




MEANINGFUL  
WORK



WE HAVE COME TO BELIEVE IT'S IMPOSSIBLE TO CHANGE THE  
WORLD. YET, IF WE START TO DEVELOP **AWARENESS** OF OUR  
ASSUMPTIONS, PRACTICE **COURAGE** TO FACE OUR FEARS AND  
BUILD **PERSEVERANCE** TO KEEP GOING FOR WHAT WE TRULY  
**BELIEVE IN**, WE WILL REALIZE: WE DON'T CHANGE THE WORLD,  
WE CHANGE **OUR WORLD**.

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WORKSHOPS



COACHING

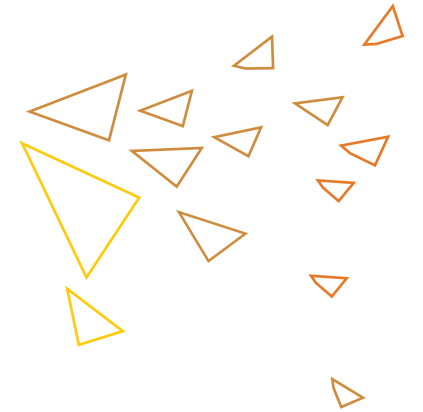


PROTOTYPING



## WORK NEEDS A REDESIGN

The world is full of urgent and important challenges, yet employees are missing meaning in their work lives: disconnection, disengagement and burnout rates are going through the roof. By developing Meaningful Work, we redesign work for **happy people in a better world**.



## START FROM **WITHIN**

Individual and collective change processes don't need to be complicated and unfulfilling. Deep down inside, we all know what we find important, what we enjoy, what unites us and what brings us success. The key quest is to unlock our potential in workplaces to not only survive but thrive.



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# HOW DO WE EXPERIENCE OUR WORK?



## ENGAGEMENT

Only **15%** of employees worldwide are actively engaged with their work <sup>1]</sup>



## BURNOUTS

Yearly **16%** of employees show signs of burn-out symptoms <sup>2]</sup>



## BULLSHIT JOBS

**25%** of employees suspects they have a bullshit job, a job that has no use at all <sup>3]</sup>

1] <https://www.gallup.com/workplace/285674/improve-employee-engagement-workplace.aspx>

2] <https://www.cbs.nl/en-gb/news/2018/46/more-work-related-mental-fatigue>

3] [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3162569](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3162569)



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# UNDERLYING CAUSES



## LACK OF HUMANITY

A focus on KPI's, profit margins, EBIT's, growth figures and billability may lead us to think profit and growth are our **goals** instead of our way to secure the future.



## CONCEALMENT

Mission statements, company core values, ping pong tables, healthy food and in-company gyms might make us think we work **connected and healthy**.

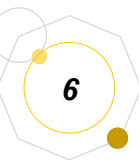


## ENFORCEMENT

Work, and change projects in particular, tend to come top-down and on a must-do base, making people the problem instead of the **cause**.



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# WELCOME TO THE FUTURE OF WORK

Next generation careers and organizations are **purpose** driven and molded by **conscious decisions** on structures, habits and strategic choices. As leading professionals and organizations show: Meaningful Work is real and surprisingly **simple**.



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# NICE. BUT WHAT IS MEANINGFUL WORK?

## PURPOSE DRIVEN



Having a true purpose is what binds people together and makes work **worthwhile**

## SAFE



In a safe organization, employees trust each other and feel safe being **vulnerable** and personal

## EFFECTIVE



Having (in)direct impact on the organization's purpose makes work useful and **valuable**

## HUMANE



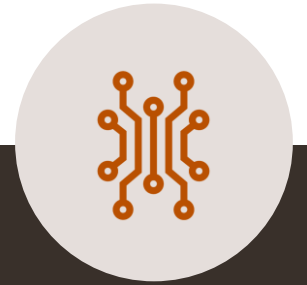
Humane structures, cultures and methods **accommodate** employees to be their best self

## MATURE



Mature leaders and employees are **trusted** to be responsible and will put team interests above their own

