



base

# Start2Lead

Base Academy  
Saskia Dejonghe  
Anja Verheij- Köllmann



base



**Russell Dunn**

VP Quality, Barry Callebaut

*“There are a multitude of trainers and content experts around, but very few are truly able to transfer that knowledge effectively. The Base team has that ability in abundance and delivers in a way that is both engaging and fun.*

*Their enthusiasm, energy and expertise, combined with the effort they put into understanding the needs and culture of the client is the foundation to their success in creating and delivering learning that works.”*



# Starting your leadership journey

## Your leadership journey

Join us on an inspirational development journey filled with experiences that help you unlock your leadership skills. Start2Lead will have a huge impact on your contribution to your company's leadership aspirations and strategic framework. It's the start of a thrilling journey through life.

## Knowing yourself as a leader

True leadership starts with discovering your unique personality, understanding the way you are wired, unfolding what truly motivates you. Putting these insights to use will help you activate your leadership skills, allowing you make decisions with true impact, build authentic relationships and organize the best team play in the people around you.





# Finding out what it's like to lead

We were 25 when our own leadership journey started. And we readily admit it – we didn't know how managing people really worked. But we were very curious to find out what it was like to have that kind of responsibility – guiding a team, being responsible for their success as well as their failures, showing the way forward, getting people motivated and have them rely on your so-called 'wisdom'. Similarly, we were curious to know why some leaders managed to keep us excited, engaged and committed while others clearly failed to connect, empower others and even contrived to 'kill' our team spirit.



# Moving to a whole new level

So the day we stepped into those ‘big leadership shoes’ we entered the game at a whole new level. We stumbled through dealing with ‘difficult characters’, met with sudden resistance, and were confronted with trust issues, reputational gossip, disrespect, lack of commitment, personal resentment, toxic behavior, frustration and, oh yes, some victories too – and those first victories fuelled our passion for human interaction and the art of leadership. Soon, it was our purpose in life – and that why we are here.



# Discovering the qualities of a successful leader

Throughout our careers in leadership, coaching and training we personally discovered and experienced the qualities of a successful leader. Some of the ingredients include being an active listener, demonstrating clear guidance, inviting others to reflect instead of telling them what to do, engaging in storytelling about everyone's contribution to the company's vision, encouraging contributions from others, and creating a safe work environment in which making mistakes and learning from those are the foundation for personal growth... to name but a few.





# Learning and evolving by having it go both ways

Working closely with senior leaders, high-level teams and CEOs in various multinational corporations allowed us a front-row seat – we truly watched them ‘fail and grow’. Supporting them with our coaching insights and leadership training helped them evolve and thrive. In return, they helped us improve our training portfolio and increase the relevance of our services to the changing realities of the workplace.





# It takes care and courage

We have worked with large corporations around the world for more than 25 years, training and coaching their management, leaders and teams. Having travelled along this road of trying, failing, learning and ultimately being successful, we learned that people are truly a company's best asset. Becoming a trusted leader takes so much more than delegating workloads or focusing on sales results. It requires care as well as courage to create an inspiring and inclusive workplace that brings out the best in people.





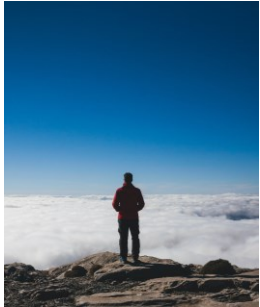


base

Debrief

Base Camp

# In a fast-changing world; resilience is key



Becoming a mindful leader in fast-changing times is challenging.

Culture and behaviours are more important than ever.

Personal leadership styles will help build confident leaders



Companies are under increased scrutiny on social themes such as diversity and equality.

Special focus on banks: governance, compliance and ethics.



