





Hi there! May we introduce ourselves?

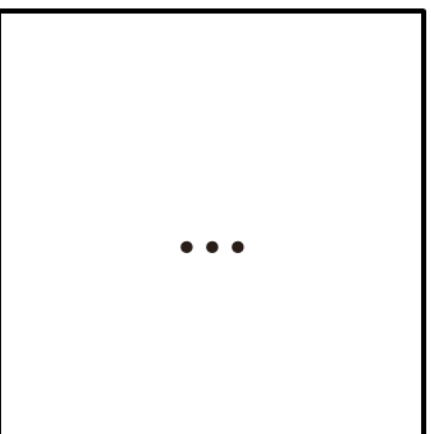
We are **coliberate**, an **implementation partner** that supports organisations in their most challenging change and transformation journeys.

We apply our expertise in **meaningful behaviour change** to help you with the **adoption of new solutions, ways of working and collaboration**. Not only do we aim for better outcomes (better change). We make every change trajectory more fluent and effective (change better).

Being part of the Cronos ecosystem, we are at home in the world of **digital transformation**. But don't be misled. We also love to help you with your **ability to execute** in the fields of **strategy, sustainability and HR 4.0**.



Highlighting some of our clients





A great ~~vision~~ solution
without implementation
is just **hallucination**.

Thomas Edison (allegedly)

Our aim? Better Change. Change better.

What we notice? **70% of business & digital transformations fail.**
Most organisations struggle with yet another change initiative.

While the quality of their plans and solutions is often up to par, **the challenge lies in the realm of human implementation and adoption.**

Human behaviour presents itself as the primary obstacle, but it's also **the solution.**

Thanks to our deep understanding of human behaviour and the application of design thinking principles, **coliberate** increases the success rate of your next change journey. **#BehaviouralDesign #Human-centered**

Found out more differences that make the difference on the next pages! Enjoy reading.



(Y)our formula for success

We truly believe ...

The best results
come from ...



R

=

Q

X

A



Being adopted
and effectively used
by the people



A top-notch quality
of the solution

You could read this formula in its mechanic form. We prefer a more **organic view**.

We also help you to **define better outcomes** and to **craft better solutions**. As such, we drastically decrease the need to add mechanic adoption interventions. All thanks to our **human-centred take on things**.

By the way. This formula shows that **adoption is inherently purpose & outcome driven**.

We help you to...

- **Boost the success rate** of your next business, cultural and digital transformation
- **Get a grip** on strategic, tactical and operational challenges
- Shift from mechanical 'OK' to a **culturally anchored** approach
- **Empower self-reliance** in the realm of behavioural change
- **Put an end to** frustrations and escalating costs
- **Revitalise** workplace enthusiasm

Strengthened by our team of experts
from the academic, scientific and business world.

