



**YOUR COMPANY  
IS THRIVING  
WHEN YOUR PEOPLE  
ARE**



Inspiring Leadership Program  
to Increase Impact,  
Well-being & Engagement at Scale

# OUR INSPIRING CULTURE PROGRAM

## At a Glance

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For organizations looking to transform their culture to increase their **impact, balance & meaning**



Designed to transform **busy leaders & team members** – not simply give knowledge



**+/- 2 hours of weekly training over 3 months, followed by ongoing learning**



Tailor-made transformation path built around **keynotes, workshops, self-paced micro-content and coaching sessions**



Measured performance: **impact increases by 47%, resilience by 98%, stress decreases by 59% & 50% less employee turnover once leaders are rebooted**

## 1000+ QILEADERS WORLDWIDE



# HI BUSY LEADERS!

THIS ONE-PAGER IS MADE FOR YOU

Are you ready to embark on a **transformative journey** with our **Culture Program** ?

Is your company aspiring to create an **agile environment**, fuel **engagement**, and foster **well-being** and **resilience** in our increasingly demanding and **ever-changing digital times**?

Our tailor-made program will **empower your leaders & teams** to unleash the potential of your organization & **achieve success** in implementing your ambitious vision & strategies!

WHY  
WHO

## OUR FAST & BUSY TIMES

What defines a successful organization has drastically changed over the years due to the acceleration of the speed of change and to shifting employee expectations.

New technologies and the pandemic have transformed the way people work forever: jobs are getting more complex while being less delimited, requests come from everywhere and the boundaries between work & private life are significantly blurred.

In these increasingly uncertain & competitive times, it has become harder for your organization to keep on achieving outstanding business results while increasing engagement and attracting new talents.

## IT'S TIME TO ADAPT

The problem is that most business techniques & habits that your leaders use today were invented during slow times and no longer work in fast times. Leaders find themselves working too hard for too little impact, engagement decreases in their teams, fatigue and stress is a daily reality, burnout and absenteeism rates increase while employee retention drops...

The solution is for your organization to adapt its culture to the fast times, not only by implementing new business techniques such as working agile or increasing empowerment, but also by deeply transforming the habits and mindset of your leaders towards more impact, balance and meaning.

Our program is designed to transform busy leaders & team members at their core – not simply give knowledge.

We know transforming a well-embedded company culture can be hard. Culture is the sum of habits within an organization. And habits are hard to change. But not impossible when you are guided by experts.

As a matter of fact, QiLeader has helped more than a thousand leaders and their teams overcome this challenge with its tailor-made programs. So we can help your organization too!

HOW

## A BLENDED FORMAT

We combine collective and individual learning through a variety of formats, including keynotes, self-paced digital micro-content, live collective workshops & coaching sessions, and ongoing mentoring.

Our method focuses on applying counter-intuitive concepts rooted in the latest neuroscience to real business case studies.

## DESIGNED FOR BUSY LEADERS

The blended program is designed to transform busy leaders sustainably and combines real-life cases with counterintuitive techniques.



*"This program is a gift. You become another person at the end of the training. Our people actually better cope with all the changes & feel better. It is part of our recurrent training to shift our culture."* - OLIVIER BLANC, Head of HR - Nestlé

 **CONTACT US**

# OUR TRANSFORMATION PROGRAM IS **UNIQUE**

Uhm, for sure, it's "unique" like any other unique program...

## WE CHANGE HUMAN DOINGS BACK INTO HUMAN BEINGS

We offer a **life-changing experience**, not simply knowledge or tips&tricks. It's easy to teach 'you should do it like this' knowledge and techniques, only to then say, 'now, figure it out for yourself.' What sets our Culture Programs apart is their ability to **deeply transform leaders at the very core of their being**. This will effectively **change your organization's culture**.

Not at all!  
And let me prove you wrong!

## WE OFFER A METHOD YOU'LL NEVER FIND IN ANY OTHER PROGRAM

In our innovative approach, we apply **counter-intuitive concepts** rooted in the latest **neuroscience and socio-technical studies** in the context of business case studies. We engage both the **mind and body**, and we are convinced **emotional intelligence** is the key to success.