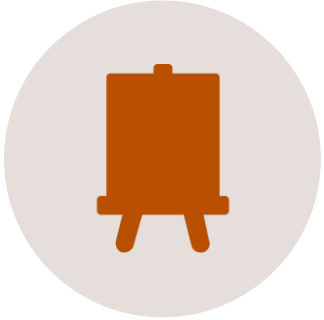
## TECH-WISE



Conscious and wise usage of technology makes employees more instead of less **powerful**

# HOW CAN I BE SUPPORTED?

## WORKSHOPS



*Students, leaders & professionals*

**Learn** how to shape a truly meaningful career

## COACHING



*Leaders & professionals*

**Grow** your teams and personal career into modern day standards

## PROTOTYPING



*Teams & organizations*

**Experiment** and practice your way towards meaningful work



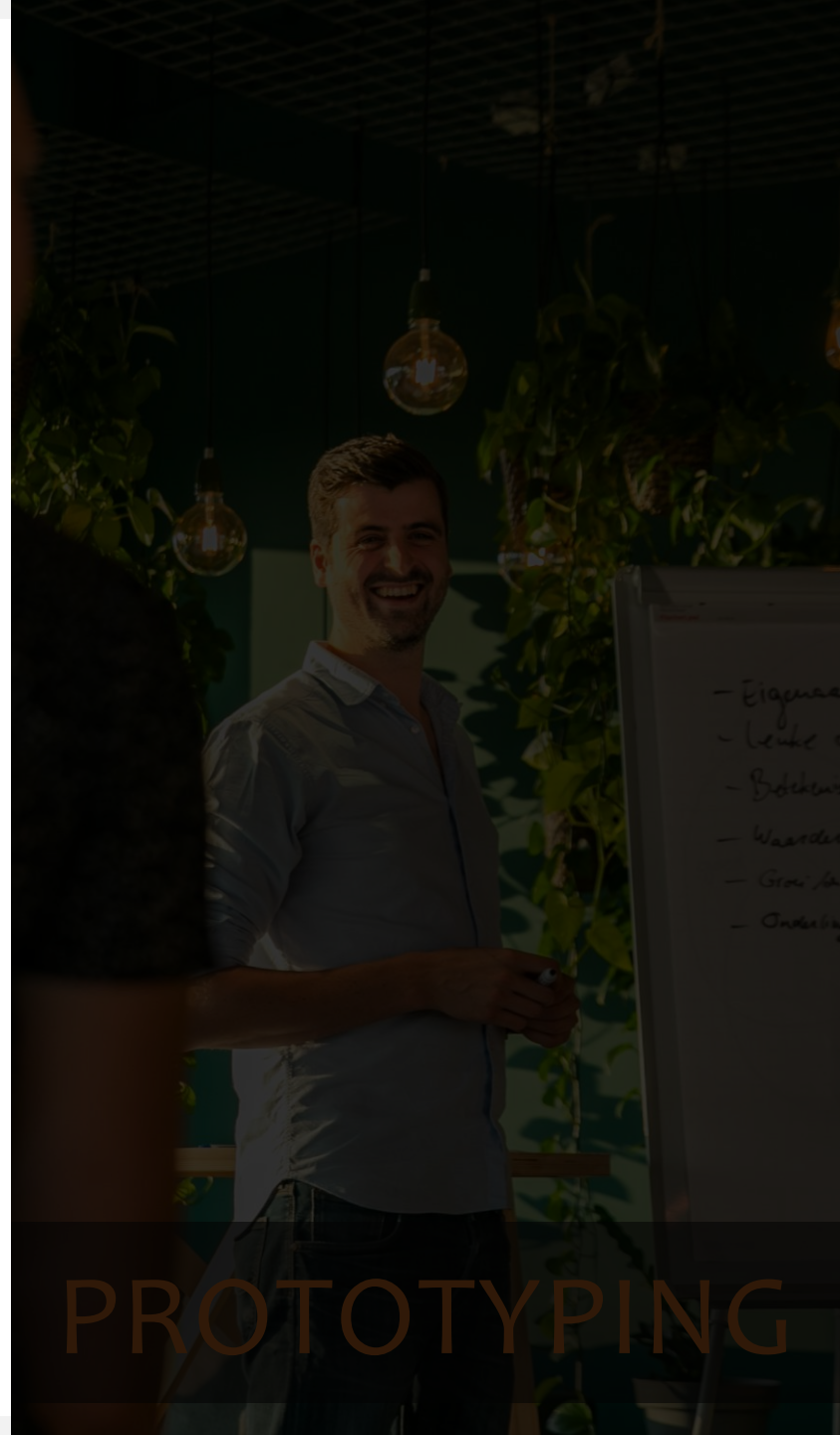
**MEANINGFUL  
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WORKSHOPS