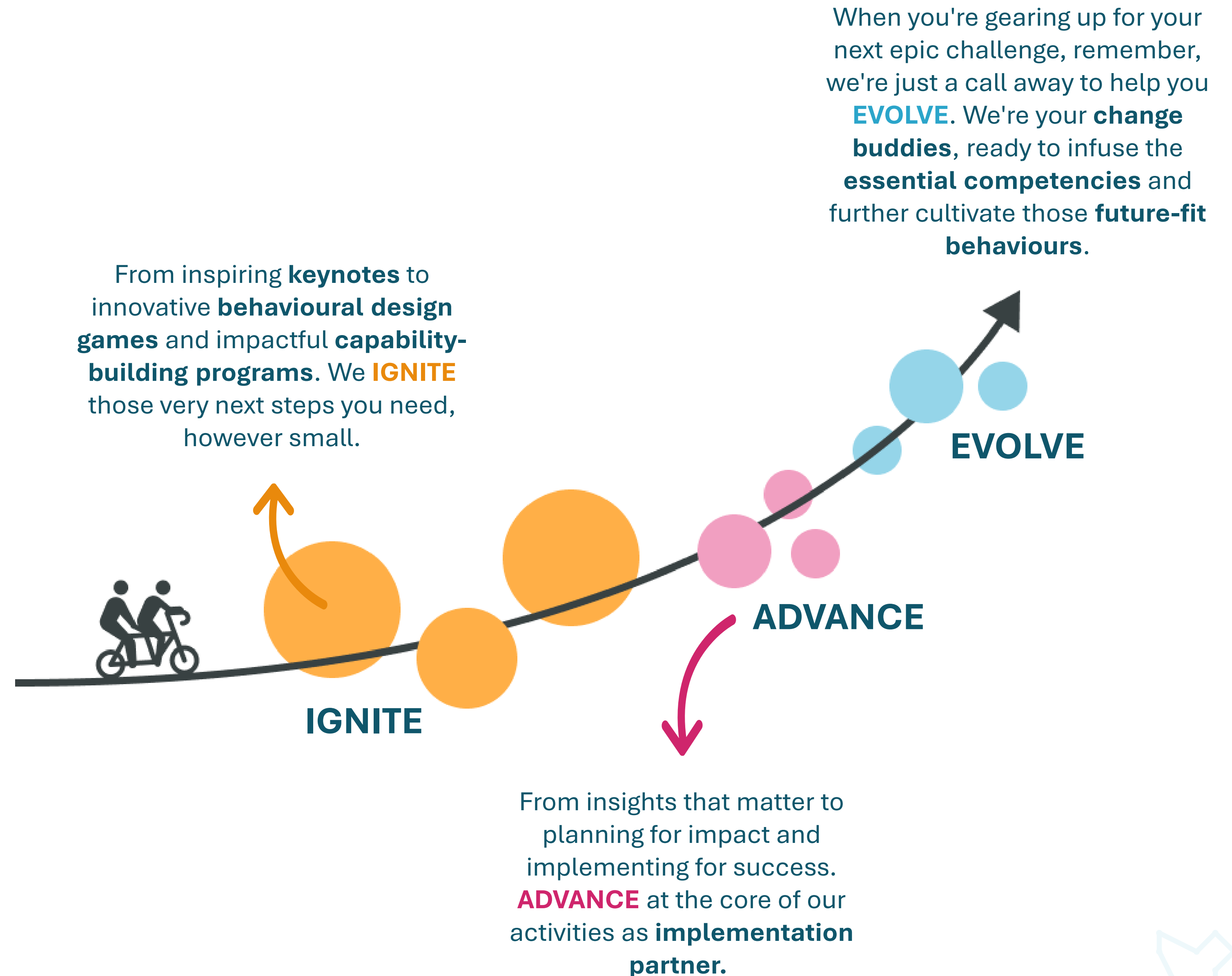


What we offer

In a world of relentless change, swirling complexity, and tantalizing ambiguity, we confront both challenges and thrilling opportunities. **Organizations must supercharge their change readiness, kicking it off at the top.**

Our approach is a catalyst for your evolution. We **IGNITE** those crucial first steps for action, however small, and **ADVANCE** alongside you on 1 or 2 electrifying change projects when you're geared up.

Our mission is to help you **EVOLVE**, ensuring your readiness to conquer future challenges, **with us as your daring & caring partner in the journey.**



