

“CREATE  
A LISTENER  
AND GET  
HIM IN  
MOTION”



A word cloud featuring various terms related to business, leadership, and personal development. The words are arranged in a non-uniform, overlapping manner. The colors range from a very light, almost white blue to a deep, dark navy blue. The font is a clean, sans-serif typeface. The words are of varying sizes, with some being significantly larger than others, suggesting a hierarchy or emphasis. The overall composition is balanced but dynamic, with words scattered across the page.

future  
positive  
purpose  
conscious  
enthusiasm  
culture  
strategy  
ambition  
action  
attitude  
belief  
leadership  
result  
mission  
change  
emotion  
passion  
anchoring  
vision  
action  
knowledge  
structure  
behaviour  
pwr<sup>®</sup>

# CONGRATULATIONS!

You have decided you want to know more about your development, that of your department, or your company. Stagnation means regression. That is certainly true for personal development. The world around us is constantly changing and moving. Time and again we must decide what effects those changes have on us and our company. We can choose to let changes happen and then decide to act. Responding to change is necessary and inevitable because we are not in a position to see far enough into the future to see it coming. Time teaches us that initiating change is more effective and more motivating: you 'take control'. We are happy to help you with that.

Everything you initiate begins with an analysis of yourself and your qualities, then of those of your team or your company. Exellior gives you the desired momentum. Your behaviour is crucial for the achievement of that momentum. Exellior training courses are always about you: your behaviour and its impact on others. We help you to maximize your strengths. The behaviour you want to change, we help you to change, until you are satisfied with the result. That takes time and that is why our training courses take at least 3 months. That also demands the attention and care of our trainers. See them as personal coach, consultant and trainer. They are always there for you even outside of training sessions and long after the training itself has been concluded. After all, your development is ongoing and because your success is our motivation, we will help you as long as you have the ambition to develop yourself. For our customers, learning is a continuous process. Many of them have been clients for more than 10 years.

We look forward to meeting you in one of our training courses and are happy to pay you a visit if you like to answer any questions you might have that we cannot answer in this brochure. Each tailor-made journey begins with several intake interviews and an assessment so that we can offer a tailor-made solution. You can also let us know via the website if you would like contact with us.

**See you soon and we wish you enjoyment and success with your training!**

The Exellior Team



## WHO IS EXELLIOR?

Exellior is an organization where extremely experienced behavioural trainers work. We develop and carry out training projects for you that will permanently change the behaviour top management, management, consultants, sales reps and office staff and others. Exellior delivers personal tailor-made courses designed to set participants in motion. Due to our years of experience we have transcended 'trick based' training. We have a positive attitude, are driven and instil energy. Every participant becomes inspired by us and motivated to learn. "Practice what you preach" is of paramount importance. We are what we train.

## WHAT DOES EXELLIOR DO?

Exellior sets people in motion through multi-day behavioural training. Effective behaviour towards your path, future vision and long term goals. Our trainers, working together with you, align behaviour at every level of the organization on in the right direction. We, like no other, are able to allow people to look positively at themselves, their potential and their business. We teach people what they have forgotten. Natural behaviour is not always effective in every situation. People are encouraged into motion because we observe in a positive way and develop qualities. They learn that they can influence their environment by their own behaviour. Therefore they are not dependent but 'in control' instead. Years after the training, you can still see the effect of the change every day because it stems from the individual motivation and drive of the participants. They experience success through their new approach.

## WHAT IS THE EXELLIOR PHILOSOPHY?

Responsibility for your own behaviour is essential in our approach. That includes the behaviour you get from your environment! It is the how one decides to face the environment. Business or personal, the behaviour must be consistent to be perceived as natural. That is why our trainers look for the plus, for natural ability. Because that is where the effects and motivation for change are greatest. Individual behaviour must fit within the norms, values, wishes and requirements of the enterprise for which one works. We ask for time. Behaviour can be changed if you and your people have the time to form new ideas, to re-calibrate to reality and to make decisions. New behaviour is not suddenly successful. That's why we train in long-term projects and why 80% of the training time is practice.

