

# TRANSFORMING WHILE PERFORMING

**How organisations can find their North Star and  
get everyone to act in days, not months.**

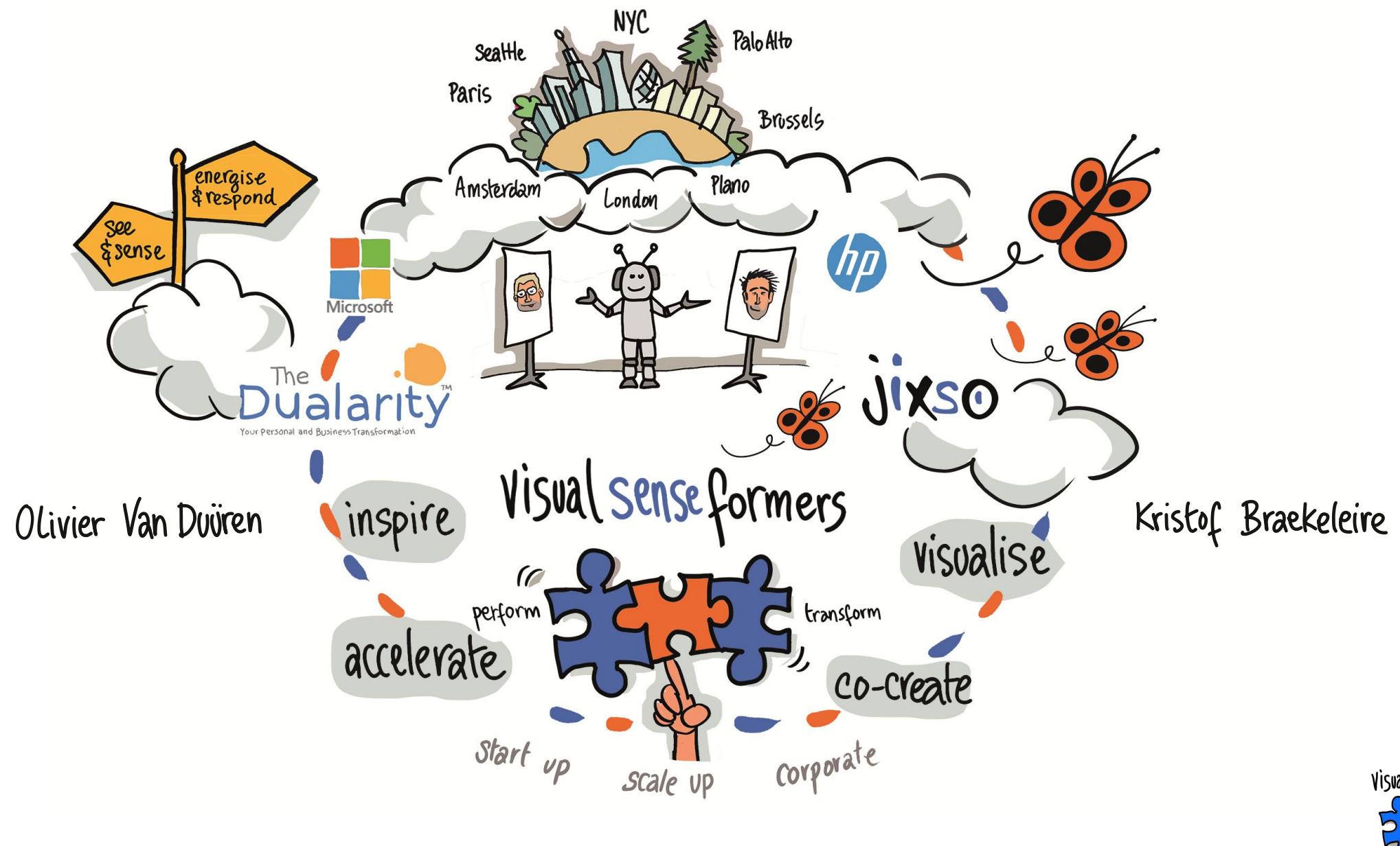
WHETHER YOU ARE A BUSINESS LEADER OR ENTREPRENEUR,  
THIS IS THE PERFECT WAY TO FIND YOUR TRUE NORTH STAR.

