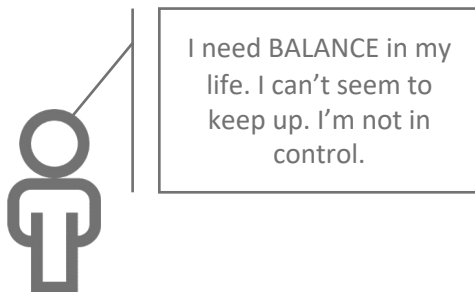
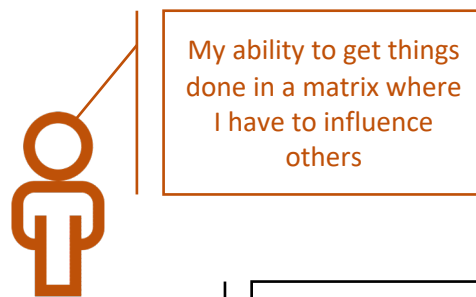
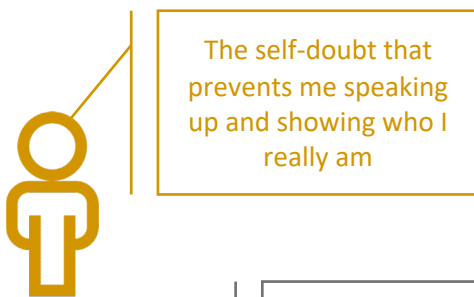
What's the most important thing for you to change?

Coaching starts by exploring this question until we arrive at an answer that feels so right to the individual that it hits them in the gut, lifts the heart, and brings peace to the conscious brain. Then we embark on a change journey together. Which often leads to new insight, which reveals a new and more profound goal.

The content of coaching is entirely confidential between us and the coachee. Deep trust develops in a completely safe space that's totally free from judgement, yet candidly honest.

We genuinely believe every human is brilliant, and fascinating, and capable of leading themselves – through coaching, we simply oil the system so it runs more smoothly.

A coaching process can be 10 sessions of 1-hour taken over a 9-month period or flexed to suit the situation. And we can coach on literally any topic. Here's a selection of a few:





A Bespoke Proposal in 48 hours

Thank-you for taking the time to get to know us a little.

We believe we bring:

- Agility and creativity
- A reputation for being enjoyable to work with
- An ability to engage individuals so that they actively participate
- A human approach, walking our talk and quickly establishing psychological safety in any group
- Delivery of transformation that connect head and heart rather than information using PowerPoint slides
- A proven track record across sectors, hierarchy and geographies

Exploring Collaboration Together

It's really straight forward to take a next step. Just email us and we'll fix a time to explore your context and goals. Then you'll get a bespoke proposal back within 48 hours.



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Floris Verbeij

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