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# Leadership Learning Journeys

*Create your leadership learning journeys in 4 simple steps*



## Base Academy is...

an **independent network of experienced, international communication, change and reputation management professionals**, with roots in Amsterdam. We specialize in helping organisations develop the communication skills and mindsets necessary to connect with others for maximum impact. The training programmes we provide use immersive context-based learning, group interaction and personal feedback to create powerful learning experiences.

Our philosophy is to **'bring out the best in people and organizations ... so they can stand up and stand out.'** It's founded on the belief that the most effective leaders are those that have discovered how to connect in a way that fits their personality and natural style to engage others and create a lasting impact.

# Contents

- Designing an effective learning journey
- Our Approach
- Learning Bites
- Coaching and Support





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# Designing an Effective Learning Journey

*An effective learning journey combines great context-based content with the right tools and methods to make sure you achieve your goals and create lasting behaviour change.*

## THE INCLUSIVE LEADER

Manage effectively across diverse groups

### BITES:

1. Unconscious Bias
2. Cross Cultural Leadership
3. Leading Diverse Teams
4. Creating an Inclusive Environment
5. Leading across generations,
6. Mind your microexpressions
7. Tips and tricks from around the world

### BITES:

1. Overcoming Resistance
2. The Art of Persuasion
3. Negotiating
4. Managing customer expectations
5. Compelling sales presentations
6. Building Relationships
7. Value based sales discussions
8. Closing the sale

## THE SALES LEADER

Build better relationships with your customers

## THE CHANGE MAKER

Define the purpose and process of change so your teams engage, support and embrace

### BITES:

1. The Psychology of Change
2. Making change stick
3. High performance teams
4. Creating and compelling Change Narrative
5. Leading with vision and values
6. Overcoming resistance
7. Giving and receiving feedback

### BITES:

1. Motivating virtual teams
2. Creating trust and collaboration in virtual teams
3. Leading effective conference/video calls
4. Creating Accountability
5. LinkedIn Profiling
6. Vlogging for Professionals
7. Active Listening

## THE VIRTUAL LEADER

Master the art of digital leadership

# E-learning MODULES

## THE INFLUENCER

Create influence amongst stakeholders, in teams and with larger audience

### BITES:

1. Overcoming Resistance
2. Managing Conflicting Interests
3. Bridging techniques
4. The Listening Leader
5. The Art of Persuasion
6. Negotiating
7. High Performing Teams
8. Personal Purpose Development

## THE PRESENTER

Better connect with your audience and make real impact

### BITES:

1. Know yourself
2. Make your slides resonate
3. Lights, Camera, Action
4. Authentic Presenters
5. Make the audience the hero

### BITES:

1. Visual Storytelling
2. Storytelling Techniques
3. Story Structure
4. The Big Idea
5. Key Messaging
6. Purpose Development
7. Personal Purpose Development

## THE STORYTELLER

Create powerful stories with impact

## THE PURPOSEFUL LEADER

Use your purpose to inspire and engage

### BITES:

1. Personal Purpose Development
2. Purpose Development
3. Big Idea
4. Authentic Leadership
5. Walking the Talk
6. The Listening Leader

# 4 steps to creating your leadership learning journey



## **Set Your Goals**

The key to designing an effective learning journey is having clearly defined learning outcomes from the start. We can work with you to define your learning Outcomes and make sure your learning journey takes you where you want to be.



## **Select Your Content**

Choose your content from our menu of 30 minute learning bites. Each learning bite is a self contained module that can be used as a stand alone session or combined with other learning bites to produce a completely tailored training programme.



## **Select Your Methods**

Our learning bites are designed as e-learning modules that cater for a variety of learning styles. You can boost the impact of these modules by supporting them with face to face group or individual coaching sessions.



## **Measure The Impact**

Demonstrating ROI from training can be tricky. We can help you to develop measurements that give you real insight into the impact of your training.

## Learning Bites

*Sometimes it's not easy, desirable or even possible for staff to be away from the business for whole days at a time.*

That's where Learning Bites come in. Engaging and practical, these 30 minute, stand alone modules give participants a short, sharp burst of insight and inspiration on one key topic at a time. Making them highly cost-effective, time-efficient and easy to combine to produce tailored learning journeys that meet your specific needs.