- Stijn Nauwelaerts, Corporate Vice President HR, Microsoft



Kristof Braekeleire & Olivier Van Duuren

# Who we are...

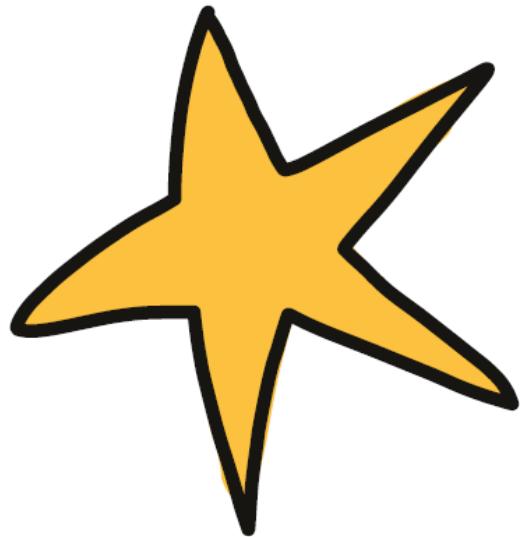


# What we help you with...



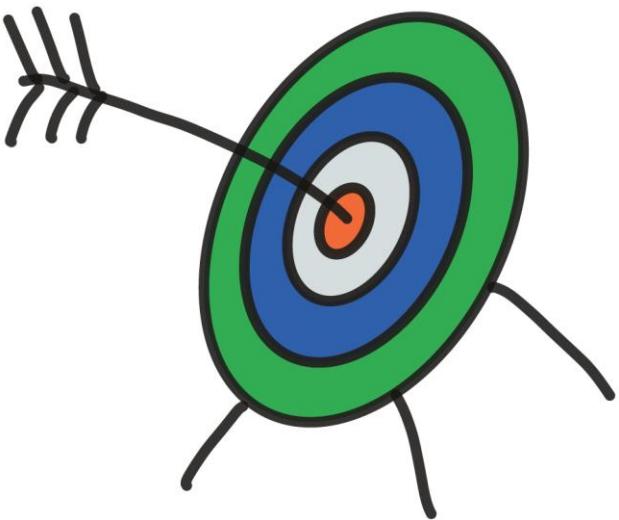
- Finding your **North Star**, develop your **strategic plan** and **get everyone to act in days, not months.**
- Sensing the world** around you and transform while performing **as a person and as a business.**
- Turning transformation into a strategic capability.**

