



# Bluestag Leadership

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LT Leadership Journey





# 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.

Within other companies, Todd and Floris designed and delivered long leadership journeys from original design through to final cohorts, associates would describe it as “a deeply human programme, led by facilitators whose professionalism is combined with a vulnerable humility, they walk their talk!”

Bluestag is agile. We have the sensitivity to know what is required and how this shifts from moment to moment, and a broad toolkit that is used skillfully.

Bluestag is innovative. Covid changed the rules of facilitation, and we like to re-write the rules again to suit our clients. In the past 6 months we have produced a TV Show, composed music, experimented with tech platforms, and run a 5-hour a day, 5-day immersion that left participants saying “next time we want it to be longer”.

Bluestag is currently leading unbossed leadership journeys in China and the USA.

## 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

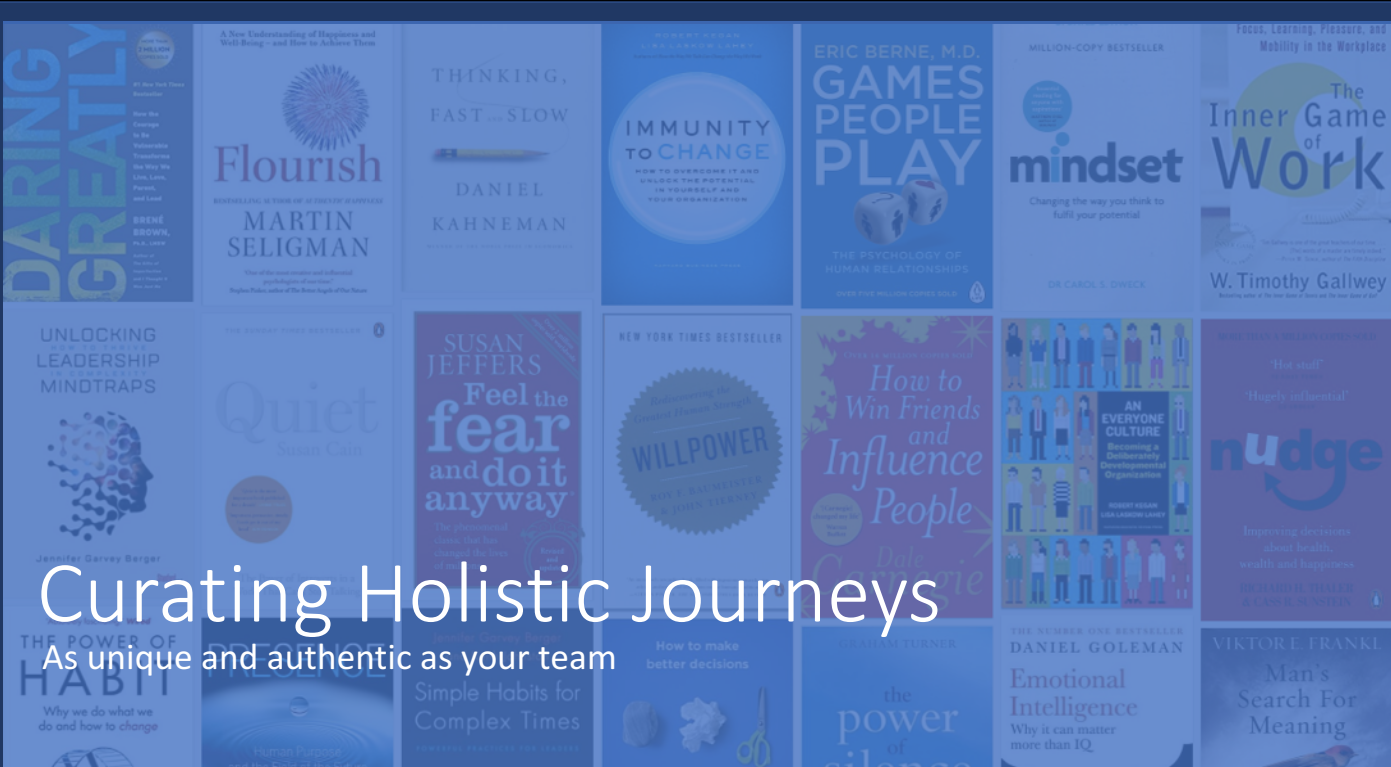
We reserve cognitive capacity for self-reflection, meaning making, and action planning

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
- 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 their leadership 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 that 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 we undertake and they now 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.



