



MindSetter™

Setting minds, changing organizations.



Content table

Why mindset change?	p. 3
What is a mindset?	p. 5
Our vision for mindset change	p. 7
Why the MindSetter?	p. 11
Our methodology (in brief)	p. 14
The investment	p. 18
Appendix - our methodology in more detail	p. 21



Why mindset change?

Why mindset change?

Organizations face rapidly changing, unpredictable conditions and challenges that are increasingly complex. It forces organizations to **constantly adapt to remain successful**.

This results in an **increase in planned changes** within organizations, from two in 2016 to ten in 2022. This is a result of e.g., restructuring, cultural transformations, and technological innovations. However, Gartner reports a solid decline in **employee change readiness**, dropping from 74% to a mere 43% over the same period.

This paradigm demands a fresh, non-linear approach to change. **We find ourselves in a period of transition**, with organizations constantly seeking multiple changes among multiple audiences. Furthermore, these audiences must not only do something differently (situational change) but also be different (transition).

That's why

It is about **developing the future mindsets the organization needs**. These mindsets include customer orientation, innovation, lifelong learning, and integral collaboration (including human-to-AI). You need tools to get started with this in a goal-oriented way. We invite you to read along with us.

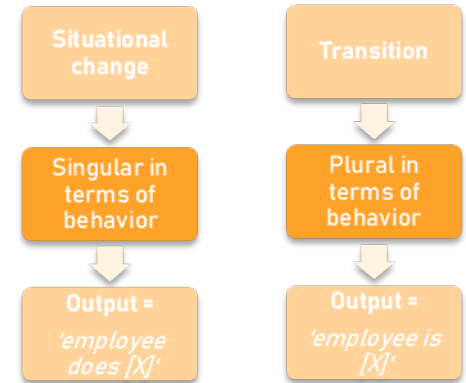


Image 1 - situational change vs. transition



What is a mindset?

What is a mindset?



A mindset is not an isolated attitude or belief

A mindset is a layer between a person's self-image, values, and behavior. It's a set of implicit assumptions, values, and beliefs that determine how a person looks, thinks, and acts in a given context. It's **the driving force behind our behavior**, often unconscious but highly impactful.

A mindset guides not one behavior, but **a coherent set of behaviors** that feel natural to someone. Pay close attention to how someone handles feedback, takes initiative, shows ownership, or collaborates with others.

Changing a mindset is complex

There is no quick fix; mindsets are deeply rooted in the way people see themselves and understand their environment. The culture and system within an organization perpetuate existing mindsets and can even work against desired mindsets.

We take mindset change seriously. With the right approach and focus on the underlying factors, it is absolutely possible, and the journey can even be enjoyable.

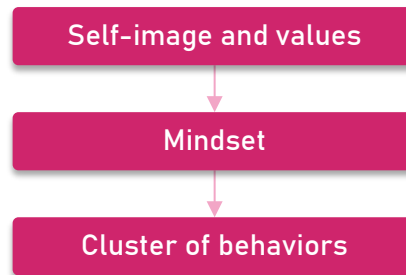


Image 2 - The link between how you see yourself, your attitude, and your actions



Our vision for mindset change

Our vision for mindset change

It's usually not a matter of convincing or explaining

You can't impose a mindset - as soon as you try, you undermine exactly what is needed: autonomy, ownership and intrinsic motivation. Yet that's exactly what often happens, with an approach that rarely connects with employees' day-to-day realities. What is meant to be logical, and inspiring is perceived as distant, abstract or even threatening. Change feels like something imposed from above. Which leads to resistance and passivity but can also create active opposition.

What then?

Lasting change requires immersing yourself in the world of the people you are trying to change. It starts with a sharp analysis of what drives people and holds them back. Only then can you specifically **tailor a change approach** - one that not only appeals to the right motives but also responds to the systems and structures that influence behavior.