## WE DESIGNED A ONE-OF-A-KIND BLENDED PROGRAM

We combine **self-paced online** learning with **in-person collective trainings**

We include **inspiring moments** throughout the program (initial keynote designed to ignite desire to transform, pre-commitment exercises, motivational speeches, celebrations...)

OUR PROGRAM INCLUDES A **3-STAGE ASSESSMENT**.

- We rate, **for each leader and its team**, the level of empowerment, team performance, energy, autonomy, rhythm, mindset, psychological safety, focus, clarity & psychosocial risk
- The assessment is retaken at least once during the program to monitor progress
- Results are analyzed, communicated, and used to personalize the ongoing learning content sent to each leader

**PROMISE, IT WON'T BE BORING !**

Our **dynamic online micro-content** is designed to **maximize engagement**

Our **modules** are broken down into **mini-lessons** of +/-15 minutes which easily fit within the schedules of your busy leaders

Our videos are **inspiring, relaxing** & sometimes even **fun to watch!** We **motivate** your leaders & team members to practice what they are learning online throughout the course

Our exercises are based on **real-life business situations** to which your leaders can relate

After completion of the online course, we deliver **personalized ongoing learning** for 6-12 months

We offer **individual & collective coaching** to your leaders throughout the program

## WE GATHER YOUR PEOPLE TOGETHER

We create a **community of leaders** within your organization, which boosts their **commitment & accountability**. We are big on **collaborative learning!**

Each collective session is an event in itself: participants are happy to meet during work time in a **fun and enthusiastic atmosphere** to exchange and **grow together**.

## THE SPEED OF CHANGE IS ACCELERATING



### THESE "GOOD SLOW TIMES"...

Do you remember a few decades ago? How things were easier in the slow times?

- The speed of change was low
- Tasks were more delimited
- There were fewer requests to deals with

Work was simpler, and your leaders and teams had more time to focus on each task at hand.

### ...VS. NOWADAYS FAST TIMES



What has changed?

- Tasks are no longer clearly defined
- Demands flood in from more and more channels, non-stop
- Jobs have become more complex and interconnected, demanding constant attention

### RESULTING IN:

**An explosion of workload !**

And while being constantly connected has its perks, it has become more and more challenging for your people to maintain a decent work-life balance.

It's like a never-ending game of staying ahead, tackling issues as they arise, and keeping up with the latest trends and technologies.

### NOT ONLY IS CHANGE HAPPENING, BUT IT'S HAPPENING AT A LIGHTNING SPEED

We all witnessed two main events :

1. The rise of new **technologies** with increased **opportunities** and... **threats**
2. The way **work, life and connections** have been reshaped by the **pandemic**

### AS A LEADING COMPANY, YOU CAN'T AFFORD TO STAND IDLY BY

You must embrace these shifts, harness the power of technology, and discover fresh, innovative ways to propel your teams and organization forward.

It's okay, we get it! Navigating this constant change can be overwhelming. **Increased workloads, stress, and burnouts are real challenges.**

### YOU ARE NOT ALONE!

... neither are your leaders. We are here to **guide you as we already guided thousands of leaders.** With the right mindset, leadership habits, and support, we can help your organization transform and succeed in this challenging environment without exhausting themselves.

## SLOW TIMES

FEW OPPORTUNITIES & THREATS

MORE DELIMITED TASKS

LESS REQUESTS FROM LESS CHANNELS

LIMITED WORK TIME

MOST JOBS ARE SIMPLE



## FAST TIMES

MANY OPPORTUNITIES & THREATS

LESS DELIMITED TASKS

MORE REQUESTS FROM MORE CHANNELS

24/7 CONNECTION

INTERCONNECTED COMPLEX JOBS

**What if we offered a solution to equip your leaders and teams for success in fast-paced environments?**



What are the adverse consequences of using techniques & habits from slow times in fast times?