# What we help you with...



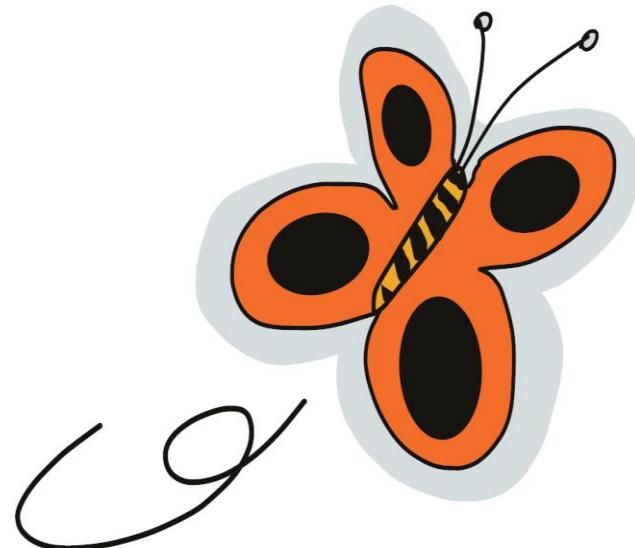
## Find your True North

by building your vision, strategy and culture



## Get everyone to act

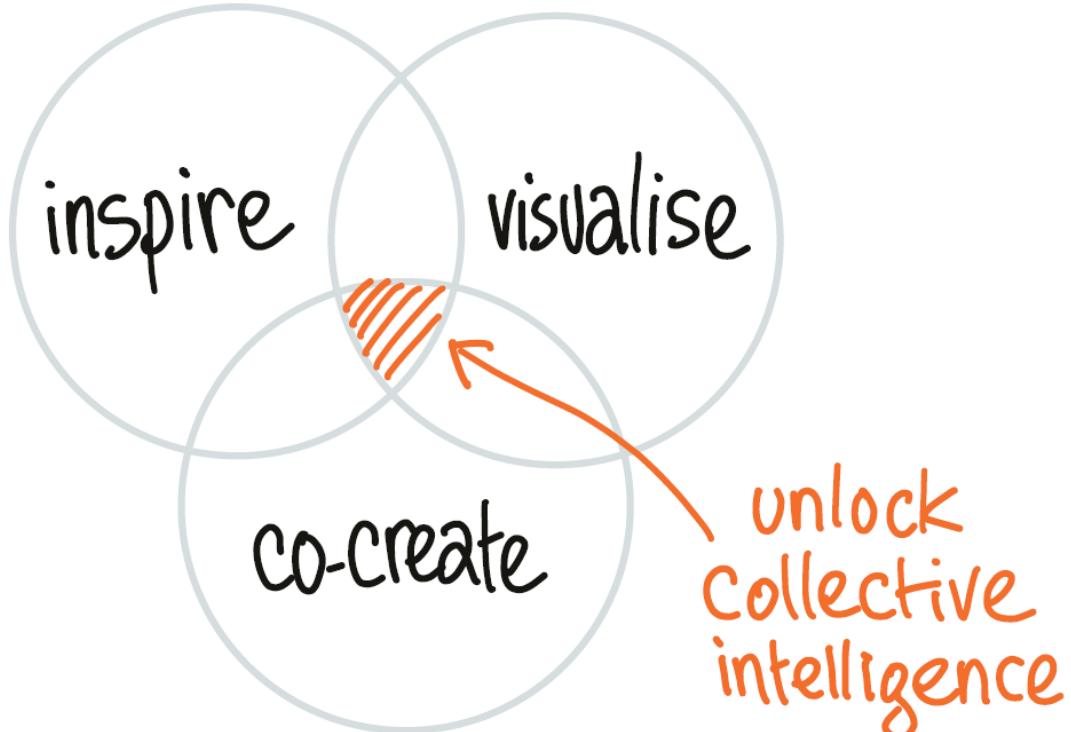
by engaging your wider organization to execute your strategy



## Transform yourself & your organization

by inspiring you on the personal, business and culture aspects of transformation

# How we help you...



...to spark imagination, maximise group genius and accelerate the process.

We help you build better **strategic plans**

- Coaching
- Keynotes
- Visual facilitation
- Transformation programmes
- Vision and strategy workshops
- Events

# Some of our customers...



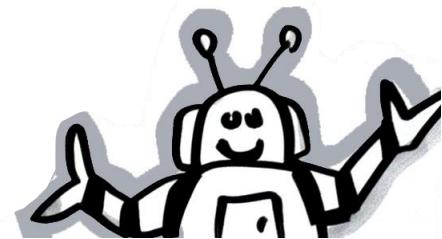
WELCOME to the 85th SUMMIT  
CUSTOMS DIRECTOR GENERAL  
of the EU member states & Turkey