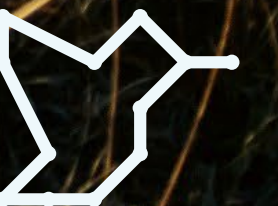
Let's zoom-in on our ADVANCE

A structured yet pragmatic approach

IMPLEMENT
for
SUCCESS

PLAN for
IMPACT

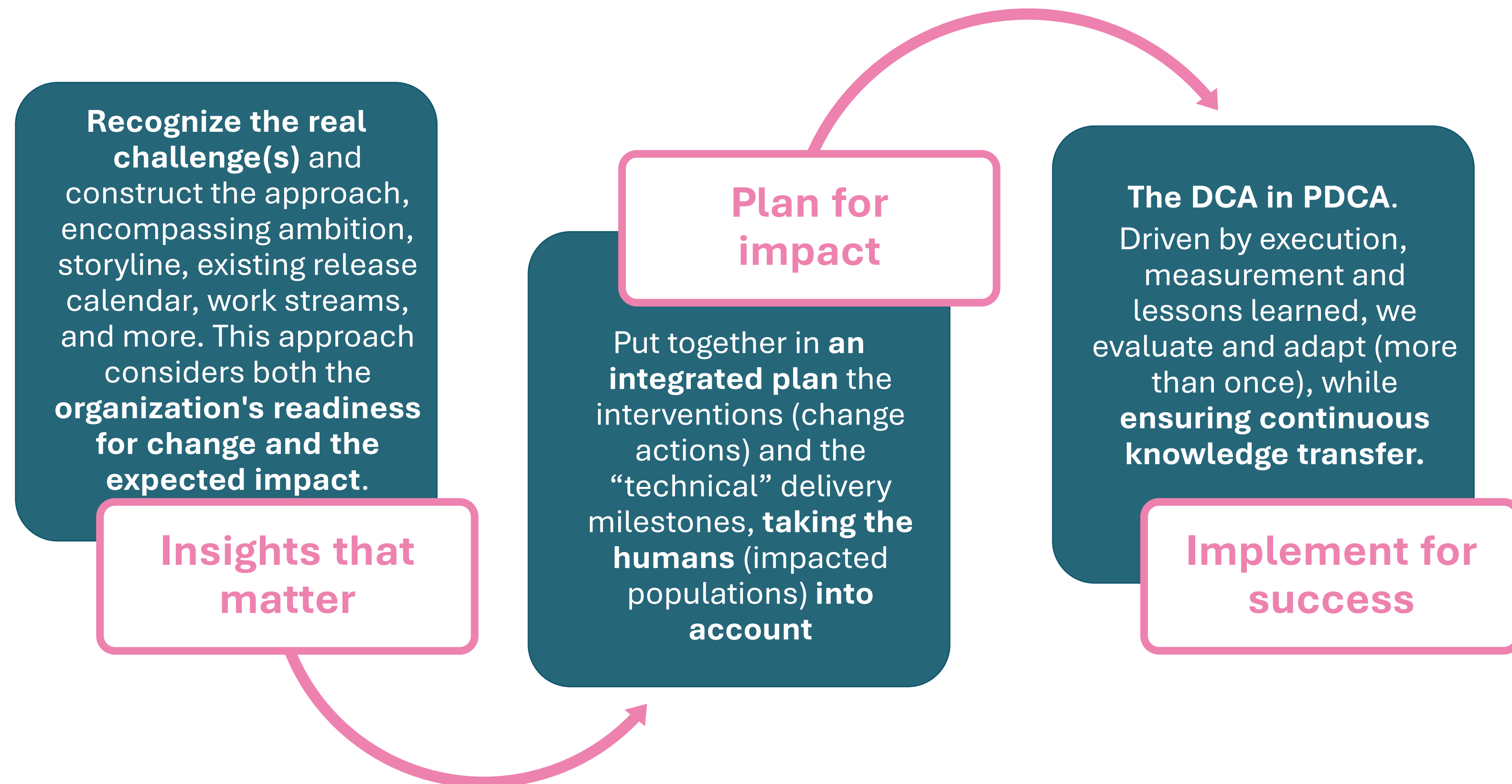
INSIGHTS
that MATTER



The difference that makes the difference?

- **Leadership Alignment and Clear Shared Insights**
 - ✓ Ensure alignment on the "why - how - what" of the change; it all starts here.
 - ✓ Provide clarity on the change's impact and its landing context.
 - ✓ Identify the populations that will be affected.
- **Integrated Roadmap from a Technical and Human Perspective**
 - ✓ Develop an integrated plan that encompasses affected populations, adoption interventions and various changes.
- **Translating Behavioural Insights from purpose to practice**
 - ✓ Apply a behaviour lens on your intended outcomes and solutions **#BetterChange**
 - ✓ Transform behavioral insights into actionable adoption strategies to create the right change context and enhance employee engagement **#ChangeBetter**
- **During Implementation**
 - ✓ Establish clear & shared understanding of how success is measured from the outset.
 - ✓ Prioritize support, monitoring and adaptation as critical components.
 - ✓ Ensure absolute clarity regarding responsibilities during implementation, making it bulletproof and providing the necessary support for successful execution.