**LET'S CHECK THIS TOGETHER**

## SLOW TIMES

### Techniques

#### Function-Centric Organization

*Detailed Plans & Budgets*

**Centralized Decisions**

*Search for Competitive Advantage*

**Profit-Driven Approach**



## FAST TIMES

### Problems

#### Collaboration & Communication Issues

*Ever-Changing Plans*

**Slow & Inefficient Decision-Making**

*Lack of Priorities*

**Short-Term Vision**

### Habits

#### Delivering Everything

*Working Hard*

**Managing your Time**

*Being Ego-Driven & Rational*

**Being Action-Oriented**



### More Problems

#### Running All the Time

*Stress & Exhaustion*

**Unhealthy Work-Life Balance**

*Disengagement*

**Lack of Purpose**

Guess what's gonna happen if you keep on working like this? They (and you) might **burn out, have mediocre results... or quit!**

# 1 ABOUT TECHNIQUES

It's no scoop, we all know about the 'new' techniques that enable your organization to remain relevant and impactful in today's fast-changing world:

Customer-Centric Approach

Purpose-Driven Strategies

Agile & Iterative Work Methods

Cross-Functional Teams

Increased Empowerment

Yet, turning theory into practice often fails when implemented in your organization, doesn't it?



## HERE IS THE REASON WHY

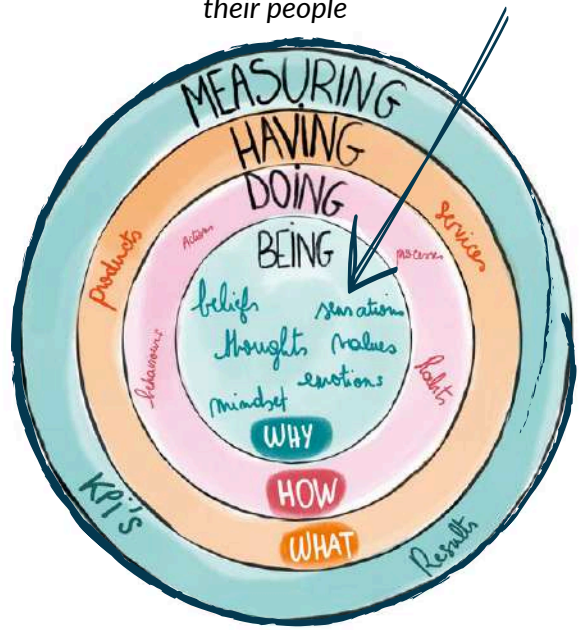
Most companies are very good at changing goals, defining new KPIs, plans, or processes. But they forget the most important:

# Changing the Culture

(= the sum of habits within an organization)

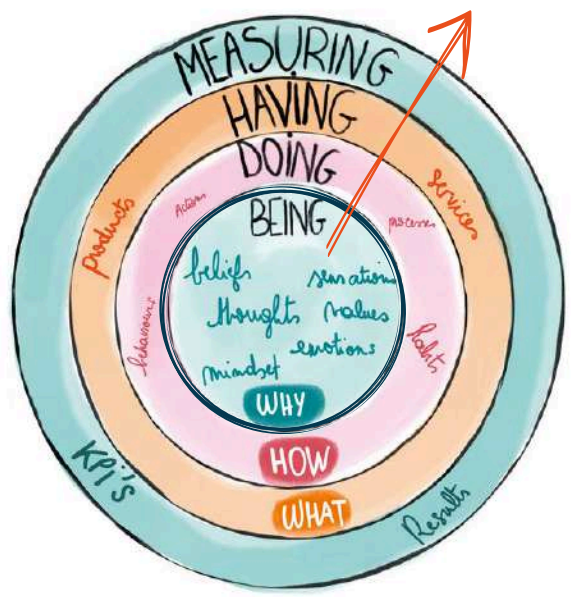
### USUAL WAY OF HANDLING CHANGE

Organizations tend to initiate change from outside to inside, creating resistance and stress at the level of their people



### A MORE IMPACTFUL WAY

A better approach would be to change leaders at the core of their being, by shifting their values, thoughts, and beliefs



# 2 ABOUT HABITS

~~Habits~~  
Culture Eat Strategy  
for Breakfast

By adapting your techniques, you change the way your people **WORK**.  
By changing habits, you change the way your people **ARE**.



## LET'S UNVEIL THE TRUE KEY TO SUCCESS

Turn your managers into **true inspirational leaders**, by training them to **embrace innovative habits**, adapted to fast times.