Our vision for mindset change

We use **six lenses** to examine the issue, the target audience, and the organization, in collaboration with our clients:

- **Roadblocks to overcome;** obstacles in design and structure
- **Mist to navigate;** lack of clarity in direction, steering and decision-making
- **Gaps to bridge;** disruptions in cooperation, interaction, or trust
- **Fears to conquer;** mental blocks, uncertainty, or resistance to change
- **Strengths to leverage;** qualities, best practices and good examples
- **Opportunities to seize;** intrinsic values, opportunities and momentum to capitalize on

By looking through these six lenses, you gain **clear insight into where blockages are and what strengths can support change**. This empowers you as a leadership team to drive change with laser-like focus.



A scenic landscape photograph showing a calm lake in the foreground, reflecting the sky and surrounding greenery. In the background, there are dense forests of evergreen trees, and further back, a range of mountains with some snow-capped peaks under a hazy, blue sky. The overall mood is peaceful and natural.

Organizations have a responsibility
to prepare employees for the future
by fostering a positive attitude
toward change.

Soulaima Gourani

Our vision for mindset change

Leadership has the privilege and responsibility of actively creating the right 'context' (conditions) in which the desired change can feel almost natural, demanding less of employees.

This requires, among other things, for:

- A clear direction and a uniform narrative
- Decision-making that allows for change to happen
- The removal of blockages that impede
- Embodying the new mindset through exemplary behaviors

It is **a crucial factor of influence** in cultivating the desired mindset.

The background is a solid teal color. In the top right corner, there is a grid of small, dark teal dots arranged in a pattern that tapers to the right. In the bottom left corner, there is a similar grid of dots arranged in a pattern that tapers to the left.

Why the MindSetter™?

Why the MindSetter?



1. Our approach is structural and goal-oriented

Mindset change is the key to breaking fixed patterns and achieving sustainable change. Yet it is not a matter of a quick and superficial solution. It requires an approach that touches the deeper layers of beliefs, values and behavior.

We have developed the MindSetter™ to help leadership teams **to take targeted important steps towards the desired mindset change.**

2. Efficient, practical and effective

It consists of **a carefully structured program** in which we combine depth and speed. We work at a fast pace, but always effectively, practice-oriented and in achievable steps. This is in sharp contrast to large-scale and complex culture change projects that take a long time and produce unclear results.



Why the MindSetter?



3. Backed by evidence and future-oriented

Our approach is scientifically based and offers **a clear framework** for understanding what is needed to realize sustainable change.

We swiftly grasp the inner workings of the organization, pinpointing obstacles and the catalysts for transformation. **We work in co-creation** with the leadership team to develop **a concrete action** plan that brings the desired mindset to life in the organization.

Furthermore, our methodology provides our clients with **additional tools to get started** with the implementation independently.

And if you do need some help we're just a phone call away.



Our methodology

in brief

Our methodology at a glance

The MindSetter is a **unique methodology** designed for managers and executives who want to strengthen their teams in a human-centered way in terms of ownership and **developing future-proof mindsets**.

This is a track **for people** who are also **willing to look at themselves** in the process.

Our program is meticulously structured in 5 different phases and an optional implementation support.

[The appendix 'The methodology in more detail' provides additional details for each step.]



Image 3 - The MindSetter program



What's in it for you?

- ✓ Increased success rate of your key change objectives
- ✓ Targeted first steps in increasing the change capacity of those involved
- ✓ Additional tools as a manager to support mindset and behavioral change
- ✓ Motivated employees who want to contribute to the change goal
- ✓ A better understanding of the importance of mindset and concrete insights into the chosen focus area
- ✓ A well-founded action plan to start working on the change independently



Follow-up and (optional) implementation support

We value **qualitative follow-up** before, during and after this journey. This includes:

- A short debrief after each session
- Providing you with the slides we used and a summary of the agreements we made
- Targeted quality and satisfaction surveys

After the last session (the Roadmap), your leadership team is set to actively lead the desired change. However, we know that reality can be tricky. That is why we can also offer **(optional) support during the implementation phase**.

