

Coaching & Behavioural Change

Helping leaders and companies to grow!



Exec. Coaching & Leadership Dev.



High Performance Teams



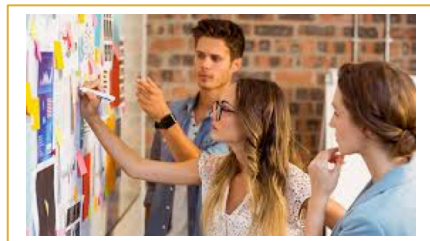
Intercultural Competence



Shadow Coaching



International Market Development



Entrepreneur Coaching



Tailored Talent Development



Personality Assessment

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1. Introduction

Helping leaders and companies to grow!

It is our passion to unfold your potential.

Whether you are a leader, an entrepreneur, a team or an individual – we coach successful people to help them reach even higher.

You will benefit from our 30 years of leadership and coaching experience in the international market development sector. We invite you to take advantage of our extensive scientific knowledge and research, as well as our cross-cultural expertise.

You can achieve anything you want, if you really want it! Our clients are our strongest testimonials.

Stay ahead of the rest and start by planning your success. We can help you maximise your potential and start enjoying life the way it is meant to be - with professional achievements and personal fulfilment topping your life goals.

Testimonial: Executive Coaching

“Mr. Roelofs is a great coach who not only has a great deal of knowledge and executive experience himself but excels and being perceptive and using various questioning techniques to help people develop through reaching their own conclusions and making their own decisions. He creates an environment in which coachees feel comfortable discussing difficult issues and is effective in helping people to unlock their full potential. I would recommend his services to anyone looking to develop their executive skills and remove any blocks that prevent them from operating at the maximum of their capabilities.”

Head Business Development Europe, Finance, London, UK

2. About Us

Sparring: discover your real potential

As your coaches, we are trained to help you achieve your goals. Together, we design and plan your **future by addressing your professional and personal status** and help you close the gap to where you want to be in your life. We co-ordinate strategic processes, **coach and endorse** your management staff, and create a team culture that can effectively deal with rapid, unexpected changes in events resulting in a fast turnaround of ideas as well as results. It's our specialty to help you develop your true potential, enabling you to grow in line with constantly shifting market conditions and remain at the top of your game.

To achieve our goals, we combine the best of leadership coaching, NLP, management strategy, group dynamics, systems thinking, neuroscience, personality types, cognitive behaviour, and even biology and cultural anthropology.

3. Our Team

Coaching you to the top.

We are Rania and Bernardus Roelofs – certified executive coaches with strong backgrounds in the field of leadership development and behavioural changes.

Together we accumulate over 30 years of experience with various international companies living and working in five different countries. We also make use of the latest scientific research findings thanks to our own highly specialised, on-going academic training and development.

Are you looking for an experienced coach for your top managers, someone with hands-on international experience with senior management? But also want to benefit from the most cutting-edge scientific insights and research? Then you've come to the right place. Let's talk!



**Bernardus Roelofs, MBA BSc
(Certified Executive Coach)**

The Doer. The Enabler. The Mobilizer. The Sparring Partner.

Bernardus Roelofs, CEO, is an award winning global business leader, an experienced certified executive coach, behavioural change and shadow coaching specialist. Bernardus holds the Henley Professional Certificate in Coaching and an MSc in Coaching & Behavioural Change (passed with distinction) from the Henley Centre for Coaching, Henley Business School, University of Reading, UK. Furthermore, he holds an MBA and a BSc in Electrical Engineering & Business Administration.

He has over 20 years of management and coaching experience and a track record of growing international businesses and earnings (mainly from scratch). In addition, his experience in cross-cultural business and people management, through extensive work across Europe and Asia-Pacific and through working with American companies, supports the understanding of the growing cross-cultural and complex environment we live in and do business with.

As an independent certified Executive Coach Bernardus focuses on coaching executives, entrepreneurs and teams, who are in challenging situations like international market development, organisational change or diversifications and are looking for a quick turnaround of results.