Federal  
Public Service  
FINANCE

**AIRBUS**

**umicore**  
materials for a better life



**ROBOVISION**



**BRIDGESTONE**



**SES<sup>▲</sup>**



**Microsoft**

**cohezio**

Ensemble, prenons le bien-être au sérieux



Mental well-being at work  
Bien-être mental au travail



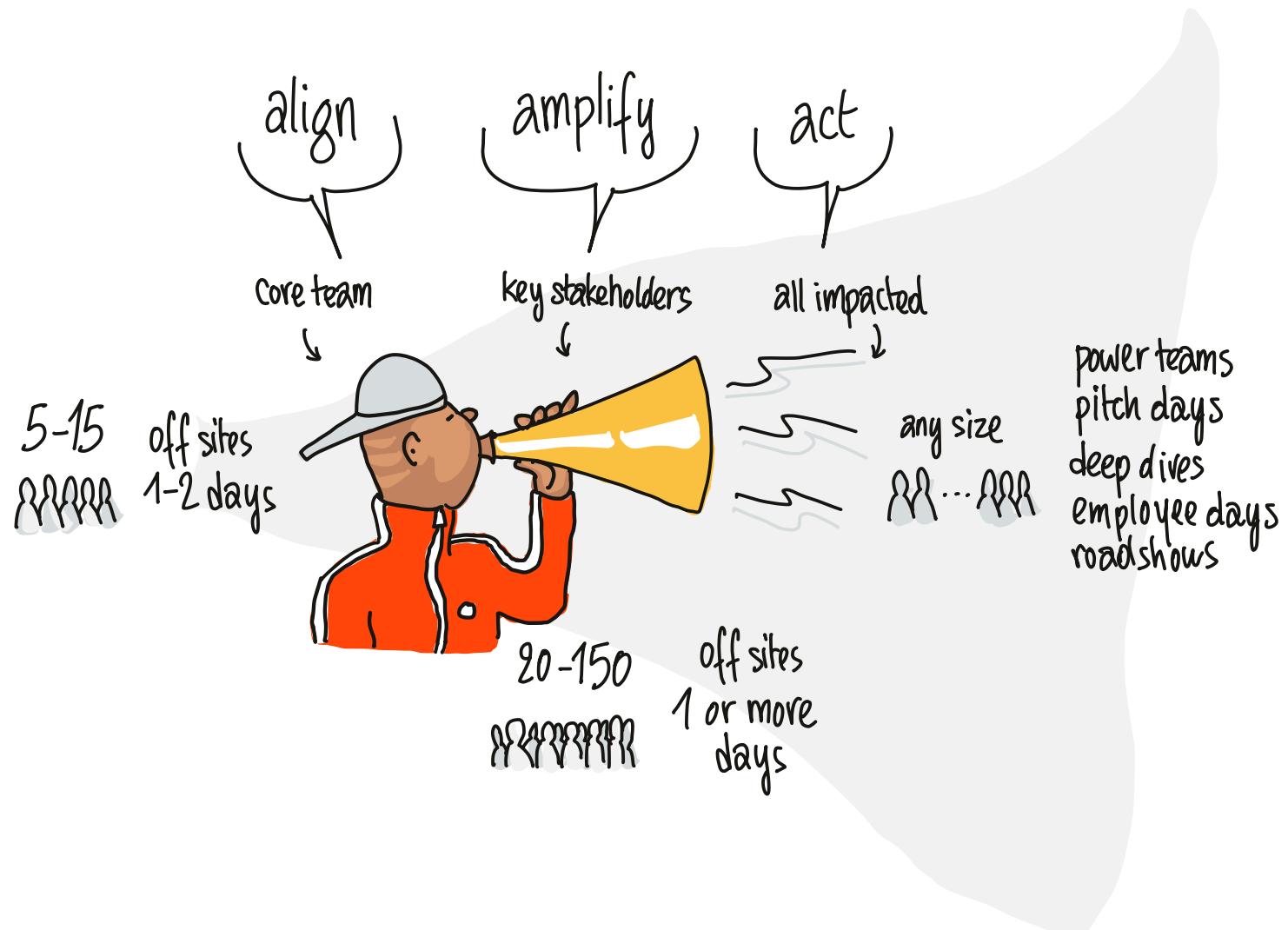
lets unlock the  
POWER of POSSIBILITY



**BO  
•  
SA**

Visual sense formers

# We help you align, amplify and act...

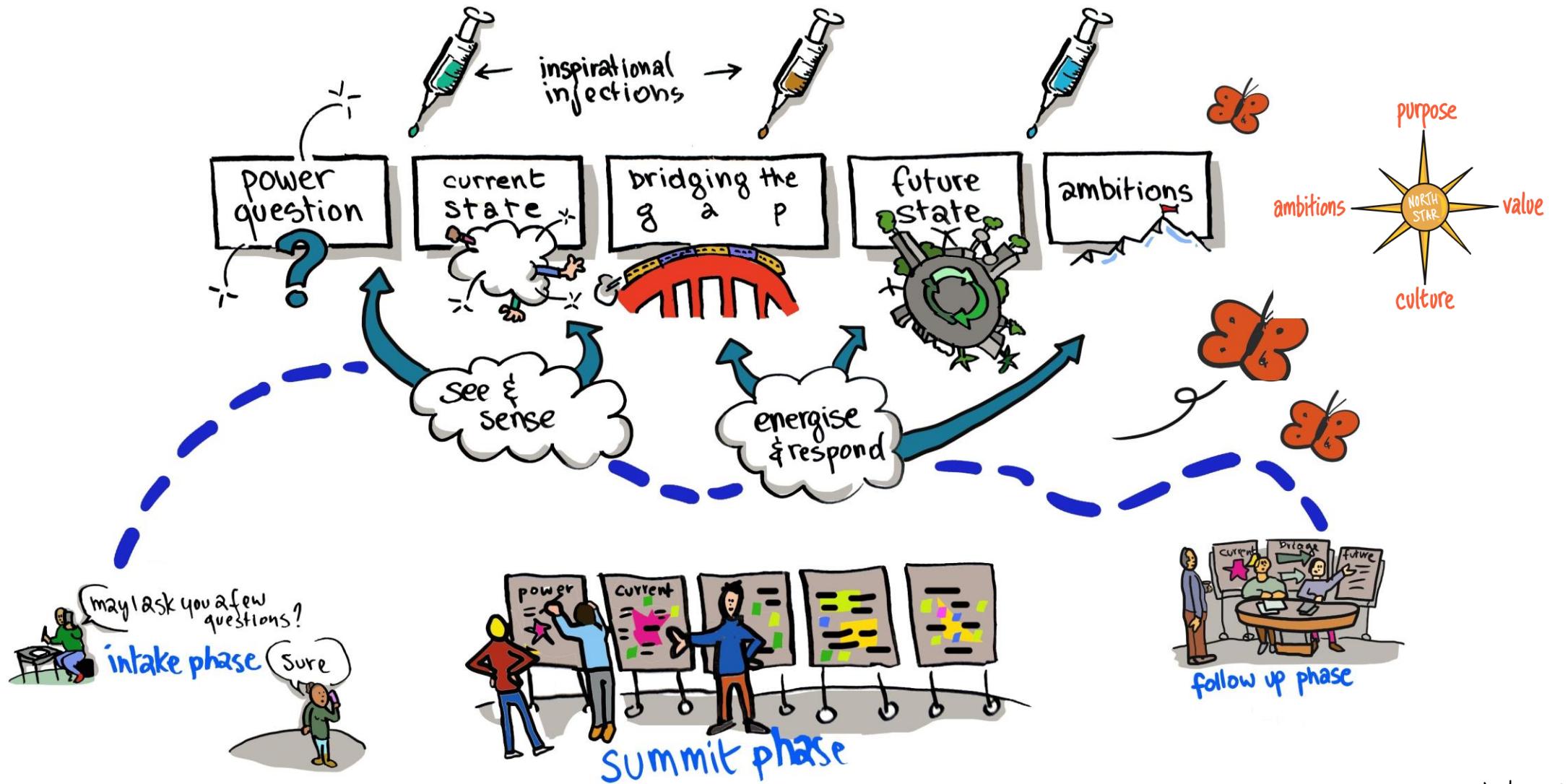


# Align, amplify and act...

How do you create more impact?

The 3 stages			
	Align	Amplify	Act
Typical audience	<b>Core team</b> e.g. leadership team, management team, core project team, transformation lead team	<b>Key stakeholders, often internal, and influencers</b> e.g. extended leadership, managers, key stakeholders, key talent	<b>All other impacted</b> e.g. managers, experts, business units, all employees, external stakeholders
Objectives	<b>Aligning on the key components of the journey</b> <ul style="list-style-type: none"><li>• Find the North Star</li><li>• Asses your current reality</li><li>• Create your Bridge</li></ul>	<b>Amplifying and multiplying the impact</b> <ul style="list-style-type: none"><li>• Validate the North Star</li><li>• Deep dive on culture and behaviours</li><li>• Co-create detailed Bridge initiatives and prioritise</li></ul>	<b>Activating the plan and acting accordingly</b> <ul style="list-style-type: none"><li>• Implement North Star</li><li>• Translate the Bridge priorities into projects or sprints</li><li>• Iterate, learn and adapt</li></ul>
Formats	Off-sites  1 or 2 days	Off-sites  1 or more days	<ul style="list-style-type: none"><li>• Power Teams (virtual teams)</li><li>• Pitch Days</li><li>• Specific business unit deep dives</li><li>• Employee days</li><li>• Stakeholder roadshows</li></ul>
Typical audience size	5-15	20-150	Any size
Time to completion	2-3 months	2-3 months	Minimum 3 months