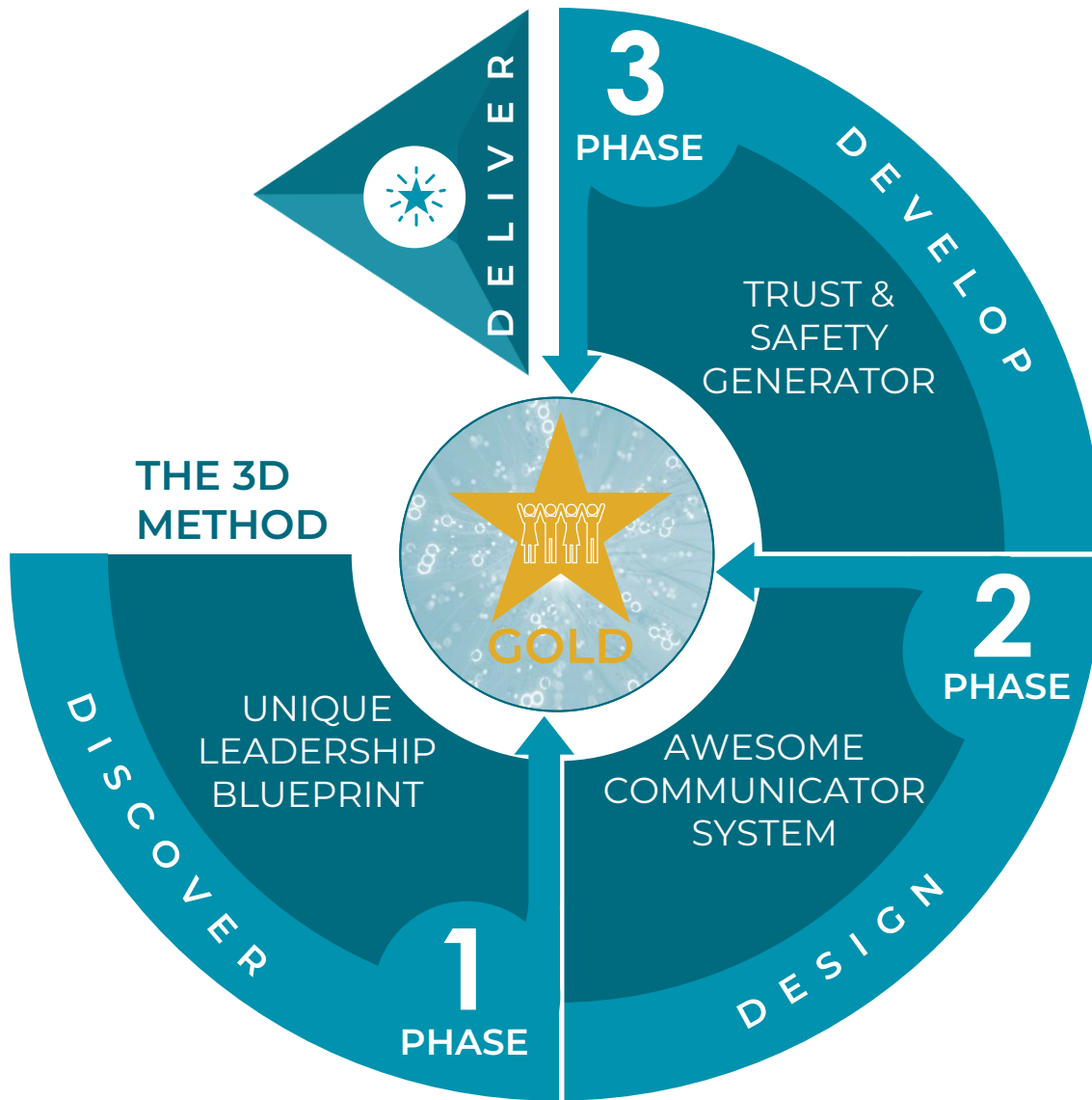
Climate change is having an impact on all facets of life.

Sustainability is a business opportunity, supporting investments in the transition to a low-carbon economy.



Artificial Intelligence, machine learning, blockchain technology bring change, progress and cyber issues.

This creates additional leadership challenges in the advancing digital age.



**Start2Lead creates GOLD for your team:**

- G**oal orientation in a safe and secure environment
- O**pen communications
- L**earning attitude
- D**elivery of results

# Start2Lead program

## START2LEAD

Day I

### Discover:

Your values,  
purpose and  
leadership



Output:  
Your Unique  
Leadership  
Blueprint



Group intake  
session

Day II

### Design:

Your story and  
a connected  
team

Day III

### Develop:

Psychological  
safety and trust



Leader quest  
assignment:  
Group expedition  
to explore creating  
trust based on your  
Unique Leadership  
Blueprint

Week 8

### Deliver:

Reflection on  
impact and  
stories



Leadership  
quest  
presentations

Share Wisdom: Books, podcasts, articles

Base of Wisdom: e-learnings

# Start2Lead program

base

## DAY I - DISCOVER

Unique Leadership Blueprint

### Learning bite

### Model

### Exercises

## Step I

#### Core Values

- Your values
- Value arena and grouping Values
- Your Essence: 7 Core Values



**Value game:** Define your core values and constellation exercise to explore dealing with clashing values

## Step II

#### Lifeline

- Your personal journey
- Meaningful moments
- Values unfold



**Lifeline exercise:** Draw your lifeline with impactful events. Define how this has shaped your way of being, hence influencing how you show up as a leader?