HABITS

### A LEADER WITH SLOW TIMES HABITS

- Delivers everything (Say "Yes")
- Works hard
- Manages his time
- Ego-driven and rational
- Is action-oriented

### A REPROGRAMMED LEADER

#### FIRST

- Focuses (say "No")
- Pauses & slows down
- Manages his energy
- Is mindset-driven & conscious
- Is purpose-oriented

#### THEN

- Delivers quality
- Works smart
- Manages his time
- Acts with courage & strength
- Skillfully acts

## The Magical Consequences of Changing **Habits** of your **Leaders, Teams and Organization**

- Incredible boost in their **effectiveness & engagement**
- Greater **work-life balance**
- More **purpose** in their life

Whatever the future changes and challenges, your leaders will have these **new habits** as a **compass**, guiding them towards **growth and resilience**. This will undoubtedly have a **ripple effect** on your organization.

That's why we built our **Culture Program** around habits. **Thousands of forward-thinking leaders** have already embraced and benefited from this approach

*"Week after week, I saw myself transforming and adopting new habits. I handle things more peacefully today and I am more available for my team members. The team manages things more peacefully as well and is now able to take a step back to better analyse things"*

- **MAGALI CARLIER**, Talent & Learning manager





Our content is built around a **series of modules** that have all been designed to help your leaders **reprogram themselves and their teams** to **adopt the leadership habits** and **business techniques** needed to thrive in our fast and demanding times.

## MAIN COVERED TOPICS



### CREATING SPACE

Making room & taking time for **deep sustainable change**



### FINDING PURPOSE

Regaining **meaning & motivation** in volatile times



### SHIFTING MINDSET

Cultivating a **growth mindset** to become more **resilient & fearless**



### RESILIENCE

Increasing energy to **decrease stress & resistance** to change



### MASTERING FOCUS

How **saying no** and setting **boundaries** can help achieve more in less time



### MOBILIZING PEOPLE

People management essentials for **team accountability & success**



### EMPOWERING TEAMS

Empowerment fundamentals for **increased performance** in hybrid teams



### NAVIGATING CHANGE

Promoting **agile leadership** for transformative success



### TRANSFORMING

Mastering the five pillars of **successful organizational transformation**



*"Every minute of this course was a gift for me. Probably one of the best courses I've followed so far on how to be a **more authentic person and performant leader**. Thank you! It was **better than the Harvard course I took as well!**"*

- THIERRY VANOLANDE, Group Finance Director - TEXAF

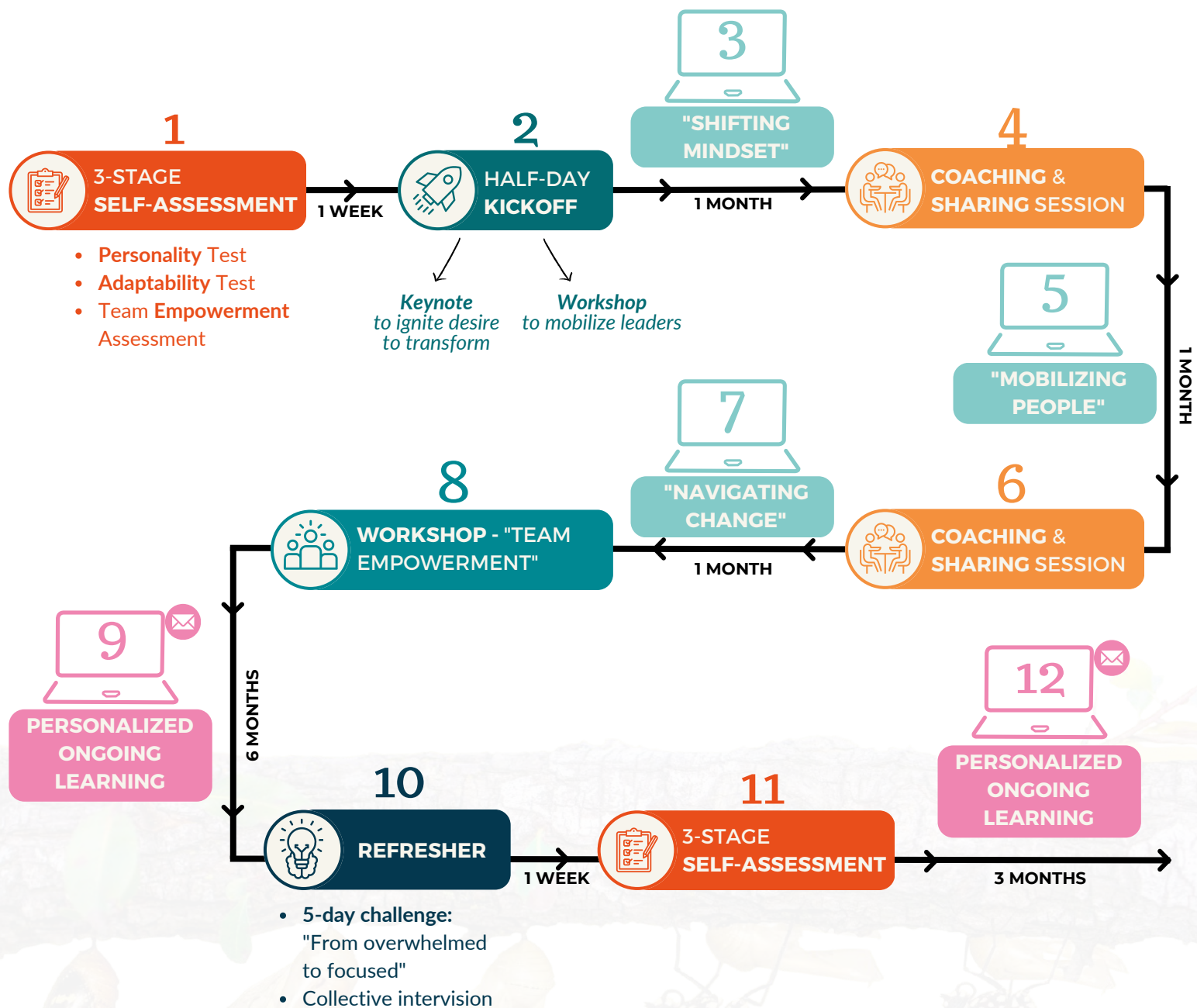
*"Almost everything in this course was new to me. The course brought a lot of **peacefulness in my leadership, in my private life and in my relationships with my colleagues**. I suddenly see more possibilities and options to choose from than before."*