COACHING



PROTOTYPING

# WORKSHOPS FOR ORGANIZATIONS & PROFESSIONALS



## FIND YOUR WHY

Learn how to define your own sincere **purpose** that will be guiding your organization.



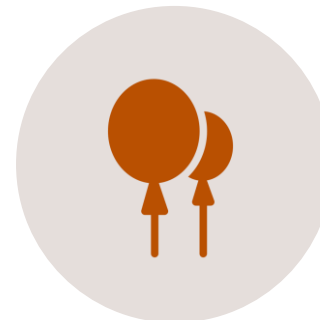
## MEANINGFUL LEADERSHIP

Get introduced to the core **principles** of next generation leadership, and develop your own leadership style.



## IKIGAI

Using the 4 **dimensions** of the ikigai framework, learn what motivates you intrinsically to make more educated career choices.



## WORK HAPPINESS

Get **research based** guidance and supported in how to deal with the mental burdens of Corona in and after its lockdowns.



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# WORKSHOPS FOR STUDENTS & PROFESSIONALS



## CHALLENGE YOUR LIMITING BELIEFS

Break through **old patterns** that make you feel stuck and unfulfilled and start reaching your full potential.



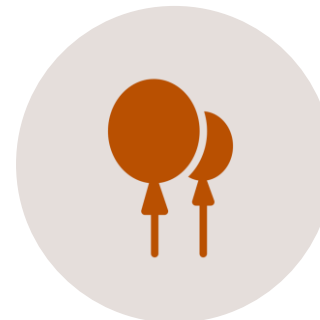
## CAREER MANAGEMENT

Learn what modern day career management is all about and investigate your steps to the **best start** of your career.



## IKIGAI

Using the 4 **dimensions** of the ikigai framework, learn what motivates you intrinsically to make more educated career choices.



## WORK HAPPINESS

Get **research based** guidance and supported in how to deal with the mental burdens of Corona in and after its lockdowns.



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A photograph of a workshop environment. In the foreground, the back of a woman with blonde hair wearing a dark blazer is visible. In the background, a man in a light blue shirt and jeans is standing and writing on a whiteboard. The whiteboard has some handwritten text, including 'Eigenaarschap' and 'de college's/te'. The room has a green wall, hanging plants, and modern furniture like a green sofa and yellow ottomans.