## Step III

#### Purpose

- Purpose development
- Golden Circle
- Sharpen up: 5 times why



#### Unlocking Your Purpose

- Purpose development exercise
- Mindfulness exercise with whole group & briefing silent exploration: "Silent hike into the woods" for reflection (5xwhy).
- Group sharing and reflection on your purpose and how that will define you as a leader

# Start2Lead program

base

DAY I - DISCOVER

DAY II - DESIGN

Unique Leadership  
Blueprint

Awesome  
Communicator System

## Step I

## Step II

## Step III

### Learning bite

#### Storytelling

- Key messaging
- Bridging
- Tri-summit stories

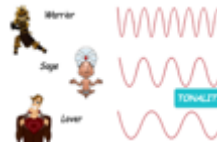
#### Tonality

- Different forms of tonality
- Warrior, Sage, Lover

#### Presence and dynamic team

- Disc and different styles
- Presenting versus being your real self
- Stage performance, meeting performance, digital performance

### Model



### Exercises

#### Development of a your stories

Define your stories and make your personal story booklet full of purposeful stories with different angles and goals.

#### Storytelling in front of camera

Define your stories practise in your expedition group and record your 3 minutes of fame.

#### Using DISC for different Presence moments.

Deliver your story in many different ways, learn about interactions and how you want to make impact and come across in different situations

# Start2Lead program



DAY I - DISCOVER

DAY II - DESIGN

DAY III - DEVELOP

Unique Leadership  
Blueprint

Awesome  
Communicator System

Trust and Safety  
Generator

Learning bite

Model

Exercises

## Step I

### Trust building

- Psychological Safety
- Trust & vulnerability (Lencioni Pyramid)
- Reflection



### Trust building – Psychological Safety

The trust fall: care, courage, collaboration  
Deepening discussion in groups around psychological safety and trust



## Step II

### Feedback Skills

- Relational Intelligence: our ability as humans to connect with others and establish trust
- BOOST model

### BOOST model in practice

Making connection with people on different levels  
Feedback skills practise

## Step III

### Active Listening

- Critical >> Active
- 7 key active listening skills



### Active Listening

Counting sheep (3 rounds)

## Step IV

### Powerful questions

- Design and impact of meaningful questions



### Gearing up

Circle of power and disempowering interaction



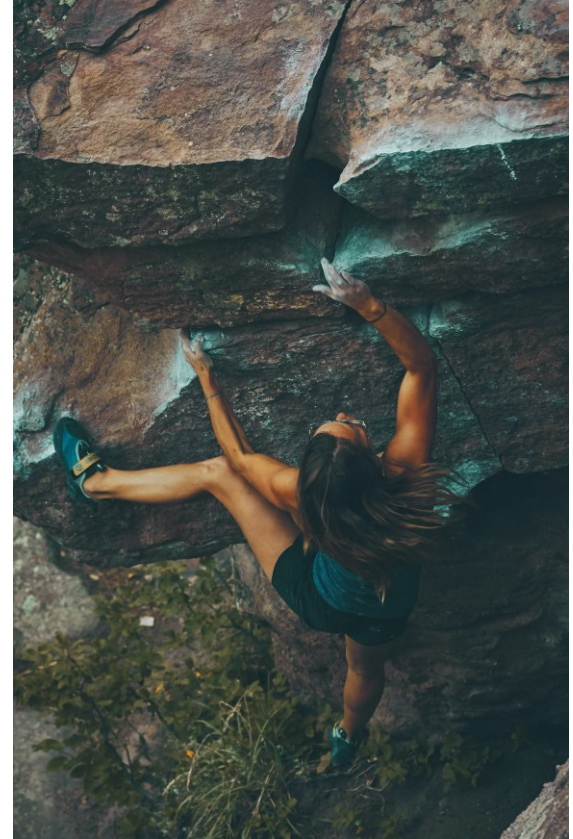


# Summary: from base camp to summit

In navigating this complex landscape as a young leader, are you able to follow your inner compass? Are you able to communicate an aligned vision to your team, connect as human beings and take them along by giving clear direction? We know that most precious route is seldom the easiest. Yet, so worth it!

It requires... **Courage** to follow your north star. **Care** for your expedition team and yourself. **Collaborating** in a way that honours each and everyone's differences, skills, making sure all voices are being heard.