## FOR WHOM DOES EXELLIOR WORK?

Exellior delivers return in all branches. Activities and processes must be in order as the basis for result. The distinction between businesses, profit or non-profit, is, in our opinion, determined by the attitude and behaviour of the people who work there. We believe that attitude, behaviour and skills are the decisive factors. Exellior operates in all sectors: IT companies, hospitals, police, banking, insurance, professional service providers, municipalities, manufacturers, pharmacies, publishers, media companies and all other. The size of the companies of our clients ranges from 2 to 250,000 employees.

## PROCESS APPROACH

### Preparation

#### Intake:

Interviews with board, HR, direct supervisors, getting to know the training group in a kick off.

#### Analysis and diagnosis:

- Perform analysis regarding current and desirable behaviour.
- Determine alignment of desirable behaviour with the core values of the business.
- Discuss the market situation.
- Concretize management commitment.
- Examine MVO and KTO research.
- Analyse POP plans and personality tests.

#### Development:

- Develop training; translate target group activities into training components and training schedule.
- Determine result expectation of the new behaviour.
- Create the material.
- Test and optimize exercises.

#### Execution:

- 1) Registration of participants.
- 2) Invitation of the participants and provision of information about the pre-kick off preparations to be completed.
- 3) Managers involved hand out the invitations for the training and discuss the objectives.
- 4) Intake of participants, individually or during the kick off.
- 5) Participants and managers in discussion about assistance and assurance before and after every training day.
- 6) Start training, number of days determined with an intermittent time of 4 weeks followed by an anchoring session.
- 7) On the last day, participants present their learning points and action plans for the coming 6 months.

#### Evaluation:

- With the client after each training day, either by phone or if necessary or desired in person.
- Halfway and at the end with the client.
- In writing at the end of every training day, and verbally at the start of each subsequent training day, about the achieved result.

In writing after completion of the training, and by means of a presentation by the participants.

## TRAINING APPROACH

### The training itself

#### Training phase 1

You work for/represent a company and Exellior assumes it is your choice to work there; it begins with your decision. By doing so, you abide by the company's objectives. In the training we make you aware of your own position in relation to the company's objectives. Do you believe in them?

- How do you regard your environment?
- What do you imagine for the future?
- What motivates you and what does not?
- And what does that mean for your behaviour?

#### Training phase 2

Now we have determined your own position and your own behaviour, we will teach you to discover what the position of others is in relation to the (company's) objectives and the desired behaviour.

- Are they on the same wavelength?
- What perception do they have?
- Are you prepared to listen to them?
- Do you have listeners for your motivation?

#### Training phase 3

In this phase we look at the effects of your behaviour and that of others.

## Knowledge into action!

Then you learn to stimulate positive motion and to turn undesirable motion in the direction of your goal. You initiate changes that can be followed by others.

#### Training phase 4

Securing and transfer.

To achieve lasting change, you will make an action plan. In it, you describe, together with your manager, how you will continue to use and develop what you have learned from the training and also after the last training day. Exellior facilitates the transfer by knowledge sharing, setting up intervention models, securing and buddy systems. In this way, Exellior secures a lasting change in behaviour.