Each phase and its goal

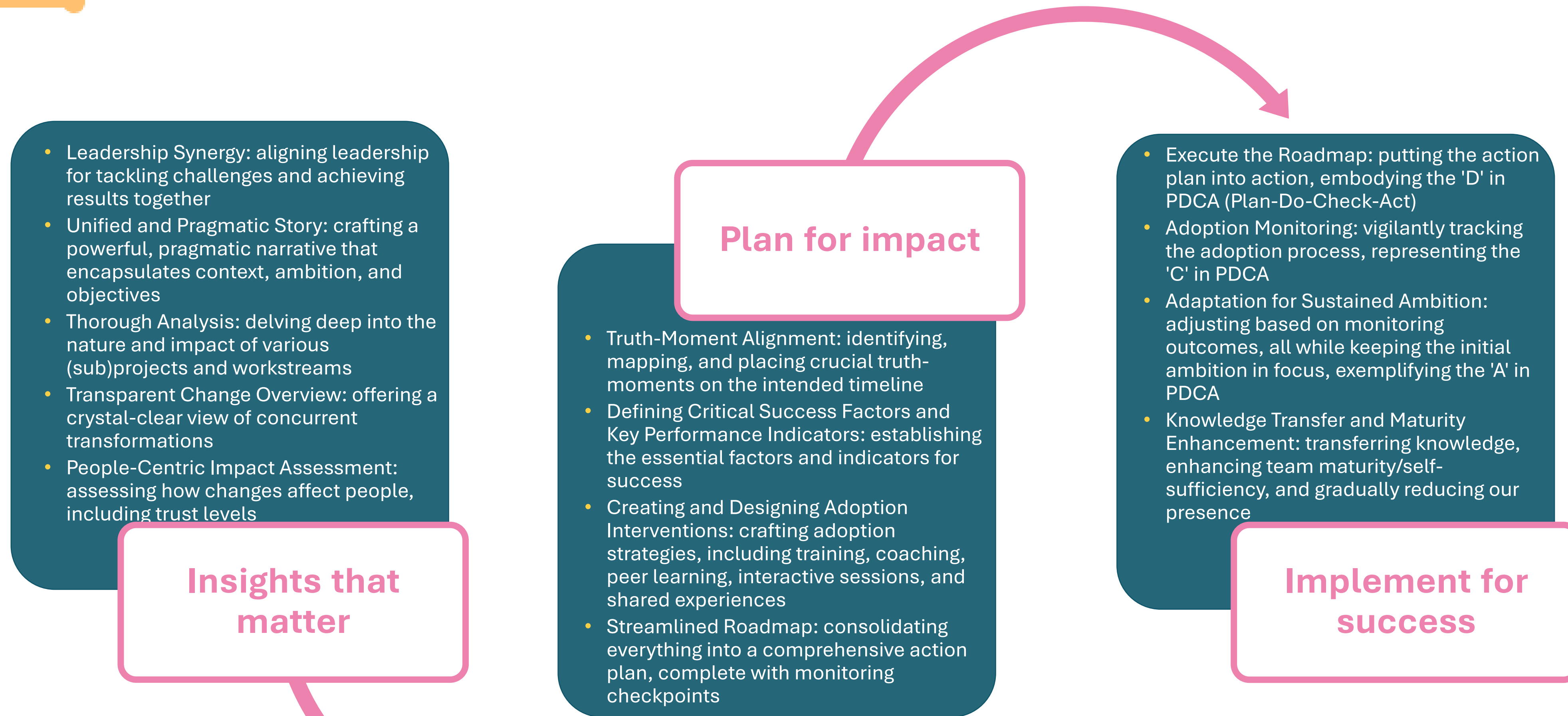


We possess a tried-and-tested structured foundation that we **tailor and adjust** to align with your ambitions, maturity level and required capacity.

At every juncture, we employ a behavioral perspective, maintaining a **human-centric approach** throughout the entire journey.

From the initial design stage to the point where transformation unfolds, our objective is to **empower your organization** to become self-resilient.

What we do?