China ULE TV

Bluestag Leadership

# Creativity. It's in our DNA



**Agility is our core strength. We rapidly innovate, allowing design to emerge as needs shift and courageously push the boundary of delivery formats with exciting experiments.**

Floris has been working as a creative since 2004 and travels the world to help organizations get the most out of their creative collaborations. Todd ran the innovation team at the biggest UK soft-drinks company and has been an entrepreneur for 20 years. Creativity and Innovation is in the DNA of Bluestag.

It's in our culture to apply the principles of the Lean Start-Up: rapid prototyping, testing, data gathering and iteration.

We boldly challenge the status-quo (both our own and our clients) and inspire others to take brave experiments that challenge a limiting narrative.

## *Case Study 1: Virtual Immersion*

**Limiting belief:** it's not realistic to expect people to be immersed in a virtual setting for more than a couple of hours a day, or to expect people separated across global time zones to connect in a deep and personal way.

**Reframing:** If we apply all the lessons learnt in live facilitation to virtual settings, we can create meaningful interventions online

**Actual result:** A 5-hour a day virtual immersion for 5 days across an 8-hour time difference with participants requesting an extended version next time.

## *Case Study 2: Expanded Media*

**Limiting belief:** to get peoples attention, video content has to be short and snappy, 2 mins max

**Reframing:** globally people watch an average of 2 hours of TV per day. So create a TV show instead of an instruction video.

**Speed of execution:** Concept: Thursday, Shoot: Friday, Edit: Saturday, first viewing: Monday, release to China cohort: Tuesday.



# 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 FranklinCovey and GAIA Insights. 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 "Own Life" 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. His book 'Own Life' hitting the Amazon best seller chart for Positive Psychology, and Motivational Self-Help.

For references, please contact us. We will gladly put you in contact with some of our existing clients





# Competitive Pricing

Transparency of cost

**With tiny overheads and rapid internal decision making, our system is lean.  
You get precisely what you pay for, and you're not paying for what you don't need.**

We use CHF day-rates across all our clients for different services:

(price per person per day, converted to Euros using exchange rate of 11<sup>th</sup> Sept 2020,  
our days consist of 8 hours)

Design Day Rate	= 3,000 CHF (2,784 €)
Coaching Day Rate	= 3,000 CHF (2,784 €)
Facilitation Day Rate (full cohort)	= 4,000 CHF (3,712 €)
Operations / Management day rate	= 1,000 CHF (928 €)
Travel / dead time day rate	= 1,000 CHF (928 €)



# Leadership and Team development

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## Leadership Journey

Each human being has their own, unique mental wiring and therefore brings his or her own internal beauty and complexity of looking at the outside world. Our moods, beliefs, strengths and weaknesses filter information, adding an individual complexity that will make each of us respond differently to the same stimuli. This complexity further intensifies as soon as two people start collaborating, since now, there is an added external complexity on interpreting the relation.

Let alone how quickly the complexity cumulates when there is team of 8 or even 14 people that share a responsibility. Too often, the way in which this combined internal and external complexity influences our capacity to live up to our combined potential is simply treated as a fixed given; it is basically seen as having either good or bad luck. This is one of the main reasons why people leave organisations; people don't leave organisations, they leave people

It can easily be stated that we all have the capacity to redefine the quality of our responses. That in fact enables each of us to influence the quality of our -yes indeed, complex- collaborations. This implies, it is no longer a matter of chance, but now a matter of focus and attention.

Energy flows where focus goes, so let's paint a picture of what a Team Journey could look like:





# General Leadership Journey

## Design concepts

1

### **Intake 1x1's (coaching #1-4)**

One-hour interviews with each team member to establish their individual baseline of leadership performance for self and the team and begin to shape a vision for success for this journey.