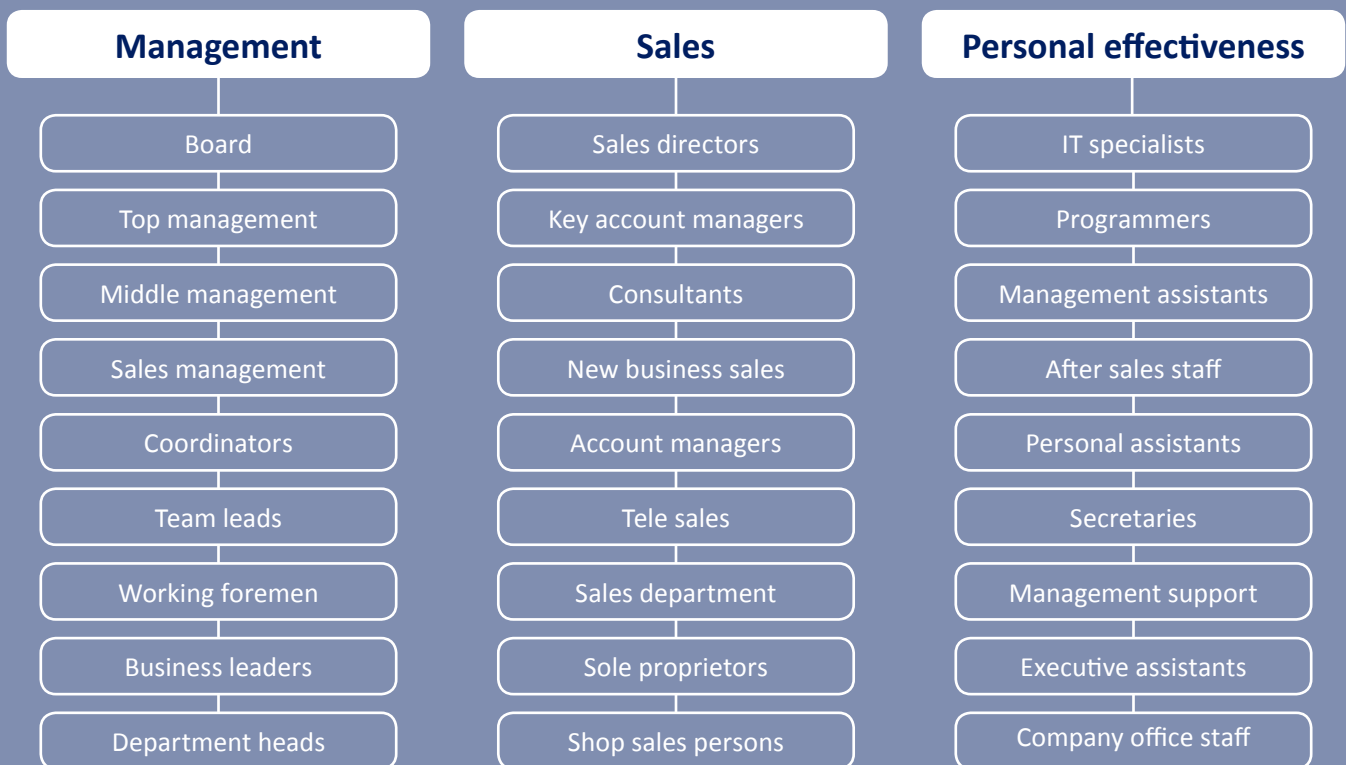
## TRAINING OFFERED

Exellior training and coaching is aimed at reinforcing behaviour that has the most positive influence on image, result, functioning and customer experience. The objective is to achieve lasting behavioural change that has makes a positive contribution to the company's goals. The business improves through the personal growth of the individual!

Exellior develops and gives training among others to:

- Executive boards
- Management teams
- Different management levels and positions
- Specialists (medical, consultants, IT)
- Consultants
- Sales reps, (key) account managers, sales department
- Support services

Our training courses are mainly customized projects. For most of its clients, Exellior develops tailor-made training and processes. All are aimed at behaviour and immediate applicability in the everyday environment of the participants. The most important areas and associated functions for which Exellior develops training courses:



Exellior training courses are result-oriented, personal, positive, active, confrontational and dynamic. To achieve this, Exellior deploys multiple working methods. This ensures an optimum match with the personal learning style of the individual participants. Internal training is carried out at an external location in consultation with the client.