His coaching approach is very target driven addressing specific issues and lack of performance. Bernardus has a hands-on mentality, is an enabler, mobiliser and sparring partner. He develops a close working relationship, based on trust, respect, honesty and complete client confidentiality that allows the real issues to be tackled and clients to grow and achieve their objectives. Bernardus undertakes coaching supervision to ensure best practice at all times and has adopted the ICF (International Coaching Federation) Code of Ethics as a model of professional conduct. In addition, Bernardus is a trained and qualified NEO-PI-3 user, which is internationally recognised as the 'gold standard' instrument with which to measure personality.

He coaches in Dutch, English, German and Spanish (all fluent) and has lived in Germany, Netherlands, Singapore and Spain. Bernardus coaches clients throughout the world via Skype, telephone or in person.



Rania Roelofs
(Certified Executive Coach)

The Challenger. The Catalyser. The Explorer. The Sparring Partner.

Rania Roelofs is an experienced certified executive coach, behavioural change specialist, co-founder and CEO of Roelofs Executive Coaching Solutions GmbH. Rania holds the Henley Professional Certificate in Coaching and is participant of the MSc in Coaching & Behavioural Change at the Henley Business School, University of Reading, UK. Furthermore, she holds a BSc in Cultural Anthropology and Development Sociology.

Rania has over ten years experience nurturing client rapport and develops long lasting relationships based upon successful results helping her to consistently acquire new clients and develop the successful implementation of strategic distribution concepts. This is backed up with proven (sales) track records. Throughout her career, Rania has over five years experience with training, mentoring and coaching, as well as co-organising of training programs and cross departmental knowledge transfers. Furthermore, she has extensive cross-cultural business and people management experience, through working as an international relationship manager, studying cultural anthropology and development sociology, working with immigrants as a volunteer and living in different countries globally.

As an independent certified Executive Coach Rania focuses on coaching executives, entrepreneurs and teams from across different nations and cultures, who are motivated to achieve their set objectives and develop their potential.

Her coaching style is focused to achieve targeted impact. She draws from knowledge bases across a wide of disciplines and contexts, to collaboratively work with her clients, develop bespoke solutions to novel challenges on a just in time basis. Rania is highly analytic with a strong eye for detail without losing focus on the big picture. She combines the best of leadership coaching, NLP, management strategy, group dynamics, systems thinking, neuroscience, personality types, cognitive behaviour, and even biology and cultural anthropology. Trust, honesty and complete client confidentiality is paramount.

Rania undertakes coaching supervision to ensure best practice at all times and has adopted the ICF (International Coaching Federation) Code of Ethics as a model of professional conduct.

Rania coaches in German, Dutch, English (all fluent) and has lived in Algeria, Germany, Netherlands and Singapore. Rania coaches clients throughout the world via Skype, telephone and in person.

4. Our Services

As certified executive coaches we offer the following services:

- Executive Coaching & Leadership Development
- Shadow Coaching
- High Performance Teams & Company Culture Development
- International Market Development
- Building Intercultural Competence & Diversity Management
- Entrepreneur Coaching
- Tailored Talent Development
- Personality Assessment

Executive Coaching & Leadership Development



Coaching is a highly efficient tool to reshape companies and organisations. If you want to achieve better results, you have to keep readjusting the way you think and act. After all, the strategies that got you here will not necessarily get you any further.

The good news is: **Even the smallest changes in thought and behavioural patterns can have an enormous impact on your success and open new venues of opportunities.**

With effective, scientifically proven strategies, we help you realise your full potential, focus on what really matters, and above all, truly enjoy life being at the top.