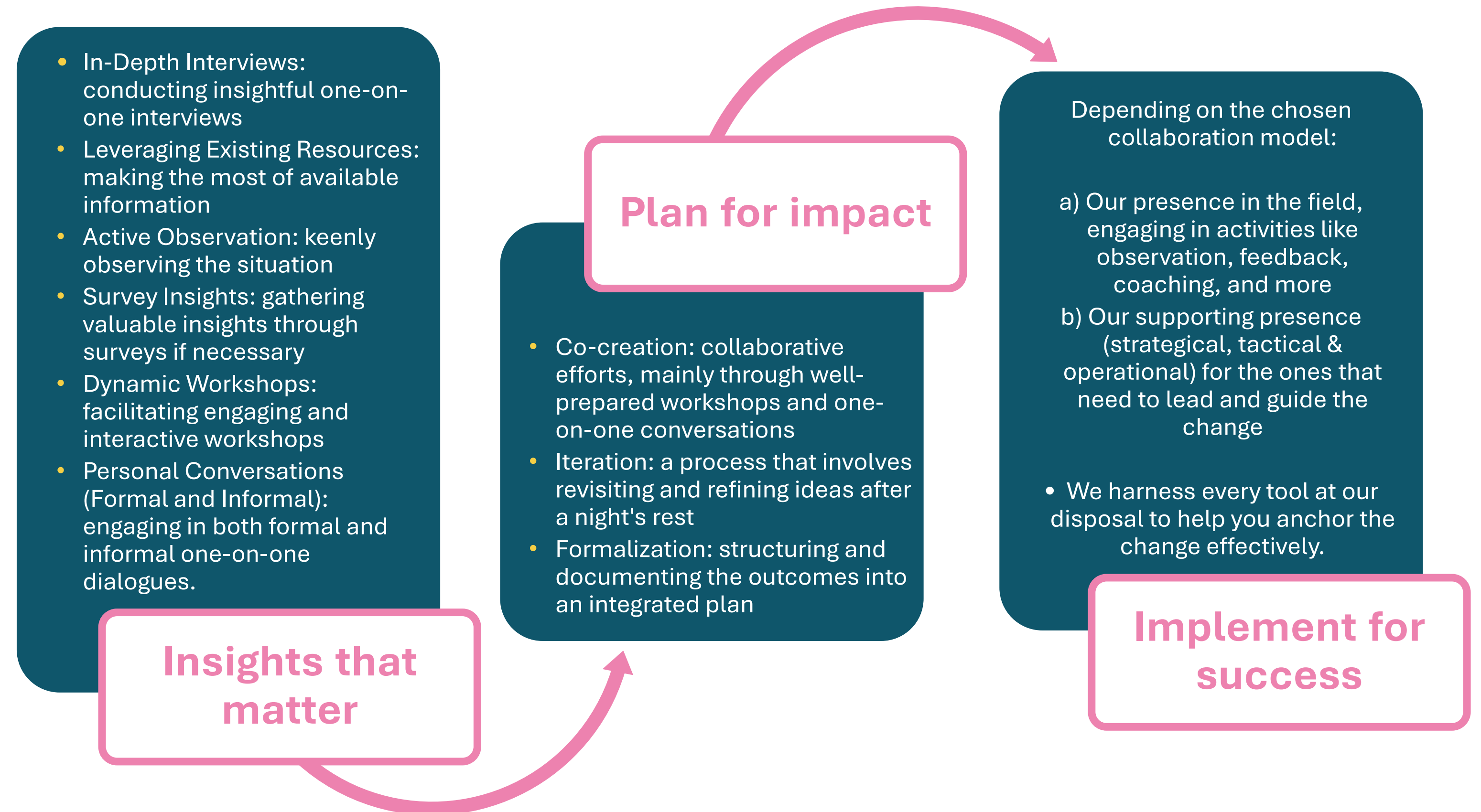


Each of our 3 phases has an **activity checklist** that we finetune to the actual needs. What we do focusses on concrete deliverables and how we do it links to the collaboration model we select together to come to the result.

How we do things?

What we do focuses on **tangible deliverables**.

How we achieve it aligns with the **collaboration model** that we choose together for achieving the **desired outcomes**.



Some of the
frameworks
in our backpack

#theclassics

ADKAR Prosci	Eight steps of change management Kotter	Adaption & planned behavior Aizen	Team roles Belbin
Team performance Tuckman	Group thinking facilitation De Bono	Leadership 'Good to Great' Collins	The 5 disfunctions of a team Lencioni
Learning styles Kolb	The hierarchy of needs Maslow	Servant leadership Robert K. Greenleaf	Reinventing organizations Laloux
Liberating structures Keith Mccandless & Henri Lipmanowicz	Coaching Whitmore, Megginson, Boydell	Change curve Kübler - Ross	...

But what differentiates us is
Behavioral design

Our collaboration models

“Based on your change maturity, any time constraints and your need for knowledge transfer, we'll determine **the most suitable collaboration model for our partnership.**”

Tandem: Our Top Pick

We take a pragmatic, hands-on approach to ensure the most valuable insights emerge. Together, we transform these insights into an intervention roadmap that harmonizes seamlessly with technical delivery. From the moment implementation begins, we're right there, working hand in hand with your internal team to ensure we have the right resources in place for executing and anchoring the changes effectively.

Full-Scale Assistance

We offer complete support, taking charge of every aspect from start to finish. While not our first choice, in specific situations where space, resources, or context are limited, yet you're committed to fully supporting new initiatives, we handle the end-to-end execution alongside the project sponsor. Typically, it's a one-time effort, with the primary focus on execution over knowledge transfer.

You are in the Lead

Through coaching, we provide custom frameworks, templates, and structures. We're your sideline supporters, offering guidance and unwavering enthusiasm every step of the way.



Coming up: Two of our **client cases**.

We won't bore you with long descriptions. **We're enthusiastic about visual harvesting**, something we often incorporate into the transformation journeys we lead. So, we had an idea: why not use it to present some of our client cases in a distinctive and invigorating way?

Think of this as a conversation starter.

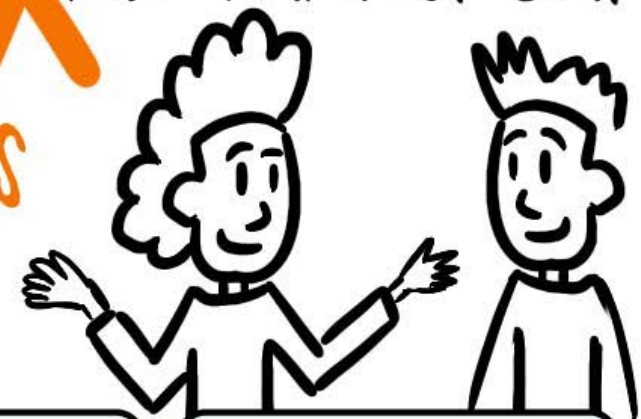
Let us take you through these one day!

PS: Creative credits to Joyce Van Kecerhove from Visuality (visuality.eu)

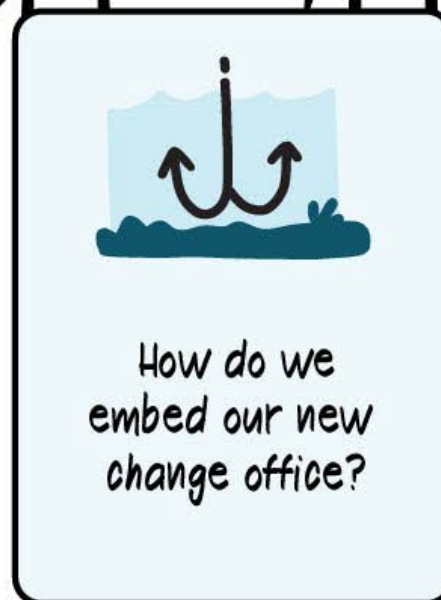


We are looking for a nudge
to help us move forward
pragmatically and practically
around how to get people
to join us