## EXELLIOR ALSO GIVES OPEN TRAINING COURSES: MANAGEMENT, SALES AND PERSONAL EFFECTIVENESS.

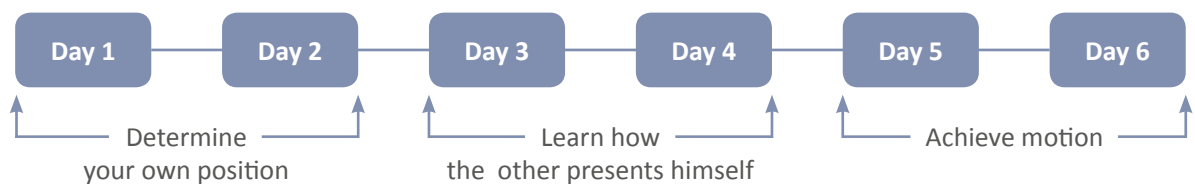
The maximum size of the group in these training courses is 10 participants. These are personal training courses that, although they have a fixed program, are customized by personal exercises with the trainer and often by handling case studies from the everyday work of the participant. The open training courses are held in the Utrecht area. This is due to accessibility for the participants.

# Open Training Management: “Reacting to and initiating change”

**For whom?** *This training is suitable for anyone fulfilling a management role. For example, the role of controller, director, middle manager, project manager, brand manager, program manager or foreman or coordinator.*

**Duration?** *6 days in 6 months with homework assignment and case study.*

**Structure?** *Training with personal coaching between the days, intervision between participants and/or the participants and their own manager, objectives set in advance, action plan at the end of every day, written and verbal reporting in the group and at work, an action plan for after the training and anchoring agreements to help what has been learned stick. Intervision with your own (management) team. Progress review with your own manager.*



## Training components:

1. Determine your own position:
  - Personal analysis of qualities, behaviour and its effect.
  - Realize and display self-confidence.
  - Discover leadership behaviour and style.
  - Learn to trust qualities and display vulnerability/willingness to learn.
  - Show exemplary behaviour.
2. Learn how the other presents himself:
  - Discover patterns in the behaviour of others. Use of motivation of employees.
  - Encourage others to look for opportunities and possibilities instead of wasting energy on the impossible.
3. Achieve motion:
  - Motivate others in the direction of objectives by using their qualities.
  - Steer on responsibility.
  - Realization of motion.
  - Safeguard progress and realize motion in the direction of the goal. Transform resistance into action.

All activities that fit the role of manager are part of the training. The manager is trained in attitude, behaviour and skills. Topics may include:

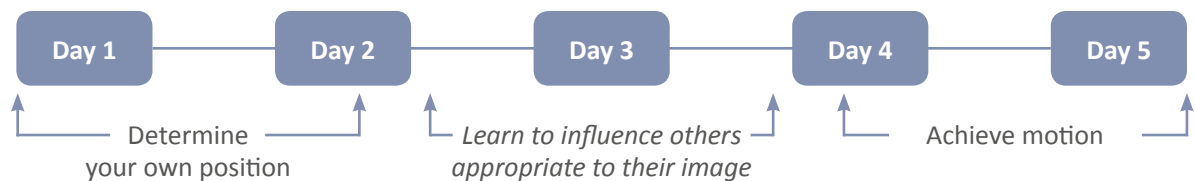
- Setting goals
- Motivating staff
- Holding recruitment interviews
- Coaching as manager, talent development and follow-up planning
- Achieve collaboration
- Positive influence of your own leader or supervisory board
- Decision making
- Evaluation reviews with staff
- Magic timeline®
- Time management
- Meetings and other team influences
- Complimenting and disciplining

## Open Training Sales: “urge others to take concrete action through positive influence”

**For whom?** *This training is suitable for everyone who, in the performance of his job, must encourage others to take action. That covers a range of positions. For example, sales director, (key) account manager, purchaser, consultant, new business sales, sales rep, tele sales, sales department, shop salesperson or sole proprietor.*

**Duration?** *5 days in 5 months with homework assignment and case study.*

**Structure?** *Training with personal coaching between the days, Intervention between participants and/or intervention of participants with their own manager, objectives set in advance, action plan at the end of every day, written and verbal reporting in the group and at work, an action plan for after the training and anchoring agreements to help what has been learned stick. Intervention with others in the team. Progress review with your own manager.*



### Training components:

#### 1. Determine your own position:

Personal analysis of qualities, behaviour and the effect of that. Realize and display self-confidence.  
Awareness of strength and weakness of influence. How do others perceive me?  
Time management and effective use of available time.