The collective inputs are used to shape the journey design. For the individual, they have just met their coach & had their first session. We often cater to assessments that are used in your company around behavioral preferences such as (not limited to) DISC, Insights, Strength Finder

2

### **Integration in Team behavior**

The team has already been on a journey to this point, although not everyone has been on all of it. We review what's come before and use the most powerful elements to create a continuous thread and reinvigorate great initiatives. Together with the team, we focus on not only raising awareness, but on enabling better alternatives to emerge.

Connecting heads to heart by connecting Intention to Action.

3

### **Creating a Beat of the Drums**

As one-off's can be inspirational, they rarely lead to behavioral change and therefor run the risk of Inflation on Inspiration. People need a regular beat of the drums to grow beyond the current status quo and find the new groove. We do this by having weekly reminders and by creating a regular rhythm in the coaching conversations and team interventions.

4

### **Measurement**

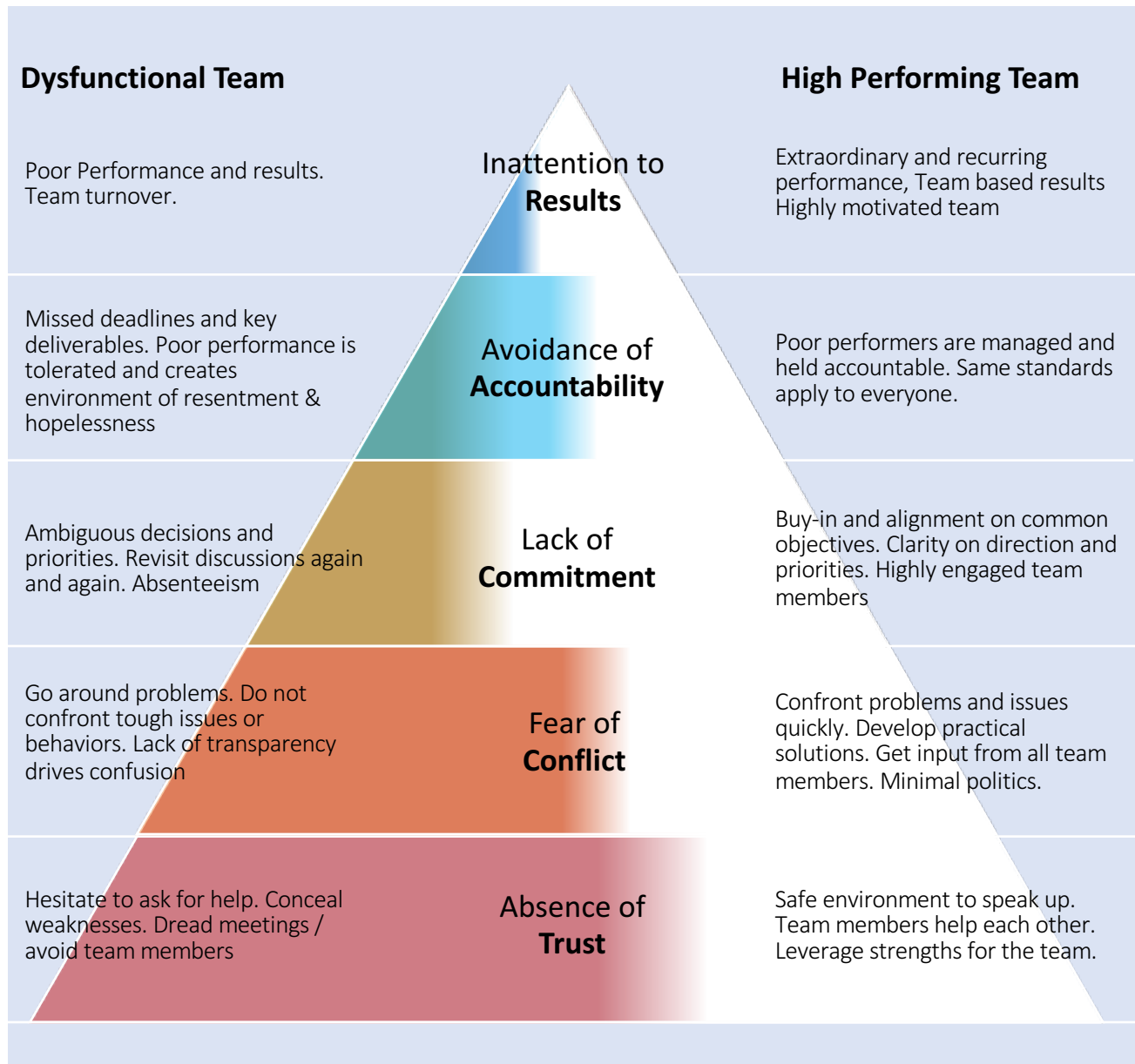
Using your internal measuring systems, we would suggest to measure the impact of the Leadership Team's Effectiveness, The results offer teams precision insights on factors to focus on. The measurement is not the goal, but we believe transformation will lead to data shifts.