When training has to fit into a hectic agenda you want to get to the point quickly and focus on insights and action. Each learning bite gives you tips and tools that you can put into practice immediately.

Our learning bites combine video, interactive quizzes, cases, self assessments and practical activities to carry out in the workplace. For those who are triggered to explore further we also provide links to articles and other useful resources.

**Read about some of our most popular learning bites.**



A young girl with light brown hair styled in two buns, wearing a white lace dress, is the central figure. She has large, bright blue eyes and is looking directly at the camera with a slight smile. Her right hand is raised, with a ring on her ring finger. The background is a dark, industrial environment with blue lighting and several bright red laser beams crisscrossing the scene. The overall mood is futuristic and high-tech.

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# Leadership and Teams



# Leadership and Teams learning journeys

- The Presenter
- The Storyteller
- The Purposeful Leader
- The Influencer
- The Inclusive Leader
- The Virtual Leader
- The Change Maker
- The Sales Leader

# The Presenter: Presentation Skills



*People who lead movements, inspire change and create lasting impact are usually those with strong presentation skills. Presentation skills are considered a key factor in career success. You may not be a natural presenter but the good news is with the right tips and a bit of practice you can become an engaging and compelling presenter.*

## **Know Yourself**

Understand how you use your voice and body when presenting so that you can tap into your unique presentation style and present your content with conviction!

## **Lights, Camera, Action**

Discover how to work with the camera and own the stage so that everything builds towards a memorable performance.

## **Making Your Slides Resonate**

Too often slides distract from what we are saying and cause the audience to tune out. Learn how to use your slides to help you create an unforgettable audience experience.

## **Authentic Presenters**

Learn from the masters in this series of short examples of some of the most engaging presenters in action. Each example shows you how to apply presentation techniques in a way that makes them your own.

## **Make the Audience The Hero**

The most engaging presentations are the ones we can relate to. Learn how to make the audience the hero of your presentation so that everything you say resonates and you connect at a deeper level.

# The Storyteller



*At Base Consulting we believe that the most effective spokespeople are those that have discovered how to present in a way that fits their personality and natural style. This ensures that whenever and wherever they represent the organization they can deliver the story with flair and authenticity to leave a lasting impression on their audience.*

## Visual Storytelling

The human brain processes visuals 60,000 times faster than text. Learn how to use visuals to amplify your story, create stronger emotional connections, convey complex information and increase memorability.

## Storytelling Techniques

Learn how to use key storytelling techniques such as analogies to bring factual information and data to life and make your content more accessible and engaging.

## Story Structure

Stories give meaning to our experiences, our memories. They are our social glue and our entertainment. They have rhythms and structures that keep us engaged. In this learning bite, we'll look at how you can use these rhythms and structures to enrich and enhance your storytelling.

## Purpose Development

The stories that have created movements, unified nations and been retold time and time again – share one vital element. They were all told with a clear purpose. Find out how to develop a purpose so that people understand why your organization exists and your stories really resonate.

# The Storyteller



*The learning bites in this section are designed to help you master key storytelling skills so you can apply them in any context.*

## **Personal Purpose Development**

Our most powerful stories originate from our personal experience and dreams. These make your story honest and unique. This learning bite looks at how to develop your own purpose and use this as a source of storytelling power.

## **Big Idea**

A good story makes a point. It says something. The Big Idea boils the “So What?” of your story into a single, memorable idea. Find out how to develop your big idea and use this to craft an unforgettable story.

## **Key Messaging**

Key messages are an essential part of impactful communication. This learning bite will help you develop messaging that is memorable and tells a story and give you a framework to help you adapt your messaging depending on the time, context, and your audience.



# The Purposeful Leader



*Today's successful leaders and teams understand true engagement and the power of having everybody fully on board.*

*It's a fact that inspiring leadership and management drive employee engagement. Our learning journeys create lasting behavioural change.*

## **Authentic Leadership**

A prerequisite for being an authentic leader is knowing your own strengths, limitations, and values. This module will explore the 5 characteristics of authentic leadership and how to develop them.

## **The Listening Leader**

Listening is one of the most overlooked leadership skills and yet it is crucial in establishing relationships and gaining insight. Discover 3 levels of listening and how to use them to become a better leader.