# Our typical align flow...



# Our typical align flow...

current

why

what

how

power  
question  
current  
reality

the  
bridge

future

Purpose  
ambitions  
value  
culture

North  
Star

# Our inspirational injections...

TOPICS	TRANSFORMING WHILE PERFORMING
SEE what's happening on the Outside	<ul style="list-style-type: none"><li>• <b>The Supply &amp; Demand Mega-Trends</b> Digital/AI, Changing Demographics, Socio-Economic, Geo-Political, the Green planet, Pandemics and Wars</li><li>• <b>Its Impact on Society, Industry</b></li></ul>
UNDERSTAND how to Transform while Perform	<ul style="list-style-type: none"><li>• Transform (innovation excellence) while Performing (operational excellence)</li><li>• Personal Transformation. The Anatomy of a Transformer – How Do You Transform Yourself First?</li><li>• Business Transformation. Make it a Strategic Capability – How Do You Turn Transforming into Performing?</li><li>• Culture Transformation. Heartset, Mindset and Actionset – How Do You Start Changing Behaviours?</li></ul>
Successful transformations	<ul style="list-style-type: none"><li>• What can you learn from the top 20 business transformation of the past decade?</li><li>• Steve Jobs and Elon Musk: Visionaries in Engineering</li></ul>
The Microsoft Story	<ul style="list-style-type: none"><li>• How they succeeded to hit refresh over and over</li></ul>
Visual Storytelling & Selling	<ul style="list-style-type: none"><li>• Shoot for the heart, capture the mind and end with a smile. Communicating your ideas is the currency of today to evolve your personal and business brand.</li></ul>