The investment

The investment

We guarantee transparency and predictability when it comes to clients' investment in our services. We set a fixed price for keynotes, workshops, and this MindSetter because we're confident our services are worth the price.

You will know exactly where you stand, with no surprises or hidden costs. This approach fosters an efficient and effective collaboration.

The MindSetter investment is 19,500 euros, including preparation and aftercare. This price is based on a leadership team of max. There are ten people and one target group. 20 persons.

Our prices always exclude VAT and travel expenses¹. Any additional services (e.g. optional support) are always determined in advance and in mutual agreement.

¹Travel allowance from Kontich (BE), Bart Couwels and Nijmegen (NL), Drs. Gert Slob. Depending on the chosen location + start and end hours of physical sessions, hotel costs can be charged.



Ready to discover more?



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THANK YOU

Appendix

Our methodology in more detail

the Intake

Context analysis and first understanding of the change challenge

Onboarding

the Exploration

Discover what is going on in dialogue with target audience(s)

Session 2

the Roadmap

Prioritize action items. Develop a concrete and impact-driven roadmap

Session 4

Session 1

Understand the change challenge and the associated mindsets. Identify the factors of influence and hypotheses

the Destination

Session 3

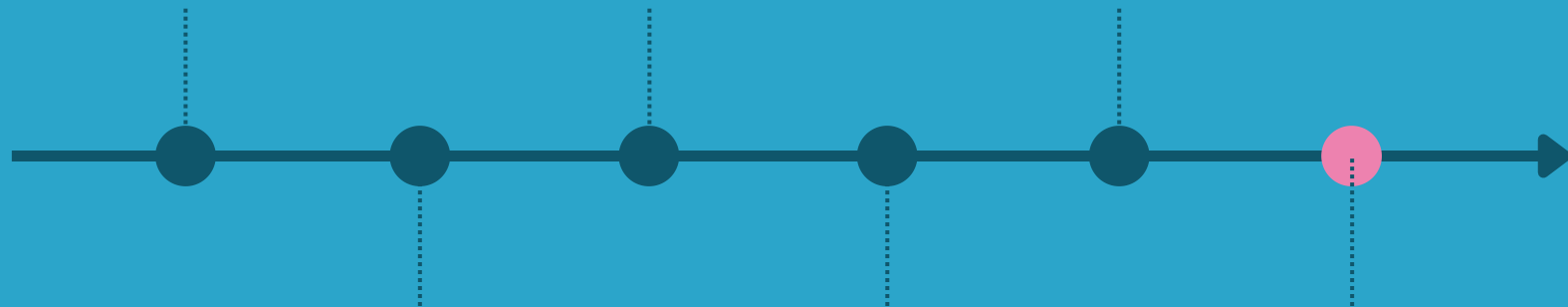
Report-out of the findings, combined with our expert opinion. Reflect on outcomes and first recommendations.

the Report-out

Getting started

Targeted initial support can be provided for the rollout of action items and the monitoring of progress.

the Implementation



the Intake



We establish a shared starting point for the MindSetter through a 1-on-1 conversation with the leadership team. We get to know each other and discuss challenges and expectations for the journey.

What do we discuss?

- Introduction & Context - We will get to know each other and understand the dynamics within the organization and leadership team.
- Expectations and goals - What do you hope to achieve with the MindSetter? Who is the target audience?
- Identify the primary challenges related to mindsets and behaviors within the target group.
- Initial hypotheses – Why is the desired mindset is not (yet) sufficiently there?





the Intake

What's in it for you?

- ☑ The leadership team must be engaged and take ownership. This will make them feel like co-owners of the change.
- ☑ The leadership team has a clear understanding of the key challenges. They know exactly what is going on within the chosen organizational unit.
- ☑ The methodology must have a solid foundation and clear direction. We've distilled the key points of the interviews into a concise summary, which serves as the foundation for session 1. We use the insights from the intakes to guide the rest of the process.