Benefits for the executive include:

- Identify executive strengths and developmental needs
- Improvement of specific skills and behaviour
- Build a strategic action and accountability plan to stay on track
- Development of self-awareness and how best to use it in practice
- Increase ability to identify solutions to specific work-related issues
- Improvement in the individual's performance, targets and goals to reach full potential.
- Develop existing or new leadership skills
- The opportunity to correct behavioural/performance barriers
- Help individual acknowledge and accept change, enhancing personal learning and development – become a role model
- Greater personal effectiveness
- Get regular on-going (real-time) feedback and support through on-going executive coaching that assures professional growth
- Become better in business
- Create enhanced work/life balance

Benefits for the organisation include:

- Tap into an individual's talents/potential.
- Improved individual and organizational strength and success
- Showcase management commitment into the development and success of individuals.
- Positive work environment, hence higher organisational performance/productivity
- Increased creativity, learning and innovation
- Creation of a learning culture, thus staying ahead of the competition and seek change rather than follow change.
- Motivates people and retention of top talent
- Facilitates the adoption of a new culture/management style
- Improves relationships and information flow between people, departments and clients
- Reduced turnover and retain top performing staff
- Ability to recruit key talent
- Increased and continuing bottom-line value

High Performance Teams & Company Culture Development



Successful teams pull together, while simultaneously capitalising on the various strengths and potential of each individual member. Thriving companies achieve this delicate balance by creating and encourage an open, flexible, appealing company culture. Although, this mantra, is frequently used a lot in companies, the pressures of everyday

business means it is all too often put aside or even forgotten in favour of ad-hoc management solutions losing focus of the big picture.

Are you really “fully” benefiting from the unique potential of every single employee, building a dream team out of lone warriors? **With our support, you can create your own high performance team with a collective success profile.**

Benefits include:

- Sharing a collective vision, team values and a common goal
- Increase of enthusiasm, energy and joy
- Fully engaged and committed
- Improved trust in other team members and team as a whole
- Reduce risk and increasing productivity
- Improved decision making and better solutions
- Seeking one another's advice and support and upholding accountability
- Increased personal, team and organisational learning
- Superior equipped for organisational change
- Better employee relationships
- Achieving sustainable competitive advantages

Shadow Coaching



Shadow coaching is a powerful and effective tool used during coaching with executives, leaders and teams striving for excellence.

Shadow coaching is **real-time** coaching, observing work practices and communication flow at the place of work. It

fundamentally means taking your coach to your work environment e.g. a (board) team or client meeting or presentation in real time and in a very real job environment. This greatly increases newfound awareness, which in turn enhances better work practises. This coaching approach is a natural evolvement, reflecting parallel and constantly evolving work environments which leaders are expected to navigate through, with similar success expectations by different stakeholders to help transform business, people and processes. Shadow coaching supports particularly understanding of the situation and helps in identifying what the real issues are.

Do you want to be challenged and coached in real time? Do you want to get unbiased, independent feedback, identify your strengths and areas for improvement in a 360degree environment? Do you want to close the gap between your actual and desired performance?

With shadow coaching we help you in real-time closing the gap between the actual and desired performance.

Benefits include:

- Receiving independent, unbiased real-time feedback
- Uncover hidden issues and challenges in real time
- Accelerated learning
- It's not theoretical, it's practical, it's real
- Being part of the coachees' environment (The coachee can tell me anything, I want to see it myself)
- Raising blind spots
- Increasing the importance and openness to learning – be a role model
- Implementing real-time change
- Increased alertness and awareness / time to reflect
- Demonstrates high commitment to individuals and their development
- Improving individuals and teams goals, targets and performance
- Higher organisational performance/productivity
- Gives quickly a wealth of data about the environment, organisational culture and the key people
- See and hear both the verbal and non-verbal communication
- It can significantly reduce the possibility of redoing the work
- Identifying solutions to specific work-related issue in real time



Testimonial: Shadow Coaching

"I was apprehensive at first about the concept of being shadowed at work. I expected that I or my colleagues would be self conscious about having an observer in the room. I feared we might not behave as usual, which would undermine the effectiveness of having an objective expert coach diagnose my work interactions. I need not have worried: The experiment worked beautifully. Bernardus shared with me my 360 feedback on the prior evening. We agreed which behaviours I would seek to address in the next few months. This gave me a practical context for the meetings he would shadow.