# In practice



# BERLIN 2019



SES Global Extended  
Leadership summit  
Berlin Germany





Torfs Leadership  
co-creative strategic workshop  
Belgium



# space2Connect

SHAPING the FUTURE  
TOGETHER

Global ESA Space2Connect  
conference

Italy





let's unlock the  
**POWER of POSSIBILITY**

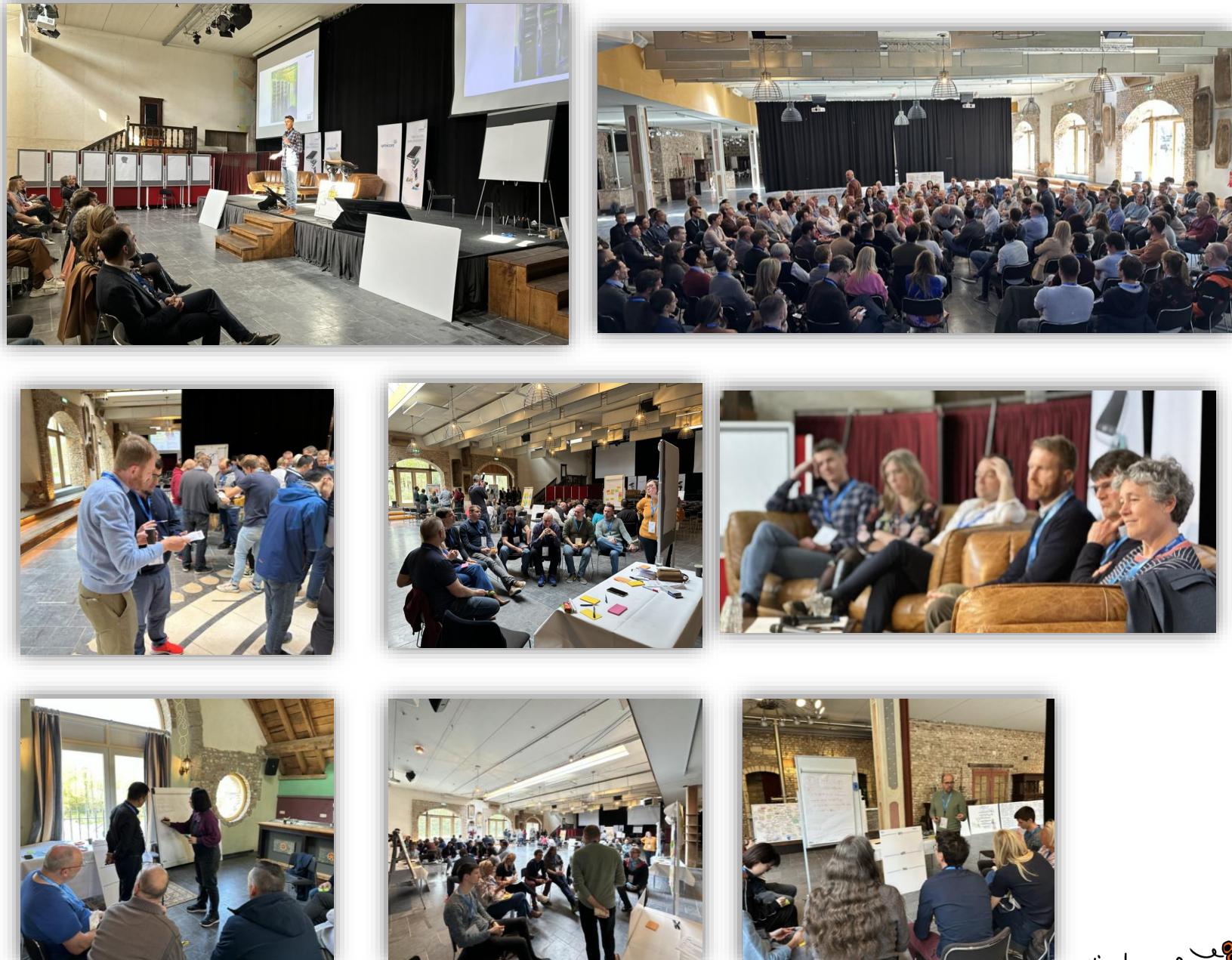


Global SPS  
Extended Leadership summit  
Berlin Germany

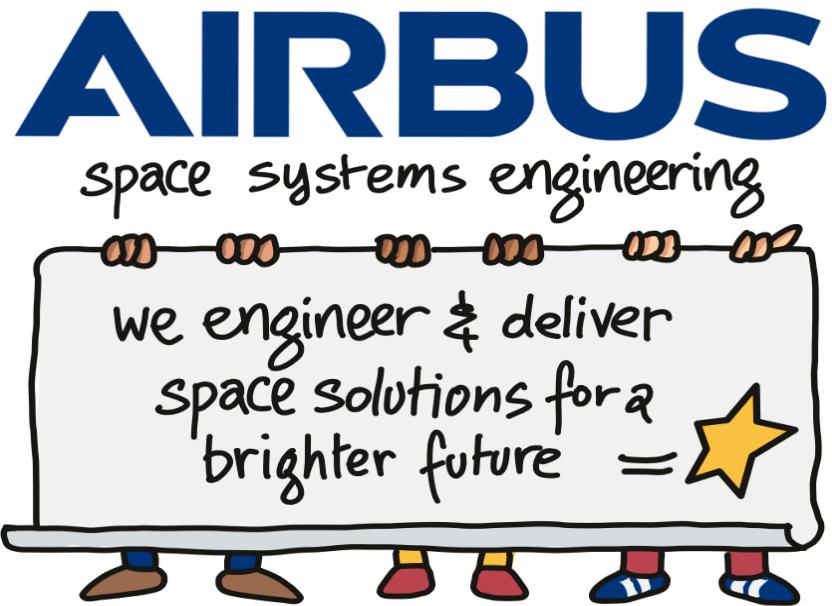




Global Umicore  
IS Team summit  
Belgium



# AIRBUS



Airbus Space System  
Global Management summit

Toulouse France



# Our book...

Now more than ever there is pressure on any organisation to **transform while performing**. It is extremely challenging to keep an open mind to refresh your **future vision** and define a direction of travel. How can you **harvest the collective human intelligence** to build your strategy and align all stakeholders in a **co-creative and inspiring way**, so they feel it is their plan, not someone else's? Get everyone to **act in days not months**.



THE MAGIC IN HELPING AN ORGANISATION SHIFT ITS DIRECTION OF TRAVEL, ALIGN AROUND A STRONG PURPOSE AND ENGAGE TEAMS. - Steve Collar, CEO SES

THIS SPARKED AND ENERGISED OUR TEAM, TO BUILD A SUSTAINABLE FUTURE WHILST KEEPING OUR HUMAN DNA. - Lise Coninx, CEO Torfs

Find your **North Star**, develop your **strategic plan** and get everyone to **act in days, not months**.

**Sense the world** around you and transform while performing **as a person and as a business**.

Turn transformation into a strategic capability.

Unleash the power of 3: **inspiration, visualisation and co-creation** to spark imagination, maximise group genius and accelerate the process.

Get inspired by real life cases and the visual tools.

TRANSFORMING WHILE PERFORMING

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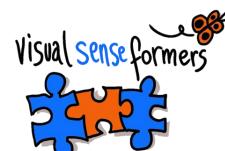
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[www.visualsenseformers.com](http://www.visualsenseformers.com)