Session 1: the Destination



The leadership team will choose the destination and determine the mindset to focus on during the methodology in the first work session, which will last a maximum of six hours. We then methodically examine why these mindsets are not yet being put into practice. These are hypotheses: according to the participants, what are the factors that promote or hinder the mindsets?

During this session

- We identify the main challenges and change goals for the target group through various exercises. We choose the mindsets that the leadership team believes are most relevant.
- We make the chosen mindset more concrete by translating it into a clear definition.
- We share relevant knowledge about how mindset change works, using insights from psychology.
- We will take you through the factors of influence that play a role in mindset change using a proven behavioral framework (ACDR).
- We will use various interactive exercises to map out what you think is going on with your people.



Session 1: the Destination



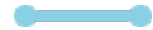
What's in it for you?

- ✓ A clear picture of the mindset(s) we want to work with and how they contribute to team and organizational goals.
- ✓ Understanding and gained insights into how mindset change works and what it requires in an organizational context.
- ✓ More effective leadership, better able to formulate well-chosen change goals and to know what it takes to achieve them.
- ✓ Understanding and insight into the factors that influence the achievement of change goals.
- ✓ A leadership team that is more aligned on what is hindering the desired mindset among the chosen target group(s).
- ✓ Increased awareness with the leadership team on the impact of its own behavior on desired outcomes.





Session 2: the Exploration



In this working session (four to six hours), the ‘sponsor’ of this track will introduce the topic and the agreement framework to the target group. Then the sponsor leaves the session, and we work with the target group itself to understand both the perceived importance and the factors of influence.

During this session

- We introduce the target group into the subject and the chosen mindset. Our session is structured to stimulate intrinsic motivation while allowing for personal interpretation and ownership.
- We use the ACDR framework to interactively map out what is important to the target group. What are drivers and barriers to the desired mindset according to them?



* Depending on the scope of the MindSetter, this session can be repeated several times for different audiences to get a full picture of what is going on around the chosen mindset(s). For example, it can be repeated with middle managers and with people from the teams themselves.

Session 2: the Exploration



Expected outcomes

- ✓ The target group has expressed support and enthusiasm for working with the chosen mindset.
- ✓ We are seeking insight into the target group's beliefs regarding the current state of affairs and the obstacles to changing the desired mindset.
- ✓ The objective is to provide the target group with insight and the first tools necessary to strengthen their effectiveness, both individually and as a team.



Session 3: the Report-out



In this working session, we will provide the leadership team with key insights and share our expert opinion. We then take the time to reflect on the outcomes and finally discuss them.

During this session

- We will compare your hypotheses with the target group's statements during "the Exploration" to identify any similarities and contradictions.
- Our expert opinion is based on what we have seen so far.
- We will share the main "problems to solve" when it comes to the chosen mindset.
- We will provide specific advice in the form of a draft "Roadmap" to stimulate the chosen mindset.
- You will be given the space to let the results sink in and to explore what they mean for you, the target group, and the organization.
- We will examine the visible patterns, how the insights relate to each other, and what this releases through an open dialogue.



Session 3: the Report-out



What's in it for you?

- ✓ A clear overview of the outcomes. This overview includes the main "problems to solve" that stand in the way of the chosen mindset(s). It also includes the main forces and opportunities that can stimulate the chosen mindset.
- ✓ A clear advice and draft roadmap on what it takes to turn the chosen mindset into reality.
- ✓ Increased awareness of diverse perspectives. Participants gain insight into how others look at the situation and what shared and different experiences there are.
- ✓ A foundation for the next steps. The report-out provides a shared reference point for further conversations and decision-making in the next phases of the MindSetter.