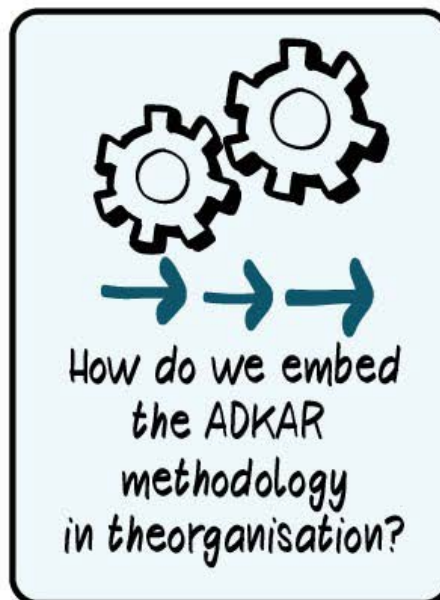
Company in a large-scale
~~DIGITAL~~ TRANSFORMATION
BUSINESS



How do we activate
management to
lead and support
transformation?



How do we
embed our new
change office?



How do we embed
the ADKAR
methodology
in the organisation?

- 1 Leaders GO/ACT first
- 2 Work ON the Business
- 3 Work IN the Business



When will you
as sponsor
feel the pain?

Your
raison d'être?
mandate?

Who are your
stakeholders?
How do you
include them?

In this
together

Go see for
yourself live
at the counter

Result
through
sustainable
behavioural
change!
Go!

Celebrate
SUCCESS

Measure

Connecting HUMANS & DOTS

Our middle management says they are OVERLOADED and therefore no longer get around to PEOPLE MANAGEMENT

Despite all training, tools & coaching we get

Our balance between operational and people management is back!

We can do this!

The best plan is OUR plan

Aha!

Where are we now?

Measure & Understand

What are we optimizing for?

Align

Roll-out

Go!