#### 2. Learn to influence others appropriate to their image:

Discover behaviour patterns in others. Discover the influence you have on the behaviour of others. When to you meet with resistance? Learn what motivates the other and what his interest is.  
Discover what is happening in the perception of the other that causes him to behave as he does.

#### 3. Achieve motion:

Motivate others to accept your idea, service or product.  
Transform doubt into conviction. Learn to time and initiate follow-up steps effectively in the process.  
Also create support in groups and achieve progress.  
Every action has a reaction, be clear about the status progress.

All activities that fit the role of participant are part of the training.  
Participants are trained in attitude, behaviour and skills.

Topics may include:

- Setting goals
- From first contact to contract
- How to create a Positive Working Relationship®
- Positively influence others
- Written communication
- Negotiation
- Discussing price and/or terms
- Pitching the company
- Selling your idea
- AACE® structure of discussions
- Dealing with behaviour in the concluding phase

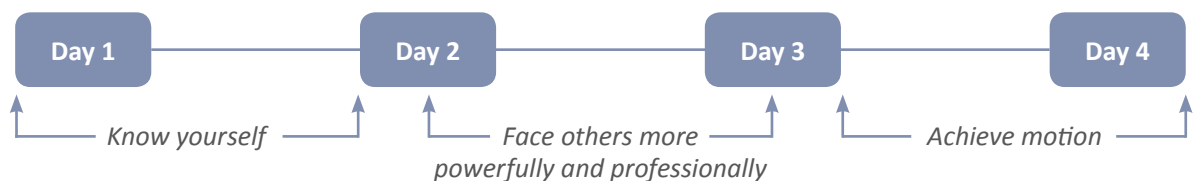


## Open Training Personal Effectiveness: "if you think you can, you're right, and also if you think you can't"

**For whom?** *This training is suitable for anyone who wants to strengthen his personal effectiveness and professionalism. The jobs of the participants may be quite diverse. Participants are, for example, IT specialists, pilots, programmers, management assistants, after sales staff, marketing staff, executive assistant, office assistant, applications administrator, business analyst, accountant, receptionist, facility staff, hostess/host, stock market supervisor, designer, developer or tester.*

**Duration?** *4 days in 4 months with homework assignment and case study.*

**Structure?** *Training with personal coaching between the days, intervention between participants and/or intervention of participants with their own manager, objectives set in advance, action plan at the end of every day, written and verbal reporting in the group and at work, an action plan for after the training and anchoring agreements to help what has been learned stick. Intervention with others in the team. Progress review with your own manager.*



### Training components:

#### 1. Know yourself:

Realize and display self-confidence. Awareness of self-image. How do I see myself? When is that helpful and when not? Learn to identify patterns in your own behaviour. Why do I think what I think? Learn to say no to protect yourself.

#### 2. Face others more powerfully and professionally:

How do others perceive me? Why am I able to influence some people better than others? How do I present myself if I have difficulty with my discussion partner? How do I get my opinion across? When do I display "yes but..." and how can I avoid that? Encourage your environment to respect your time.

#### 3. Achieve motion:

How do I ensure others listen to me?  
Getting agreement for your ideas.  
How do I let my environment help me?  
Transform doubt into conviction.  
Spur others into action in groups with confidence.

All activities that fit the role of participant are part of the training.  
Participants are trained in attitude, behaviour and skills.