If you treasure it, measure it.



# Leadership Journey From A To B

The journey is 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:

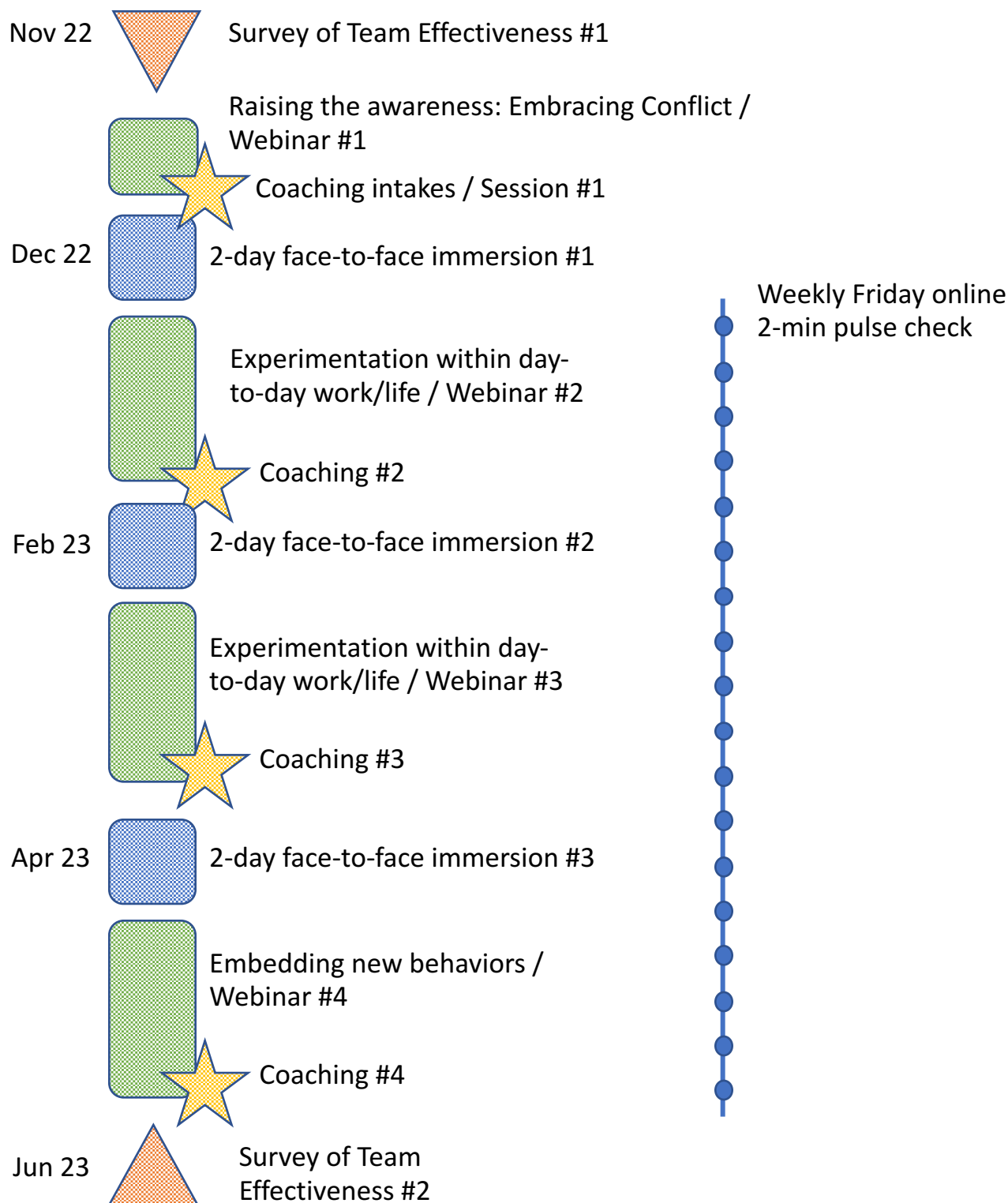


We will get a read of the current behaviors of the team against each element during the design phase (point A) in the individual conversations. The goal is to enhance culture in a way that shifts each element towards high performance and creates momentum for this to continue in a sustainable way. In December, we will further build on the work that was started in July of 2021 in the first layer and extend our focus to layers 2 and 3.



# General Leadership Journey

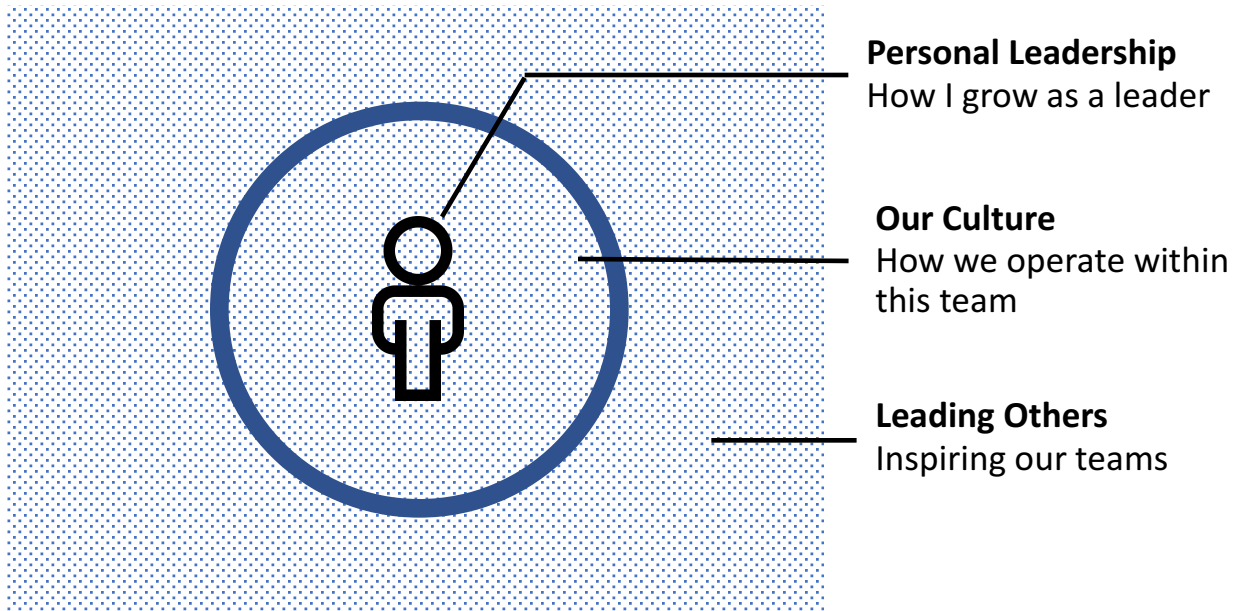
## Journey Structure (example)





# General Leadership Journey Content

Throughout the phases focus shifts fluidly between three dimensions, we target integration of content in all three spaces:



Building blocks of content are carefully selected based on a blend of the live needs of the team & a red thread that maintains focus on our goals 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	





# Why Choose Bluestag?

**Thank-you for the opportunity to present our proposal to you. We are excited by the commitment the team is making to be deliberate about its development, and the courage it is showing to be at the forefront of leading change. We would very much like to be a part of the journey with you.**

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 within finance and pharma

With thanks for considering our proposal,



Todd Eden

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