## **Walking The Talk**

Discover how to translate values into action by being a role model for others and inspiring change.

# The Purposeful Leader



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*It's a fact that inspiring leadership and management drive employee engagement. Our learning journeys create lasting behavioural change.*

## **Purpose Development**

The organizations and people that have changed history all have one thing in common. They had a purpose. Find out how to develop a purpose so that people understand why your organization exists and and want to be part of fulfilling your purpose.

## **Personal Purpose Development**

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## **Big Idea**

A good story makes a point. It says something. The Big Idea boils the “So What?” of your story into a single, memorable idea. Find out how to develop your big idea and use this to craft an unforgettable story that engages, empowers and inspires.

# The Influencer



*Leaders can no longer rely on position in the hierarchy as a source of influence. To lead effectively they have to be able to influence people who are not directly under their authority.*

## **Bridging Techniques**

Knowing how to get your message across is an essential skill for anyone who wants to have influence. But it isn't always easy to stay on message when journalists or stakeholders are asking difficult questions. Learn how to bridge smoothly from a tricky question back to your key message.

## **Managing Conflicting Interests**

Using the argumentation box you will learn how to tap into the interests of your stakeholders to reach shared understanding and secure buy in.

## **Overcoming Resistance**

Understand how to identify and anticipate the source of resistance in your audience and use this to strengthen your connection with the audience and create momentum in your presentation.

## **The Art of Persuasion**

Discover the six principles of persuasion and learn how to apply them to become better at convincing your stakeholders and securing buy-in.

# The Influencer



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Listening is one of the most overlooked leadership skills and yet it is crucial in establishing relationships and gaining insight. Discover 3 levels of listening and how to use them to become a better leader.

## **High Performing Teams**

Discover the 5 characteristics of high performing teams and how to create them in your own team.

## **Negotiating**

Know how to identify different negotiation styles and how to react to them. Learn the approaches that you can use to achieve a win-win outcome for you and your stakeholders.



# Inclusive Leader



*In today's global context, diversity is a given, inclusivity however is not. The Inclusive Leadership series provides insights into sources of diversity and tips for how to create an environment where everybody feels safe to contribute from their own unique perspective.*

## **Unconscious Bias**

This learning bite provides an introduction to the neuroscience of bias. Become more aware of unconscious bias and how it can influence your decisions and behaviours and learn techniques to consciously stop and question your own reasoning.

## **Cross Cultural Leadership**

Discover the 8 dimensions of culture and how you can use them to help improve how you work across cultures.

## **Leading Diverse Teams**

This learning bite will help you to examine your leadership style and reflect on its effectiveness in complex, diverse contexts. You will also learn strategies for intervening effectively when diversity related challenges arise.

## **Creating an Inclusive Environment**

Learn the 4 factors that lead to an inclusive workplace and discover how to use them to get the most out of the diversity in your team.

# Inclusive Leader



*In today's global context, diversity is a given, inclusivity however is not. The Inclusive Leadership series provides insights into sources of diversity and tips for how to create an environment where everybody feels safe to contribute from their own unique perspective.*

## **Tips and Tricks From Around the World**

Learn from the professionals around the world as they share their experiences of working with diversity and the tips and techniques they have for overcoming the challenges. Each example presents a different context and perspective so you get to benefit from years of experience packed into one short learning burst.

## **Mind Your Microexpressions**

When we interact with each other, we send unconscious messages that reflect how we feel and what we believe about each other. In this learning bite, you will be challenged to think about the subtle messages you communicate to others in your day-to-day interactions.

## **Leading Across Generations**

Explore some of the challenges that arise when different generations come together in the workplace. This module will challenge commonly held assumptions about generations and provide tips for connecting.

# The Virtual Leader



*When teams are geographically dispersed, like in most modern workplaces today, virtual leaders are presented with a unique set of challenges. Successful virtual leaders understand how to communicate with remote teams and which tools to use to develop trust, boost collaboration and create a sense of belonging.*

## **Creating Trust and Collaboration**

Trust is an essential factor in high performing teams. Learn what influences trust in a virtual team and some simple strategies that you can apply to help develop trust and credibility in your team.