Topics may include:

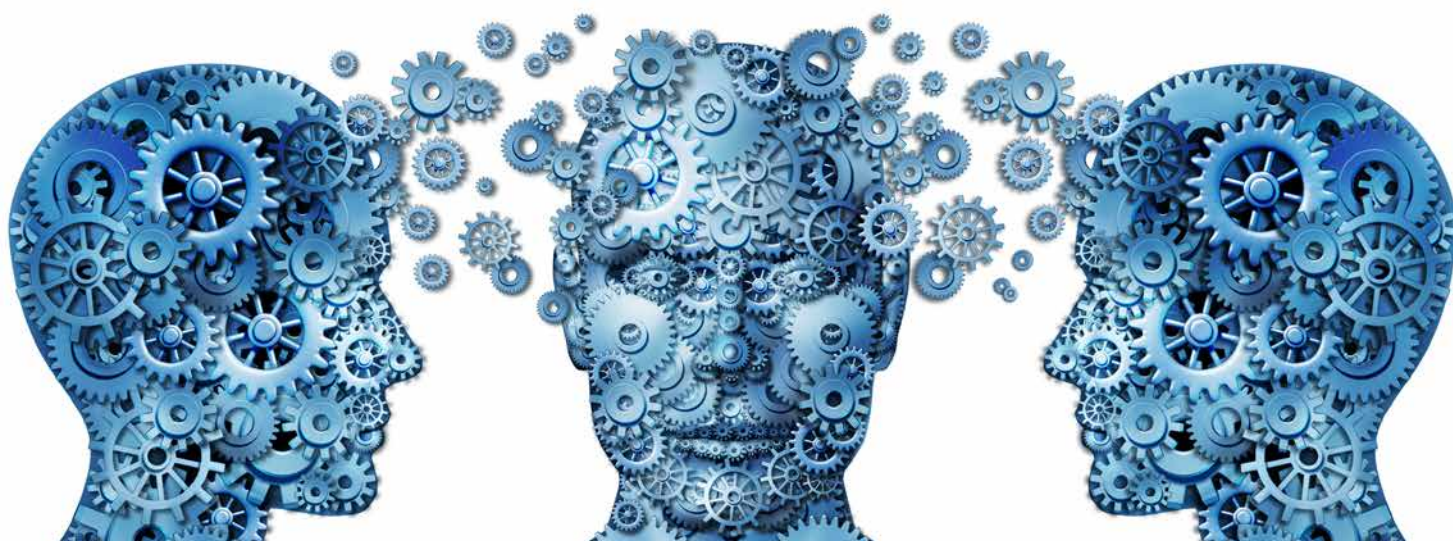
- Determining the objective of your job
- Monitoring time
- Coordinate tasks and time to suit the goal to be achieved (What takes how long?)
- Claim coordination time from third parties
- Personal leadership
- Impart your message powerfully
- Saying no
- Control of your emotions
- Result driven work
- Emanate positivism
- Getting approval for your plans and ideas
- Initiate, stimulate and build collaboration
- Safeguard satisfaction of your (internal) customers
- Evaluation of the collaboration

## EXELLIOR USES MULTIPLE WORK METHODS.

*You will find a summary of the methods used here. For a more detailed description please visit our website.*