- Base aims to **engage interactively** with this diverse group of leaders, that consists of both young professionals as more experienced professionals that took the expert trail to first-time leadership. **Meet them where they are!**
- We aim to inspire them a team for **a one-team philosophy**.
- Our trainers have **industry-relevant work-experience**, and we will include external specialists when it comes to niche experiences.
- Our learning approach follows the sequence: **1) explain 2) experience 3) reflect and integrate**.
- Our Base style of interacting is **empowering, human and realistic**. We know to strike a balance between inspiration or meaning (with a wink in time), theoretical knowledge, models, fun exercises and realistic application to meet-on-the-job demands.





base

## Locations Start2Lead





base

**Why Base Academy**



# Base Academy



Our trainers are **international experts** in change & reputation management and leadership development



For more than **25 years** our trainers have been supporting leaders to **transform organizations** through skills training, workshop facilitation, developing and guiding transformative leadership journeys and personal or systemic team coaching



Your personal growth into your full potential is our promise through our Base Academy **journeys**.

*We believe in  
**UNLOCKING YOUR POWER***

*We develop leaders that create value  
by **valuing people**.*

*We believe in your potential to  
**transform teams and organisations**,  
as you **seek connection and co-creation**  
to grow yourself, your people  
and your business.*



# Unlocking the power of people



The logo for 'base' is a vertical rectangle with a color gradient from blue at the top to green at the bottom. The word 'base' is written in white lowercase letters on the right side of the rectangle.

# What your experience will look like



UNLOCKING THE POWER OF PEOPLE AND ORGANISATIONS



## Unlock self

Helping leaders to become aware of, and develop their leadership capabilities to create the impact they desire.



## Connect with others

Developing the skills to enable performance and growth in your teams.



## Leading organisations

Help business leaders align organisations around their strategic direction, assess and shape the stakeholder landscape and successfully navigate the change and potential crises.

The logo for 'base' features the word 'base' in a white, lowercase, sans-serif font. It is positioned to the right of a vertical rectangular bar with a color gradient from blue at the top to green at the bottom.

# Our unique S.T.A.M.P



---

## Share Wisdom

We share knowledge collected from many great thinkers, scientists and leaders across the world

## Tailor-made

All of our programs are tailor-made to your purpose. We train using real-life examples

## Action Plan

Capture your learning, grow from feedback and create a personal action plan

## Models

That are easy to use and apply in your daily business and that help you on your growth journey

## Play

Experiential learning for insights

---

# What others say about Base



“Saskia gave me a communication training ahead of a talk for an audience of 20.000 people. It went very well, but beyond that, she gave me some really useful tools to structure and deliver an impactful talk to diverse and disparate audiences. I have put this into practice many times since then. And she does not shy away from not only giving you feedback and pointers on your presentation style and message, but also on life in general.”

**Chris Worp, Managing Director Ocean CleanUp**



“She was a great trainer, facilitator and coach. The storytelling workshop was very inspiring, hands on, refreshing and sparkling because of the trainer.”

**Saskia Hofman, HR strategy & change ABN AMRO**



“We really enjoyed the workshop and we learned a lot. Calm and sharp. It was great working with Base.”

**Carolien Velzeboer, HR BP Albert Heijn Online**



“Still benefiting from your inspirational storytelling workshop. Big ideas are growing and number of fans increasing. Putting your personal tips into daily practice helps us to make extra miles.”

**Helène Erfteije, Director Client Due Diligence, ex-ABN Amro**



“In a very short term we feel the lasting contribution to Heineken. The way she quickly absorbed and understood our agenda for growth, has been instrumental in translating this into a compelling internal communication agenda. It was truly Inspiring, business grounded and fun.”

**Jan Derck van Karnebeek, Chief Commercial Officer Heineken**










“Anja has a rarely found combination of high professionalism and seemingly unconstrained energy and drive. She is creative, fast and adapts quickly to unexpected situations maintaining her calm and professional composure. I strongly recommend her.”

**Hans de Jong, Former President of Philips Netherlands**



# Our clients

Financial/ Real estate	FMCG/ Travel	Utilities/IT/ Packaging	Healthcare/ NGO's	Universities/ Government
    	     	    	    	  





# Your core trainers



Anja Verheij – Köllmann  
06 5065 7702  
Anja.verheij@baseconsulting.com



Saskia Dejonghe  
06 2958 3434  
Saskia.dejonghe@baseconsulting.com



Marta Cisneros  
Academy@baseconsulting.com

# Lead trainers

The logo for 'base' consulting, featuring the word 'base' in a white, lowercase, sans-serif font. The text is positioned on a vertical rectangular background that has a color gradient from blue at the top to green at the bottom.