- GRETEL SCHRIJVERS, Managing Director - MENSURA



# EXAMPLE OF A TRANSFORMATION JOURNEY

Every company is different and so every transformation journey is uniquely designed. It is a mix of self-paced online learning and in-person collective trainings. It includes inspiring moments throughout the program (initial keynote designed to ignite desire to transform, pre-commitment exercises, motivational speeches, celebrations...)





# THIS PROGRAM IS NOT FOR ANY ORGANIZATION

## CHECK IF YOU ARE A FIT

		Yes	No
1	Are you, as a leader, aware of the necessity for a fundamental shift in culture, mindset, and leadership, especially in fast-paced times compared to the past & slower times?	<input type="radio"/>	<input type="radio"/>
2	Are you willing to lead by example, undergo your own transformation, and unlearn old habits to adapt to the changing demands? Yes, your team and organization will need to change, but your personal transformation will be the biggest trigger of a successful team transformation.	<input type="radio"/>	<input type="radio"/>
3	Are you open to exploring the latest findings in neuroscience research, including the significant role of emotions in the cognitive process, to gain insights into your behavior and emotional responses? This is crucial to be the inspiring leader you want to be, even under pressure.	<input type="radio"/>	<input type="radio"/>
4	Are you prepared to let go of control in certain situations and trust your team members to make decisions and take ownership? Even if they won't be perfect from the start and make mistakes.	<input type="radio"/>	<input type="radio"/>
5	Are you open to adopting counterintuitive techniques such as slowing down, managing energy, and centering to enhance productivity and well-being?	<input type="radio"/>	<input type="radio"/>
6	Are you ready to set ego and status aside and question the status quo, fostering a culture of continuous improvement and innovation within your team?	<input type="radio"/>	<input type="radio"/>
7	Are you willing to step out of your comfort zone, recognizing that solving complex problems often requires a higher level of consciousness than the one in which the problem was created in the first place? (Thank you Einstein, for your quote)	<input type="radio"/>	<input type="radio"/>
8	Are you willing to prioritize your values over unconscious fears and conditioned beliefs, ensuring that your actions align with your purpose even under pressure? (That's what we call courage, 😊)	<input type="radio"/>	<input type="radio"/>
9	Are you willing to prioritize the well-being of your team and focus on the purpose, trusting that sustainable profit will follow? Many leaders, under pressure, are too much focused on profit and short-term goals without being aware of that.	<input type="radio"/>	<input type="radio"/>
10	Are you committed to being kind to yourself, prioritizing personal growth despite urgent deadlines, and recognizing the importance of self-transformation for yourself and your team? If you always let urgent deadlines get in the way of your transformation, you won't adapt & stay in a vicious circle for too long.	<input type="radio"/>	<input type="radio"/>

Did you get a majority of 'yes'?