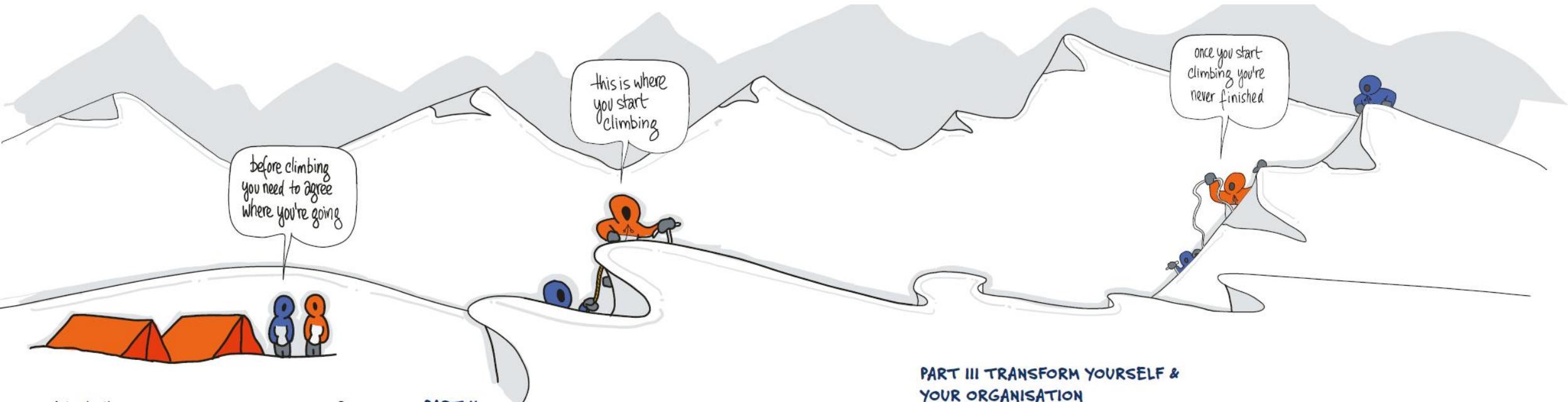


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# Our book...



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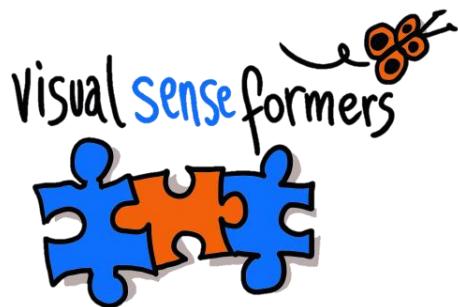
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# Our details...



**Kristof Braekeleire** and **Olivier Van Duüren** each respectively worked twenty plus years for the headquarters of global technology giants and industry pioneers **Hewlett-Packard (HP)** and **Microsoft**. They know first-hand the pains of working in organisations that are constantly transforming. As independent entrepreneurs they currently **advise start-ups and organisations** in all major industries around the world. They came to realise the old methods of **building plans to Transform while Performing** are simply not sufficient. To maximise their impact, they founded **the Visual Senseformers** to **help companies find their future North Star**, build their strategic plan and **get everyone to act in days, not months**. They do this through coaching, keynotes, workshops and events unleashing the Power of 3: **inspiration, visualisation and co-creation**. They co-authored **Transforming while Performing** book.

[www.visualsenseformers.com](http://www.visualsenseformers.com)



**Olivier Van Duüren** is an international public speaker, trend sensemaker, executive whisperer, transformer, active investor and author. After twenty-two years at **Microsoft** internationally, Olivier left to start **The Duality**, a book and a business, helping organisations to Transform while Performing. He teaches at the Zigurat Business School (University of Barcelona) for Technology and Innovation. He is an active investor of 9.5 Ventures building tailor-made start-ups for corporates and board member/advisor at various companies. He is co-founder of the Visual Senseformers and co-author of his second book **Transforming while Performing**. [www.theduality.com](http://www.theduality.com)



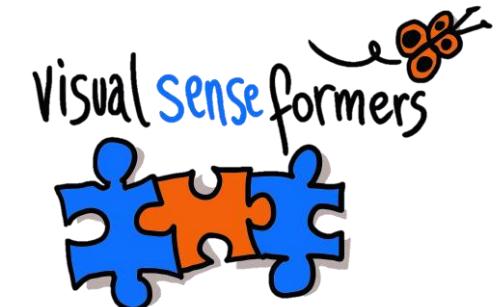
**Kristof Braekeleire** started drawing as a child and never stopped. Somewhere along the way he got into the technology business and spent twenty years at **Hewlett-Packard (HP)**, ending up working for the global headquarters as a visual strategist. Trained and seasoned in **Silicon Valley** as a visual practitioner, he founded **JIXSO**, a visual facilitation business working with large and small corporations worldwide, known for accelerating change and helping clients reach success quicker. His lifelong experience of drawing with his background in business and technology, allow him to merge his passion for problem-solving with his creative talent. He is co-founder of the Visual Senseformers.

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