Belgian Insurance Company

job-demands-resources-model

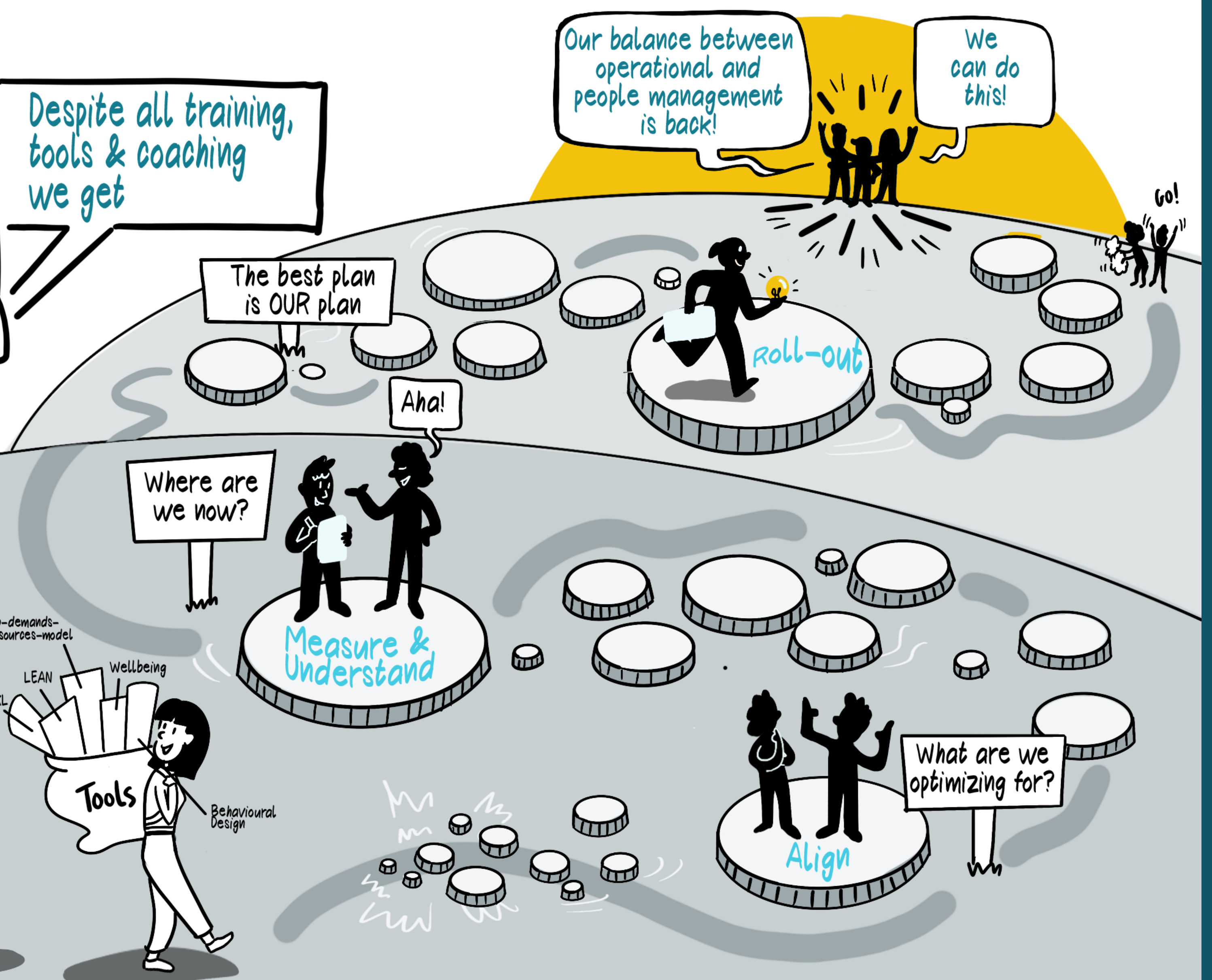
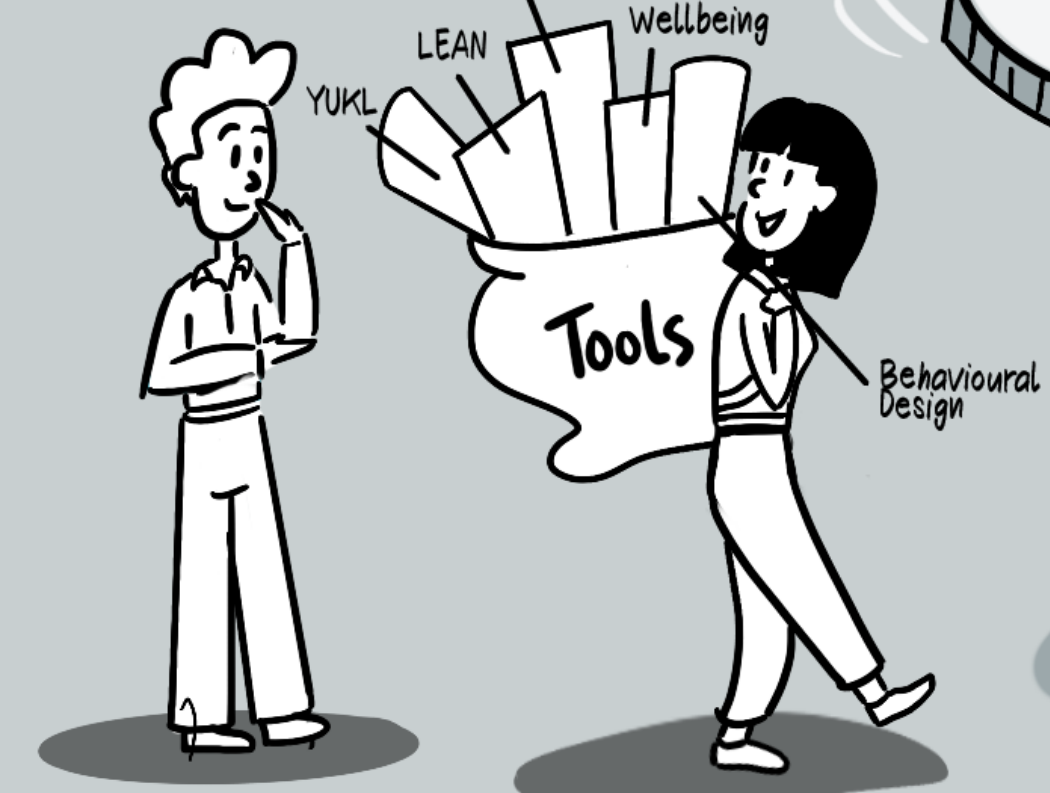
LEAN