The shadow day itself was well chosen for the range of 1:1 and team meetings with colleagues across our organisation, not only in my immediate unit. We conferred before each meeting so that I could share my hopes and objectives for each session, as well as afterwards so that I could assess my own performance and my impression about the reaction to me from my colleagues. Bernardus gently added his interpretation of my interactions and asked me appropriately probing questions about how the shadow day related to the 360 feedback we had discussed earlier.

Having used more conventional coaches in the past, I am now a true believer in shadow coaching as a highly effective personal development tool. I am excited about continuing with Bernardus with more Shadow coaching days as part of a wider personal development plan that I will agree with my boss. Inviting the shadow coach back in the room at intervals is a wonderful way to visibly demonstrate to my boss, peers and team members that I am committed to developing my behaviour to maximize how we work together.

I asked my colleagues afterwards how they felt about the experience. Several of them shared my initial nervousness about being watched. None of them found it intrusive. Several asked if they could do it too!"

Director, Saïd Business School, University of Oxford, Oxford, UK

International Market Development



Successful companies have the perfect answer to market globalisation, scarcity of resources and population growth: facilitating constantly improved performance with ever-increasing sustainability and innovation, as well as reducing costs.

However, the challenges of management come in all shapes and sizes. And if you are in international management, it can be particularly strenuous: You are under pressure to standardise designs, systems and processes, while simultaneously tailoring your company to the right target market, its business culture, legal and tax regulations, socio-political dynamic, (partially unexpressed) values, preferences and convictions.

This fine balancing act between willingness to change and the need for consistency is nevertheless a basic prerequisite for success in international business. And, in order to accomplish this, companies, managers and teams need to learn in real time and how to make the most of diversity. **With our support, you will be able to master the leadership challenges in international markets, confidently and competently.**

Benefits include:

- Optimise your growth strategy
- Advanced innovation thanks to improved communication and teamwork
- Be able to identify key success factors in your target markets
- Be well-prepared for cultural differences
- Be equipped to deal consistently with changes
- Turnover and performance will increase thanks to diversity
- Recognise what drives your potential clients
- Learn how to build a successful international sales team
- Enhanced reputation within industry
- Increased bottom-line value

Building Intercultural Competence & Diversity Management



In order to be successful internationally with your company goals and strategies, products and services, you need to ensure you understand the various aspects of leadership within different cultural spheres.

The fact we all use the same terms worldwide, often conceals our own – largely unconscious – cultural influences. **What seems familiar to you, may well come across not only strange in the target market, but entirely inappropriate, and convey a completely different meaning.**

Cultural differences have a significant influence on business and management processes. And no two cultures are alike. **We help you become more aware of your own cultural imprint, recognise and manage cultural differences successfully, and make the most of your assets in terms of business success.**

Benefits include:

- Improve leadership style across cultures
- Effective leveraging of team and organisational diversity
- Increase personal awareness of competencies that facilitate intercultural work
- Understand, appreciate and live the nuances of meeting, greeting, appreciating seniority, meeting etiquette, values, communication styles and negotiation tactics
- Realise how diversity drives the formation of new business models and innovation in today's changing and fiercely global marketplace
- Communicate effectively and appropriately with employees and clients of other cultures
- Recognise that values may influence people's communication style
- Know the different cultural working mechanisms: work procedures, thinking styles, decision-making processes, etc.
- Attracting new talent and clients globally
- Higher organisational performance

Entrepreneur Coaching



Every organisation has within its workforce professionals who are very conducive to a commercially and entrepreneurial driven environment and it is paramount that a company not only identifies these individuals but invests and capitalise on the added value these individuals bring, before

they get frustrated and leave for better pastures. As an individual, you know you can accomplish something great, by developing a fulfilling career, you aim to create your very own unique contribution – not only for your clients, employees and partners, but for your future grandchildren as well.

And in this respect, it makes no difference whether you are still looking for a concrete vocational calling, feel overwhelmed by the immensity of ideas and lack of time, or have already exceeded your expectations and are now heading for completely new horizons...

We support you on this journey, help you to fulfil your destiny and project yourself successfully.

Use our Entrepreneur Coaching to focus on what really matters, which in turn prevents you from feeling excessively overloaded. Make the most of our bespoke tools and enable your company to grow and prosper.

