

CARLOS VAN OOSTERZEE

Training & Coaching

2018-2019 Actions Catalogue





Welcome to my **2018-2019 Actions Catalogue.**

In this catalogue you will find my proposals of **training** and **coaching** for **individuals, groups** and work **teams**.

As you will see, my actions focus on **soft skills** like **core skills, professional growth, communication, leadership** and **team cohesion**.

All my proposals can be implemented in English, Spanish and Catalan and adapted to the participants' contents and duration interests: **talks** (2 hours), **capsules** (4 hours), **mid term** (6-12 hours) and **long term** (from 12 hours).

I hope you will find a solution to some of your or your team's interests and needs.

CARLOS VAN OOSTERZEE

Trainer and Coach in
Communication, Leadership
and Personal and Professional Growth

Individual and group action areas



Core skills



Professional projection



Communication



Leadership and team management



Team cohesion

Core Skills

- Breathing:
Breathe in breathe out
- Mindfulness:
Well-being up & running
- Coaching:
Skills & strategies
- Creativity:
Push your limits





Breathe in **BREATHE OUT**

The importance of breathing

GOALS

- Become aware of your breathing
- Get to know breathing techniques
- Learn breathing mechanisms
- Make contact with breathing control - conscious breathing

CONTENTS

- *Breathing: faithful life companion*
- *Breathing as an access gate to well-being*
- *Breathing physiology*
- *Conscious and unconscious*
- *Breathing typologies*
- *Breathing and activity (physical / mental)*
- *Body, posture, emotion, thought, voice and breathing*
- *Breathing practice*



Well-being UP&RUNNING

The Mindful attitude

GOALS

- Get to know the Mindful approach
- Apply Mindfulness techniques
- Become aware of the active search for well-being
- Experience mindful attitude

CONTENTS

- *The Mindfulness approach*
- *The self and the environment*
- *Body, emotion, feeling, thought*
- *Conscious breathing*
- *Mindful attitude*
- *Relaxation*
- *Visualisation*
- *Mindful action plan*
- *Theory and practice of well-being*
- *Relationship with the others*
- *Conscious movement*
- *What language do you want to be surrounded by?*
- *Positive thinking*
- *Mindful practice*



Skills & STRATEGIES

Coaching as a resource

GOALS

- Get to know the possibilities of Coaching
- Facilitate personal and/or professional growth
- Get to know and apply the work towards goals
- Adopt a new perspective on situations

CONTENTS

- *Working towards goals*
- *Self-knowledge and levels of self-expression*
- *Obstacles and opportunities*
- *Self-motivation and proactiveness*
- *Personal and professional resources and skills*
- *Access to well-being*
- *Thought, belief, feeling and emotion*
- *Positive language and thought*
- *Tasks and action plan*
- *Feedback*
- *Relationships*
- *Coaching techniques*



Push YOUR LIMITS

Techniques for Creativity development

GOALS

- Learn to develop alternative solutions
- Get to know creative possibilities
- Access the creative mind easily
- Learn how to carry out creative proposals

CONTENTS

- *Bases of creativity*
- *Alternative thinking*
- *Brainstorming*
- *Innovation at work*
- *Creative techniques*
- *Innovative models and experiences*
- *Limiting beliefs*
- *Inspiration*
- *The creative brain*
- *From idea to reality*
- *Multiple intelligences*
- *Imagination and inner world*
- *Tools for creation*

Professional projection

- Professional development:
Professional version
- Professional project:
This is my project





Professional VERSION

Professional identity and positioning

GOALS

- Get to know your own professional possibilities
- Learn actions to achieve professional self-fulfilment
- Create professional profile and identity
- Approach the market possibilities

CONTENTS

- *Professional goals*
- *Personal and professional life*
- *Professionalism*
- *Training and learnings*
- *Knowledge, skills, abilities and attitudes*
- *Distinctive features*
- *Professional experiences*
- *The market and the sector*
- *Employee or freelance*
- *Applications*
- *The CV*
- *Social media and profession*
- *Job interviews*
- *Professional marketing and personal branding*
- *Time, space and money*
- *Professional growth possibilities*



This is MY PROJECT

Developing a professional project

GOALS

- Develop a business project
- Get to know the viability of the project
- Provide the project with creativity and innovation
- Put into practice the implementation of the project

CONTENTS

- *Business idea*
- *Market analysis*
- *Products and services*
- *Client profile*
- *Time, space and resources*
- *Communication and marketing*
- *Professional image*
- *Branding*
- *Presence on social media*
- *Online presence*
- *Moodboard and corporate image*
- *Action and goal timing*
- *Storytelling*
- *Networking*
- *Legal and tax issues*
- *Monetization and economic planning*

Communication

- Professional communication:
Communication & excellence
- Customer service:
How can I help you?
- Sales communication:
Skills for sale
- Public speaking:
They're gonna love listening to you
- Conducting meetings:
Meaningful meetings





Communication & EXCELLENCE

Effective professional communication

GOALS

- Understand and analyse communication
- Improve your own communication style
- Achieve goals through communication
- Increase the efficiency of your own communication

CONTENTS

- *Effective communication*
- *Professional communication*
- *NLP and communication*
- *Communication and goals*
- *Engaging and convincing*
- *Verbal and non-verbal communication*
- *Communication and personal image*
- *The richness of language*
- *Storytelling*
- *Rhetorical devices - the beauty of communication*
- *Communication channels*
- *Spoken and written communication*
- *Registers - formality and informality*
- *Empathy, active listening and assertiveness*



How can I HELP YOU?