## **Active Listening Skills**

Listening is one of the most overlooked leadership skills and yet it is crucial in establishing relationships and gaining insight. Discover 3 levels of listening and how to use them to become a better leader.

## **Creating Accountability**

To hold remote team members accountable, virtual leaders need to ensure they know how to properly set expectations with their staff. In this module you will learn a simple three step process to create and manage accountability within your team.

## **Motivating Virtual Teams**

Discover 5 strategies that have been proven to improve motivation in remote teams and explore ways of applying them in your day to day leadership activities.

# The Virtual Leader



*When teams are geographically dispersed, like in most modern workplaces today, virtual leaders are presented with a unique set of challenges. Successful virtual leaders understand how to communicate with remote teams and which tools to use to develop trust, boost collaboration and create a sense of belonging.*

## **Leading Effective Conference Calls**

For many conference calls are a necessary evil that often fail to add value. Find out how to organize your call so that its effective and efficient. Learn some simple tactics that will keep people engaged and ensure everyone contributes.

## **Vlogging for Professionals**

Do you want to make your voice heard as a social professional? Learn how to use to tell your story on camera. With the right techniques the possibilities are endless: encourage colleagues, partners and clients to tackle social issues together, show clients what your organization is doing on innovation or CSR. Learn how to create inspiring and engaging vlogs that capture the interest of your audience.

## **LinkedIn Profiling**

Your Social Selling Index (SSI) score indicates how professional your profile and network are and how you use the LinkedIn platform. In this learning bite you will learn how to:

1. Establish your professional brand
2. Find the right people
3. Engage with insights
4. Build relationships

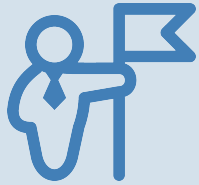




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# Change and Transformation

# The Change Maker



*The success of every transformation starts and ends with people. Our learning journeys are designed to unleash the potential in your people.*

## **The Psychology of Change**

Understand how change affects people and their responses and learn how to identify which leadership and communication strategies are most effective for each stage of the change process.

## **Making Change Stick**

Many change programmes fail because momentum for change is not maintained and people quickly revert to familiar behaviours. This module looks at practical tips to make change stick.

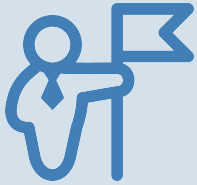
## **Overcoming Resistance**

Understand how to identify and anticipate the source of resistance in your audience and use this to strengthen your connection with them and create momentum and buy in.

## **High Performing Teams**

Discover the 5 characteristics of high performing teams and how to use them to foster an agile culture of change readiness in your team.

# The Change Maker



*The success of every transformation starts and ends with people. Our learning journeys are designed to unleash the potential in your people.*

## **Vision and Values**

A compelling vision is a powerful driver for change. Learn how to communicate your vision and values to inspire and empower transformation in your organization.

## **The Change Narrative**

A compelling change narrative is key to helping people understand the need for change and what's in it for them. This module looks at how to create a compelling change narrative that will engage employees and get them on board with the change.

## **Giving and Receiving Feedback**

Feedback provides an essential foundation for personal and organizational transformation. It is the key to improvement and efficiency. Learn how and when to give feedback to reduce uncertainty, improve relationships and boost performance.

## **Making Change Viral**

Change ambassadors can play a key role in driving change through the organization. This module looks at how to identify change ambassadors and give them the tools and support they need to make change go viral.





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Sales Excellence



# Sales Leader



*The best sales people are those that are trusted advisors for their clients. They know how to build relationships based on delivering real value for the customer.*

*Our Sales Learning Journeys show you how to put relationships first so that objections become opportunities and clients keep coming back.*

## **Managing Customer Expectations**

Determine the customer's initial expectations, work with them to ensure they are realistic and learn approaches to exceed them!

## **Compelling Sales Presentations**

Learn how to instantly get the attention of your audience and keep it. Discover new ways of making demonstrations interactive and involving the audience in them. Learn how to structure your presentation for maximum impact.

## **Overcoming Resistance**

Understand how to identify and anticipate the source of resistance in your audience and use this to strengthen your connection with them and create momentum and buy in.