The right tools

- Perfect your own personal, authentic story. Why your product? Why your company? Why you?
- Do not get stuck and overwhelmed by details. Benefit from our sparring expertise and transform those cloudy, undefined thoughts into successful, concrete results. Keep your eyes on the prize.
- Target blind spots and weaknesses head on: both internally (i.e. who you are and how you “tick”) and externally (i.e. what you offer and on which terms).
- Challenge yourself! Do you work to live or live to work? Are you making your goals a reality and fulfilling your destiny? Or both?
- Think connected. Think like an entrepreneur. Be an expert and pioneer in your field and deliver outstanding presentations.
- Develop the most essential trait of a successful entrepreneur: Your ability to convince people to buy your products and services.

Benefits include:

- Increased strategic thinking
- Building the right vision
- Develop existing and new leadership skills
- Be able to identify key success factors in your target markets
- Understand what drives your potential clients
- Creating a high performance team
- Improved confidence
- Improve presentation skills
- Develop your growth strategy and market positioning
- Focus on the right things
- Create personal awareness and reflection skills
- Advanced innovation thanks to improved communication and teamwork
- Increased bottom-line value

Tailored Talent Development



With us, it is not only about surviving transformation, but rather embrace and actively pursue it.

Stay competitive and continue to consciously develop your strengths, abilities and resources.

We offer bespoke solutions for your personal talent development – from 1-2 day courses to 2-hour trial and taster sessions.

We guide you and your team through changes and restructuring, planning and strategy and implement training and coaching measures. Themes are individually discussed and tailored to your company's specific needs.

Here is a small selection:

- | | |
|------------------------------------|---|
| ➤ Coaching as leadership style | ➤ Successful sales strategies |
| ➤ Branding | ➤ Conflict resolution and management |
| ➤ Personal effectivity | ➤ Parenthood and employment |
| ➤ Communication skills | ➤ Self-confidence |
| ➤ Presenting yourself convincingly | ➤ Work/life balance |
| ➤ Stress management | ➤ Resilience at work |
| ➤ Capitalizing on diversity | ➤ Sparring for strategy and positioning |

Benefits include:

- Enhanced communication and information flow between employees
- Successful international strategy
- Excellent client relationships
- Creation of a coaching culture
- Building high performance teams
- Better work/life balance
- Have fun in what you do
- Creation of a learning culture and increased innovation
- Improved self-confidence
- Increased internal and external awareness
- Superior organisational performance

Personality Assessment



Personality assessment can be used across a broad range of occupations for recruitment, employee development, counselling and career guidance. As qualified practitioners we use the NEO-PI-3, which is internationally recognised as the 'gold standard' instrument with which to measure personality

The five broad domains measured are Neuroticism, Extraversion, Openness to Experience, Agreeableness and Conscientiousness. Each of these five domains is divided into a further six facets, meaning there are thirty areas of personality which predict employees' work behaviour including leadership style, team style, decision-making and stress management.

The NEO-PI-3 is especially suitable for middle to senior level management roles. (psysoft, 2017)

5. The Coaching Agreement, Confidentiality & More



Coaching Agreement

The coaching agreement is a very important part of the coaching contracting stage. Within this agreement not only the contracting partners are defined but also more specifically what coaching is, what it is not and the responsibilities of the coach and

the coachee is being discussed. Also the number of coaching sessions, its frequency, its durations and how coaching is done (face-to-face, Skype, telephone) are described. Furthermore, the coaching fee, invoicing and cancelation procedures are defined. Very important to mention are the confidentiality rules - fundamental in coaching – which are being agreed upon and are part of the agreement as well.



Confidentiality

The content of any conversation between the client and the coach pre, during and post the coaching will be confidential, unless otherwise agreed. The confidentiality is part of the coaching agreement.