- Help by asking questions, Interaction in the group (throughout the entire day)  
*The trainer helps participants by means of questions instead of answers, with the objective of creating awareness and self-analysis.*
- Learning by discovery (throughout the entire day)  
*Participants are given the chance to test out different approaches to discussion. This helps them discover the effects of different behaviour.*
- Practice everyday situations in front of the group  
*The practical exercises are based on the core tasks of the employee. During this exercises both current and new behaviour are practiced.*
- Practice with simulations (80 percent of the day, is part of practicing in front of the group)  
*In addition to the practical situations, we also work with simulations, with a pre-determined clear structure for the conversation. This in relation to the process-oriented exercises with the objective of giving the participants insight into general rules and principles, for example, as well as insight into their own behaviour and that of others.*
- Illustrative practical exercises  
*During this methodical work form, all participants work, either separately or in groups of two or three, and perform their practical activity. The groups continuously change, so that new insights are gained.*
- Presentation  
*The reason we choose this is because it is an extremely instructive method. Self-confidence grows through proper preparation and by doing it more often.*
- Matching at abstract level and work practice (throughout the entire day)  
*The trainer works on the basis of the individual learning objectives of the participant and during the exercises flexibly matches this to his current situation.*
- Reflection and feedback (after each exercise)  
*This takes place after every exercise according to the following structure:  
First the trainer asks the participant: What is your goal? Followed by: What, in terms of your attitude, behaviour and skills, helped towards your goals? Colleagues are also asked to give an idea of what they thought was done well and the trainer will add to this. Then the participant is asked: What could be better? This is also asked of the group and the trainer will add to it. What plus and improvement points will you take note of on your learning points sheet? What do you want to achieve with that? How will we recognize that in your behaviour?*
- Intervention with other participants and managers  
*There is no right or wrong, the choice between natural versus effective behaviour is determined by what the employee wants to achieve with it and how the receiver interprets the behaviour.*
- Write down the learning points and translated them into practice (after every learning experience and exercise)  
*During the training day, the participants make their most important learning points more concrete and note how and when they will test this experience in practice by actively applying it.*

- Learning tools (after every exercise)  
*After the exercise the participants receive a written review containing the form and content.*
- Practical application! From knowing to doing (in the 4-week practice time between training days)  
*At the end of every training day, all participants make a note of their 5 most important learning points on their action. They also determine the moment and the situation in which they will apply the learning points.*
- Practical reports after every practical period (first hour of the days, starting on the second training day)  
*Starting on day 2, the day begins with an individual account of the learned experiences from practice based on the 3 most important learning insights of the participant. The objective is to learn from your fellow-participants and how you can encourage your colleague to also apply your good idea/experience. In this way, the realization of concrete, visible results is permanently anchored in behaviour. One or two managers are present for the practical reports, to show their involvement, to measure the progress of the participants and to give feedback on the basis of experience.*
- Exemplary behaviour (entire training)  
*To achieve lasting changes in attitude, behaviour and professionalism, that supports the business objectives, it is important that the managers display exemplary behaviour, give direction, 'on the job coaching' and take responsibility. This contributes to visible promotion of the desired behaviour within the company. The exemplary behaviour of the manager helps to show that another way of working and looking, contributes to breaking the routine and to finding new paths. It is also important in helping to reinforce the participants' willingness to learn, to look at their strengths and from there to show courage, to be proactive, to step outside the box with their solutions and to dare to express their opinions.*
- Planning your own success  
*On the final training day, the participants present their six most important learning insights and action plan for the coming six months to the group. One or two managers attend this presentation, to show their involvement and to measure the progress of the group.*



*The Exellior training courses are developed and given on the basis of six principles. Please visit our website for a more detailed description .*

# THE SIX PRINCIPLES OF THE EXELLIOR BV TRAINING

## **1) Learning is doing!**

The training days in a project are spread out over time. On the training days themselves an average of 80% is exercise time. In the interim period of 4 weeks, the participants put what they have learned into practice.

## **2) Customized training.**

Seeing the participant as a person is essential. The trainer works on the basis of the individual learning objectives of the participant and links this to the current situation during the exercises.

## **3) Training in the plus.**

During the training, the emphasis is on reinforcing the plus. Because that is where the achievable result is greatest and the motivation to change the highest. Of course we take a balanced look at improvement points that are achievable for the participant.

## **4) Exellior demands commitment.**

Participants are expected to make appropriate preparations and to actively participate. Participants put things into practice and share their experiences with others.

## **5) Behavioural change takes time.**

To achieve a sustainable change in attitude and behaviour, practice time is needed. Putting it into practice requires participants to step out of the comfort zone. Because they cannot be successful immediately with new behaviour, they will need to practice a lot and for a long time.

## **6) Exemplary behaviour.**

To achieve lasting changes in attitude, behaviour and professionalism, it is important that the trained participants show exemplary behaviour, give direction, 'on the job coaching' and take responsibility. This contributes to visibly conveying the desired behaviour within the organization and requires a top down approach.