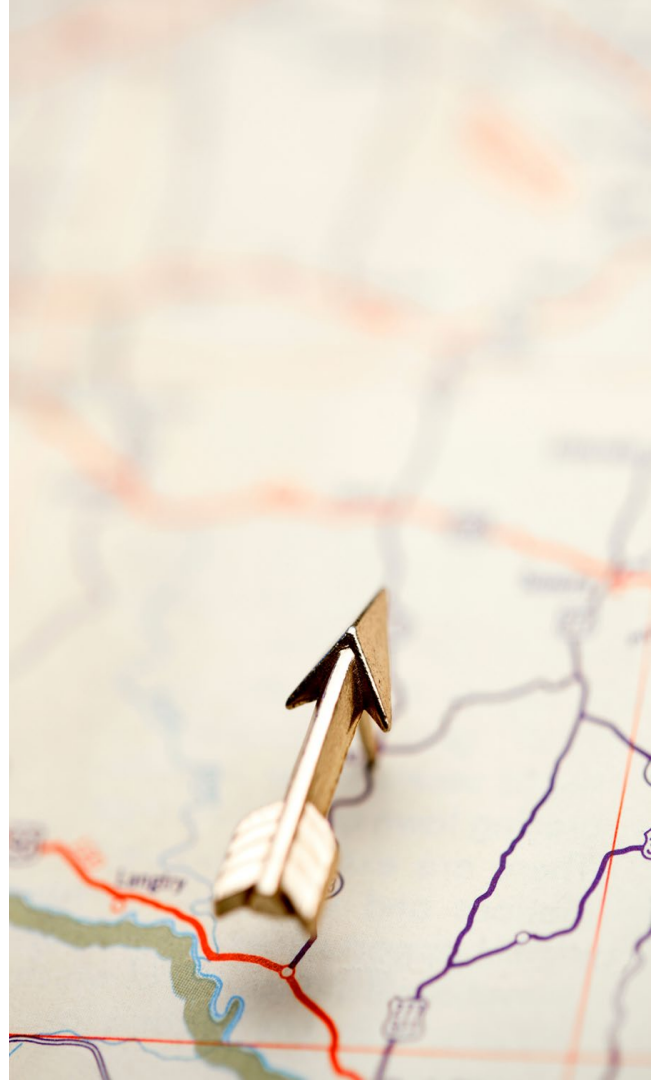
Session 4: the Roadmap



During this work session, a concrete action plan is developed. The leadership team will use this plan to shape the right context that will stimulate the desired mindset. We accomplish this together by translating the outcomes from both the report-out and the draft roadmap into an accompanying action plan.

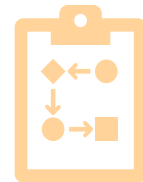
During this session

- We engage in a conversation about how the outcomes of the report-out have landed with the leadership team and what this means for the way forward.
- We translate the draft Roadmap into an action plan with clear actions, responsibilities and a timeline.
- We will provide promising intervention strategies, techniques, and methodologies to help you work on mindset change in a structured and independent way.





Session 4: the Roadmap



What's in it for you?

- ✓ A clear and shared focus on the most relevant bottlenecks around the chosen mindset(s).
- ✓ The plan is to put the chosen mindset(s) into action. Clear actions, ownership, and timelines are essential.
- ✓ Commitment and support. The leadership team takes ownership of the approach, creating shared responsibility and greater momentum in the organization.
- ✓ Understanding and insight into the intervention strategies that effectively change mindsets.
- ✓ And thus, more effective leadership that is better able to lead change.

Implementation support



After the session around the Roadmap, the leadership team must actively lead the desired change. It's time to turn plans into reality and implement change.

However, we know that reality can be tricky:

- Changes require repetition and perseverance
- Resistance and old patterns can hinder your progress
- Without structural follow-up, efforts fragment and energy ebbs away

To ensure that the change does not fade into "the delusion of the day", we provide optional support during the implementation phase. This helps to maintain course, identify bottlenecks early on, and adjust interventions where necessary.



Follow-up

We prioritize good follow-up and aftercare before, during, and after the process. These are the things you can expect from us:

- We ensure a limited debrief with the sponsor after each work session.
- We provide the slides after each session. We also provide the items we agreed to follow up on, ensuring you know what to expect.
- We conduct a quality and satisfaction survey at the end of each session and at the end of the track.