Coaching Supervision

In order to offer best practice at all times we undertake coaching supervision. Coaching supervision is defined as a collaborative learning practice to continually build the capacity of the coach through reflective dialogue and to benefit his or her clients and

the overall system (ICF, undated). For more information on coaching supervision:

<https://coachfederation.org/credential/landing.cfm?ItemNumber=4259>



Code of Ethics

As executive coaches we adopt the ICF (International Coaching Federation) Code of Ethics as a model of professional conduct. For more information on ICFs' code of ethics:

<https://www.coachfederation.org/ethics/>



Where we coach

We coach clients throughout the world via Skype, telephone or in person.

6. Testimonials

"Mr. Roelofs is a great coach who not only has a great deal of knowledge and executive experience himself but excels and being perceptive and using various questioning techniques to help people develop through reaching their own conclusions and making their own decisions. He creates an environment in which coachees feel comfortable discussing difficult issues and is effective in helping people to unlock their full potential. I would recommend his services to anyone looking to develop their executive skills and remove any blocks that prevent them from operating at the maximum of their capabilities."

Head Business Development Europe, Finance, London, UK

Being coached by Rania has been very powerful to me. She coaches in a unique, insightful way, and helped me with the necessary tools and techniques for my challenges, which has proven successful. It was great to work with her. I would highly recommend Rania as an executive coach.

HR, Insurance, London, UK

"Bernardus has been my coach for nearly 12 months during my career break where with his professional help I have been searching to decide my next career challenge which has proven successful. I have found him to be a good listener who plays back to me what he is hearing. He offers constructive feedback in a sensitive way. I always feel re-energised after one of my sessions with him. As a coach in the true sense of the word, he really does help keep me on my toes: following up on the actions we set and asking difficult questions which ultimately I benefit from as they push my thinking and ability on. I would highly recommend Bernardus as a professional coach both for individuals and corporates."

Business Development Europe, Finance, Geneva, Switzerland

"Bernardus has actively coached me and team for the last 6 months. With his experience in the European financial industry, he managed to give us valuable insights in relationship management, institutional trading and operational excellence, enabling us to clearly stand out in this rapidly changing environment. Together with Bernardus we managed to identify our core strengths, made a plan to leverage on that and are executing it accordingly. I would recommend Bernardus to any young team of money earners to give each individual the tools he needs to raise output to a next level. Besides coaching my team, he has also been of great help on a personal level, advising me how to handle certain (sometimes very delicate) situations."

Head of Trading, Finance, Amsterdam, The Netherlands

*Executive Coach Rania Roelofs has greatly enhanced my learning.
Instrumental to this were her challenging questions and observations.*

Professional Athlete, UK

“Being shadow-coached by Bernardus was instrumental in the improvement of my own coaching practice. It improved my focus and the reflection and feedback, being based on acute and knowledgeable observation, has accelerated my progress.”

Executive Coach, Oxford, UK

“I invited Bernardus for a sparring session to tap into his vast experience of the financial industry and share ideas around the next level for the product and team. Gained several valuable insights and had a productive afternoon in friendly and constructive manner.”

Head European Sales, Finance, Amsterdam, The Netherlands

Rania is a great coach who not only challenged me but also made me appreciate diversity and think differently about 'negatives'. Her coaching style is thought provoking, warm, sharing, challenging, open, kind, generous, and insightful. As a sparring partner Rania creates an environment in which I felt comfortable to discuss a variety of topics, dive deep for meanings and reflect on the emotional as well as rational dimension.

Head of Sales, Media, London, UK

“Executive Coach Bernardus Roelofs brings high levels of intuition when coaching professionals and senior leaders – his strengths of asking insightful questions and creating a space for reflection helps coachees get clearer on their perspectives and motivations, and the perspectives and motivations of others. Bernardus is strong at coaching senior leaders around their purpose and goals, and carefully facilitating feedback on their impact. His ability to tune in to, and understand what is happening in the broader system gives the coaching an edge. Finally, his strong belief in human potential naturally plays in these conversation, leaving leaders feeling supported and challenged, whether face-to-face or over Skype.”

Director, Saïd Business School, University of Oxford, Oxford, UK

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Director, Saïd Business School, University of Oxford, Oxford, UK

7. Contact Details

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