Wellbeing

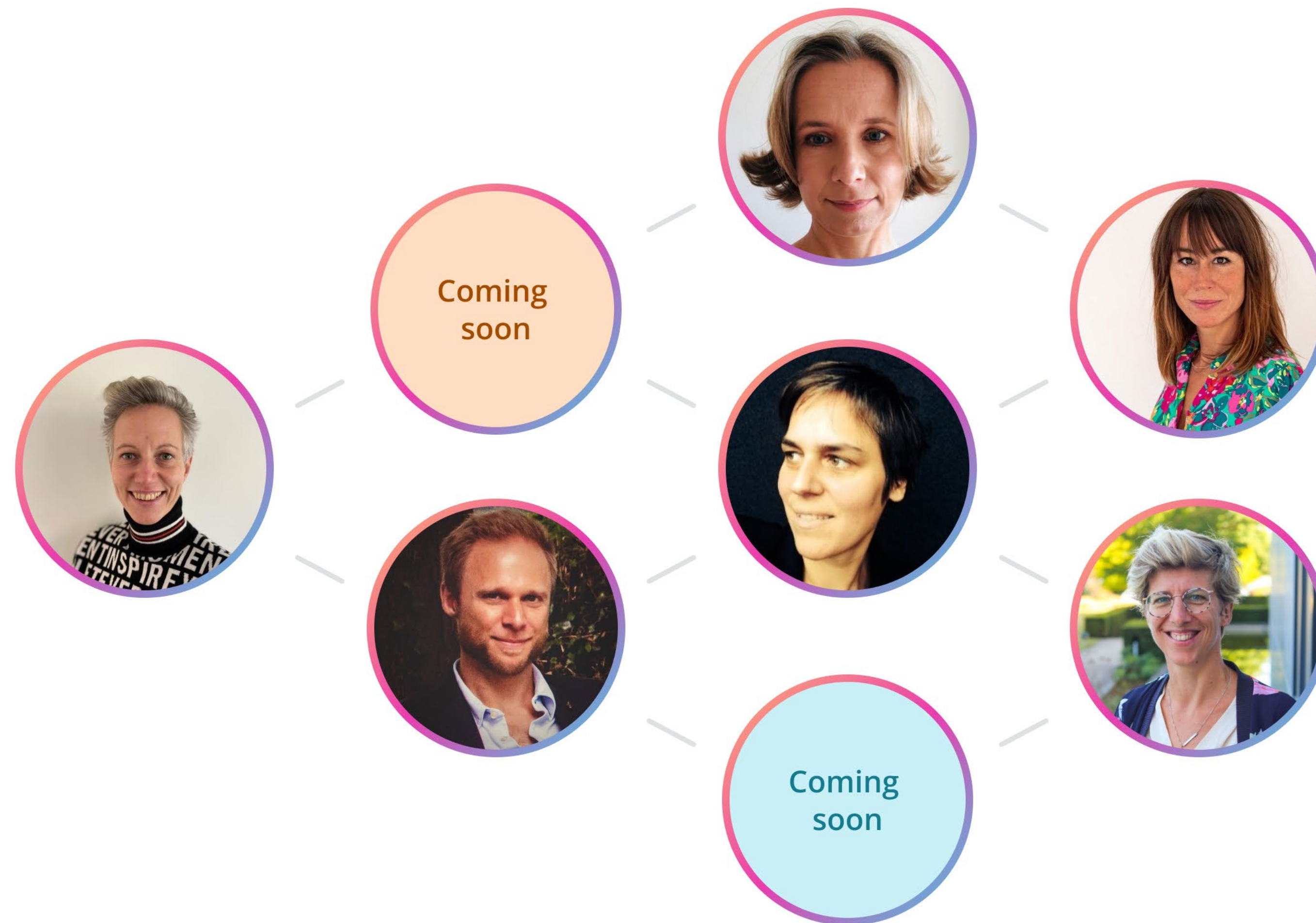
YUKL

Tools

Behavioural Design



Meet our team



Coliberate was founded in 2023 by Susannah Roussaux & Bart Couwels. In less than a year, our team has grown to include six fantastic **coliberators**, and we're continuously seeking new talent to enhance our impact.

If you were to meet Coliberate as one person, you'd encounter someone **characterised** by a positive and solution-oriented mindset, infused with creativity and pragmatism. A dedicated team player with analytical skills, a critical thinker who pays meticulous attention to detail.

Someone who highly **values** empathy, authenticity, fairness, curiosity, and playfulness.

Meet our **ecosystem**



Coliberate is proudly a part of Cronos, an ecosystem comprising +600 competence centers and over 8.000 talented individuals.

Within this thriving ecosystem, we have the privilege of collaborating daily with high-caliber partners who share our values and ambitions.

We maintain a special bond with our counterparts in the Divirsiti cluster, of which the name speaks for itself. Our closest relationships include colleagues from Icapps, Spire, Restless Minds and Momentis.

Outside of Cronos, we hold in high regard our partnerships with How'sWork, Insilencio, Visuality, and TaPasCity. Complementary partners that join forces with us to deliver maximum value to our shared customers.

Interested in forming a partnership? Don't hesitate to get in touch!

To wrap things up

Uniqueness That Defines Us

- Behavioral Design: the vital connection between People and Solutions
- Powered by an A-Team of exceptional experts
- Implementation partners unconstrained by solution and expertise boundaries
- We are outcome- & action-oriented partners! Beyond knowledge and insight, we're in this together
- Our unwavering support throughout your journey
- And, we add a dash of fun to every collaboration! 😊

Now, how can we help?



Let's have a coffee



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Leaders have the privilege and
responsibility of going first. The
most powerful way that anyone
can lead is by example

Michael Hyatt