## **Negotiating**

Know how to identify different negotiation styles and how to react to them. Learn the approaches that you can use to achieve a win-win outcome for you and your customer.



# Sales Leader



*The best sales people are those that are trusted advisors for their clients. They know how to build relationships based on delivering real value for the customer.*

*Our Sales Learning Journeys show you how to put relationships first so that objections become opportunities and clients keep coming back.*

## **Building Relationships**

Learn how to master these three simple techniques for developing rapport with your customer.

## **Value Based Sales Discussions**

You will learn how to identify the needs of your client and use them to determine the added value of your product or service. Discover some simple techniques to use the customer value proposition as a driver for long term business acquisition.

## **The Art of Persuasion**

Discover the six principles of persuasion and learn how to apply them to become better at convincing your customers during your sales conversations.

## **Closing the Sale**

Learn how to guide the customer through the buying process using strategic questioning and discover the two questions that almost never fail to produce the perfect close.

# A programme...

*that's perfectly tailored to your goals and your budget*

## **A Simple Formula**

Each learning bite is a self contained, stand alone module that can be used to complement one of your existing training programmes or to provide a short refresher or booster for your employees.

They can also be combined to produce a more comprehensive learning journey that meets your specific learning needs.

The costs of an individual learning bite is **Euros 95** per participant.

For a tailored learning journey consisting of **10 learning** bites the price would therefore be **Euros 950** per participant

## **Create a Master Blend**

Blending e-learning with face to face coaching has been proven to increase the impact of training and development programmes.

We offer the option to provide participants with extra support through our specialized executive coaching and group coaching services.

The cost of an individual coaching session is: **Euros 200** per 1/2 hour session

The cost of a group coaching session is: **Euros 900** for a two hour session for a group of up to 4 people.

*To discuss your requirements in more detail or request a fully costed proposal please give us a call on: .....or email us at:.....*

## Learning Bites at a glance...



*The Storyteller*



*The Purposeful Leader*



*The Presenter*



*The Influencer*



*The Virtual Leader*



*The Inclusive Leader*



*The Change Maker*



*The Sales Leader*

Making Your Slides Resonate			X				
Know Yourself: Finding Your Own Presentation Style			X				
Lights, Camera, Action: Presenting For The Camera			X				
Make the Audience the Hero			X				
Authentic Presenters	X		X				
Visual Storytelling	X						
Storytelling Techniques	X						
Structure Your Story For Impact	X	X					
The Big Idea	X	X					
Purpose Development	X	X					
Finding Your Personal Purpose	X			X			
Key Messaging		X					
Authentic Leadership		X					
Walking the Talk							
Managing Conflicting Interests		X		X			
The Listening Leader				X	X		
Overcoming Resistance				X			
Bridging Techniques				X			
Creating High Performing Teams				X			
Giving and Receiving Feedback							X
Understanding Unconscious Bias					X		
Vlogging for Professionals					X		
LinkedIn Profiling					X		

## Learning Bites at a glance...



*The Storyteller*



*The Purposeful Leader*



*The Presenter*



*The Influencer*



*The Virtual Leader*



*The Inclusive Leader*



*The Change Maker*



*The Sales Leader*

Cross Cultural Leadership						X		
Leading Diverse Teams						X		
Creating an Inclusive Environment						X		
Leading Across Generations						X		
Microexpressions						X		
Inclusivity Tips and Tricks From Around The World						X		
Creating Trust and Collaboration in Virtual Teams					X			
Motivating Virtual Teams					X			
Leading Effective Conference Calls					X			
Creating Accountability in Virtual Teams					X			
The Psychology of Change							X	
Making Change Stick							X	
Creating a Compelling Change Narrative							X	
Making Change Go Viral							X	
Inspiring with Vision and Values							X	
Sales Excellence: Managing Customer Expectations								X
Making Compelling Sales Presentations								X
Leading Values-Based Sales Discussions								X
The Art of Persuasion				X				X
Negotiating Skills				X				X
Sales Excellence: Building Strong Relationships								X
Sales Excellence: Closing the Sale								X



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*“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, President of Philips Netherlands**

*“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 Erfteimeijer, Grid Owner ABN Amro**

*“We really enjoyed the workshop and we learned a lot. Amanda is calm and sharp. It was great working with her.”*

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