Enhancing the customer service experience

GOALS

- Integrate excellence into customer service
- Learn techniques and strategies to improve customer experience
- Recognise and practice customer service situations
- Increase communication qualities in customer service

CONTENTS

- *Customer service goals*
- *Customer service situations*
- *Customer service context - resources*
- *Emotional self-management*
- *Professional and sales attitude*
- *Service customisation*
- *Active listening*
- *Registers and formalities*
- *Assertiveness & kindness*
- *Welcoming*
- *Customer experience*
- *Non-verbal communication in customer service*
- *Language in customer service*
- *Voice and image*
- *Customer profiles*
- *Corporate customer service*
- *Customer service protocols*
- *Customer loyalty*



Skills FOR SALE

Communication and marketing

GOALS

- Understand and analyse sales communication
- Achieve sales goals through communication
- Prepare a sales pitch
- Improve your commercial identity and language

CONTENTS

- *Goals of your message*
- *Sales identity*
- *Product and service*
- *Elevator Pitch*
- *Engaging, positive impact and convincing*
- *Verbal and non-verbal language*
- *Keywords*
- *Reference and qualities*
- *Recipient's profile*
- *Language and corporate image*
- *Preparation and analysis of sales messages*



They're gonna love LISTENING TO YOU

Public speaking and successful presentations

GOALS

- Earn self-confidence in public speaking
- Learn techniques and strategies for public communication
- Give presentations
- Achieve your public communication goals

CONTENTS

- *Self-confidence techniques*
- *The body communicates*
- *Voice qualities*
- *Storytelling*
- *Connecting with the audience*
- *Language for goals*
- *Attitude and stage*
- *Conveying an experience*
- *Resources and supports*
- *Managing situations and questions*
- *Receiving feedback*
- *Giving presentations*



Meaningful MEETINGS

Conducting meetings effectively

GOALS

- Get to know the formats and features of formal work meetings
- Learn techniques and strategies to improve efficiency in meetings
- Practice different types of meetings
- Get meetings to be always productive

CONTENTS

- *Types of meetings*
- *Goal and necessity of meetings*
- *Appropriate formats*
- *Space and resources*
- *Meeting call, agenda and minutes of the meeting*
- *Conductor role and functional roles*
- *Participants' roles*
- *Strategies for facilitation*
- *Elements of communication for meetings*
- *Stages of a meeting*
- *Following up*

Leadership and team management

- Basic leadership:
Learn to lead
- Advanced leadership:
Active leadership
- Team management:
Improve your team





Learn TO LEAD

Basic leadership skills

GOALS

- Learn the basic components of leadership
- Understand the structures and features of work teams
- Practice different situations of leadership
- Get to know and improve your own leadership skills

CONTENTS

- Leadership theory
- Self-leadership
- Personal SWOT analysis
- Time management
- Working towards goals
- Leadership styles
- Leader qualities
- Work teams sociology
- Communication skills
- Action plans
- Giving and receiving feedback
- The team and the corporation
- The Four Factors



Active LEADERSHIP

Advanced leadership skills

GOALS

- Reflect on leadership and its current perspectives
- Improve your own leadership skills
- Get to know techniques and approaches to increase the efficacy of the leadership action
- Facilitate transformational leadership in teams and corporations

CONTENTS

- *Leadership analysis*
- *Mission, vision and values*
- *Systemic approach*
- *Sociograms*
- *Team motivation*
- *Results and feedback*
- *Leadership and storytelling*
- *Influence and negotiation*
- *Personal and professional life*
- *Managing diversity*
- *Relationships and networking*
- *Motivational Leadership - the coach-leader*
- *In search of charisma*



Improve YOUR TEAM

Efficient team management

GOALS

- Get to know tools to improve teams' functioning
- Learn strategies to optimise teams' productivity and well-being
- Contact the team from a professional and humane approach
- Generate satisfaction and motivation towards work and goals

CONTENTS

- *From individual to group*
- *Levels of self-expression*
- *From group to team*
- *Sociology and structure of teams*
- *Roles in teams*
- *Teamwork analysis*
- *Building an efficient team*
- *Competences to develop as a work team*
- *Effective communication in the team*
- *Shared goals*
- *Action plans*
- *Strategies and dynamics*
- *Team self-analysis*
- *Conflict resolution*
- *Team cohesion and motivation*
- *Educating in change management*

Team cohesion

- Facilitating cohesion:
Happy effective teams



Happy effective TEAMS

Strengthening team cohesion

GOALS

- Improve the functioning of teams
- Learn strategies to optimise teams' productivity and well-being
- Contact team members from a professional and humane approach
- Generate satisfaction and motivation towards work and goals

CONTENTS

- *Self-knowledge*
- *Personal self and professional self*
- *Levels of self-expression*
- *Individual, diversity, group*
- *Shared goals*
- *Personal communication*
- *Finding uniqueness*
- *Mindfulness applied to teams*
- *Individual and group creativity*
- *Conflict solving techniques*
- *Group dynamics*
- *Team motivation*
- *Emotional connection*
- *Groups and subgroups*
- *Team self-analysis*
- *Action plan*

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