## UNLOCK YOUR COMPANY'S POTENTIAL

1  
Book a **call**  
with us



2  
Take your **free**  
assessment



3  
Get your **tailor-made**  
transformation path



## My organization has always operated in its traditional ways. Is change truly possible in any case ?

As a leader of a thriving organization, you might wonder if it's worth, or even possible to disrupt the status quo. Let me tell you **the story of Satya Nadella, the visionary CEO of Microsoft**. It could change your perspective entirely.

Picture this: **Microsoft, a giant facing declining influence and internal division**. (Sounds familiar, right?). In 2014, the company was struggling with gigantic challenges, including diminishing PC influence, failed mobile efforts, and a siloed and competitive culture.

Enters Nadella, with a game-changing idea: he was convinced that a transformational shift in culture could turn things around. Despite the pressures, he introduced a "growth mindset," promoting a learning culture where mistakes were seen as opportunities for improvement rather than failures. He shifted the organization from a "know-it-all" to a "learn-it-all" culture, fostering collaboration and breaking down silos.

**The results?** Microsoft made its comeback as a leader among the giants, with significant advancements in cloud computing, AI, and productivity software.

**Any determined leader can become the 'Nadella' of their company.** However, change is never comfortable. It implies stepping back from certainties, old traditions, and techniques, and not always having full support.

At QiLeader, we firmly believe that change is both achievable for anyone who desires it and a savior for the company. We also think that this is not something you can learn in the book: **practice and experience are the key**. This is what our Culture Program is all about.

## This is exactly what we need ! But how do I get it approved ?

Does securing approval to enrol your team in our culture program seem like a challenge? Don't worry, we are here to help you navigate this process and get the necessary backing!

Our team is experienced in working with decision-makers responsible for leadership programs. We can provide you with the tools, strategies, and guidance to effectively communicate the value and relevance of our program to the person in charge.

You can even **download our [free guide to the TRADER method](#)** where we teach you how to get what you want from a specific conversation!

And if individual access to our leadership program seems more feasible at the moment, we can help you make the case for specific team members or yourself. So don't hesitate any longer and reach out to us!



*"By following this course, I noticed a lot of positive changes. My colleagues appreciate my time more and my work. I achieve more in less time so that I work more efficiently and this is a positive result."*

- DUNJA MASLIC -  
Senior Manager Digital Architecture -  
Johnson & Johnson

## We are already so busy... We won't have time for another program!

Well... Let's think this through: what do you do when you want to earn more money? You take a portion of the money you already have and invest it, right? It's the same with time: it's about dedicating a small portion of your time (just 15 minutes, 3 times a week for training) to gain so much more in the long run.

# PRACTICAL INFORMATION



## TIME TO INVEST

- 3 months
- 2 hours /week
- Then 9 months of weekly micro-inspiration



## PRICE

As every organization has its own needs and particularities, the **price is as tailor-made as the program.**



## LANGUAGE

Online program: **English** (subtitled) - basic level

Keynotes, workshops, and coaching: **English, French or Dutch** (worldwide delivery)



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## MEET MURIELLE MACHIELS, QILEADER'S FOUNDER

### Hey there !

I'm your friendly neighborhood **expert in mindset, leadership, and empowerment.** But here's the twist - I'm also a **big believer in slowing down!** I specialize in helping leaders and teams navigate the crazy, fast-paced, digital, and uncertain times we live in, because let's be real, it's not easy out there!

As the **founder of QiLeader and Academic Director at Solvay Brussels School**, I've the privilege of working

with many amazing organizations to help them **create more impact, meaning, and balance.** And, while I'm at it, I teach people how to take a step back and relax a little. It's all about finding balance, you know? Plus, I'm a **speaker, trainer, and podcaster** (who isn't today? 🙄) of "Rebel Leader with a Heart".

So, if you're ready to level up and slow down at the same time, I'm your gal!

*Murielle Machiels*