“Anja has a rarely found combination of high professionalism and seemingly unconstrained energy and drive. She is creative, fast and adapts quickly to unexpected situations maintaining her calm and professional composure. I strongly recommend her.”

**Hans de Jong, ex-President of Philips Netherlands**

**Anja Verheij – Köllmann**

☎ 06 5065 7702

✉ [anja.verheij@baseconsulting.com](mailto:anja.verheij@baseconsulting.com)

Anja is a founding partner of Base Academy. Each of us has led strategic (communications) programs for dozens of impactful leaders, companies and NGO's. Our trainings and interventions are based on the latest thinking and best scientific evidence around engaging leadership, purpose, reputation and change. We are all passionate, dedicated and energetic. And our clients love working with us. Anja's main focus areas are Leadership Communications, Transformation and Change, Purpose Development, Reputation Management as well as Training and Coaching. Anja has had the pleasure working with and for impactful people of companies like ABN AMRO, Barry Callebaut, FFP, funda, Heineken, Ikea Foundation, NL2025, Roche Africa, Royal Philips, Philips University, Shell, Unilever and Transavia.



“Still benefiting from Saskia's inspirational storytelling workshop. Big ideas are growing and number of fans increasing. Putting your personal tips into daily practice helps us to make extra miles.”

**Helène Erfteimeijer, Grid Owner (ex-ABN Amro)**

**Saskia Dejonghe**

☎ 06 2958 3434

✉ [saskia.dejonghe@baseconsulting.com](mailto:saskia.dejonghe@baseconsulting.com)

Saskia is founding Partner of Base Academy. She is an international change and internal communications expert, with +25 years' experience in global agencies and multinationals. She has extensive, multi-sector experience in change & reputation management, Leadership development, systems coaching & soft skills training. Saskia has worked in Brussels, London, Singapore, Switzerland and Amsterdam. Her clients include: Unilever, Heineken, KFC, Mondelez, Barry-Callebaut, Ikea Foundation, Ahold-Delhaize, McDonald's, Philips, Signify, The Coca-Cola Company, Mars, AB-Inbev, Metro Group, Henkel, Bosch, Citibank, ING, ABN AMRO, Transavia, Volvo, Deloitte Consulting, Renewi and Nationale Spoorwegen. She has also worked directly with NGOs, such as SOS-Kinderdorpen, Unicef, King Boudewijn Association and Room to Read.

# Assistant trainers

The logo for 'base' consulting, featuring the word 'base' in a white, lowercase, sans-serif font. The letters are positioned on a vertical rectangular background that has a color gradient from blue at the top to green at the bottom.

“Luka has established himself as a very trustworthy and socially intelligent team collaborator in the role of the chair and process management. Luka proactively takes a stance in group discussions and is equally able to relate to arguments or thoughts of his team members. He is very present and the ability to actively listen and communicate effectively makes him an indispensable contribution to the group.”

**Former supervisor**

**Luka Paul Vethake**

☎ +32 (0)469 1643 83

✉ [luka.vethake@baseconsulting.com](mailto:luka.vethake@baseconsulting.com)

Originally from Germany, Luka Vethake has been with team Base for more than 2 years now and has fully absorbed our training philosophy and procedures. Last year Luka was deployed on an interim assignment where he quickly rose from account manager to temporary team lead in an important change management program. Having lived in multiple European countries and with an academic background in International Business Communication, he is a connection-seeker and easily approachable. Most importantly, he is our 360° supporter and task implementor – an indispensable addition to our experienced trainer team.



Marta worked with professionals and executives from different environments and places in the world, which has enriched her as a person and as a coach. She conducts both individual and team coaching sessions, as well as training workshops tailored to each client's needs.

**Marta Cisneros**

**Senior trainer**

✉ [academy@baseconsulting.com](mailto:academy@baseconsulting.com)

Marta's clients are leading technology, financial, management consulting and other organizations and she has worked for BetterUp and ThePower Business School. Marta is a Professional Coach (CPCC and PCC) certified by the ICF, trained and certified in Coaching Training Institute (CTI), specialized in Talent and Leadership development (Leadership Program. CTI and Evocative Leadership Mastery, Ehama Institute), Relational and Systemic Coaching (ORSC) and Conscious Business (CBC).

A person wearing a white helmet and dark clothing is rappelling down a large, textured rock face. To the right of the rock face, a waterfall cascades down a steep, vegetated slope. The entire image has a blue tint.

base  
academy

*Touch base:*

*[www.baseacademy.world](http://www.baseacademy.world)*

*[E: academy@baseconsulting.com](mailto:academy@baseconsulting.com)*