# WORKSHOP SPECIFICS

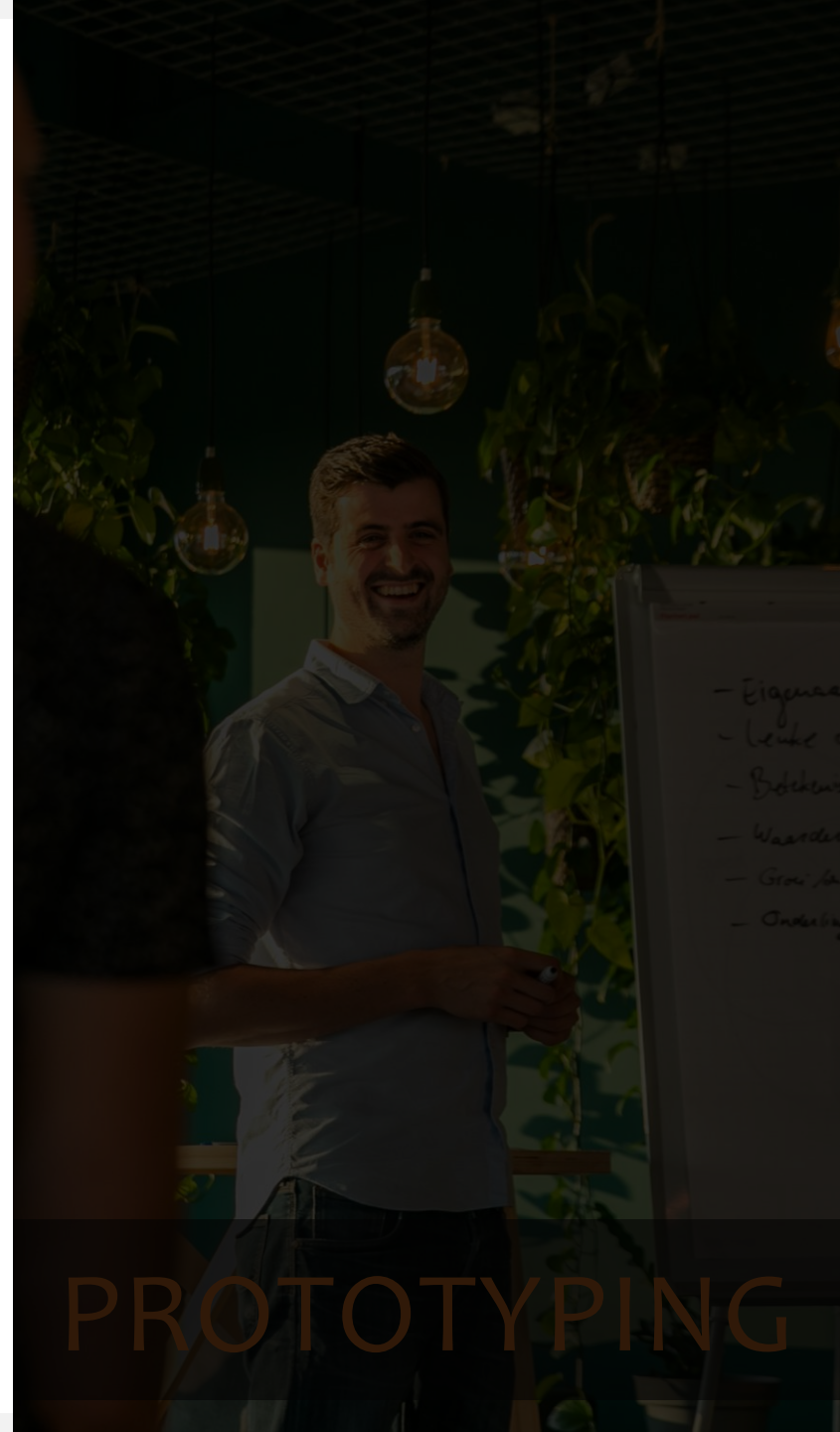
- › All our workshops are a mix of **theory**, **interactive exercises** and **vulnerable sharing** of experiences
- › Workshops can be held online and/or offline
- › Group sizes vary from 8 – 50 persons
- › Duration of our workshops is typically 2 (online) or 3 hours (offline)
- › In some cases, preparation by a small online questionnaire improves results



WORKSHOPS



COACHING



PROTOTYPING

A man with short brown hair and a beard, wearing a light blue button-down shirt, stands outdoors. He is smiling slightly and looking towards the camera. The background is filled with bright green leaves, suggesting a garden or park setting. The image is partially framed by white geometric shapes on the left side.

# COACHING APPROACH

As a leadership and career coach, I believe in **self-consciousness** as the key to transformation. It's environments that can be challenging, but it's ourselves who keep searching for the right answers. With an **investigative** attitude, we will analyse your challenges and opportunities together, and create a deeper understanding of the mechanisms that limit you. By practising **compassionate understanding**, we can start to see and feel how your goals can be served more effectively, after which we can define and **act on** your challenges. At the end of the coaching trajectory, you know how to move forward and feel confident to develop your own future **autonomously**.



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WORKSHOPS



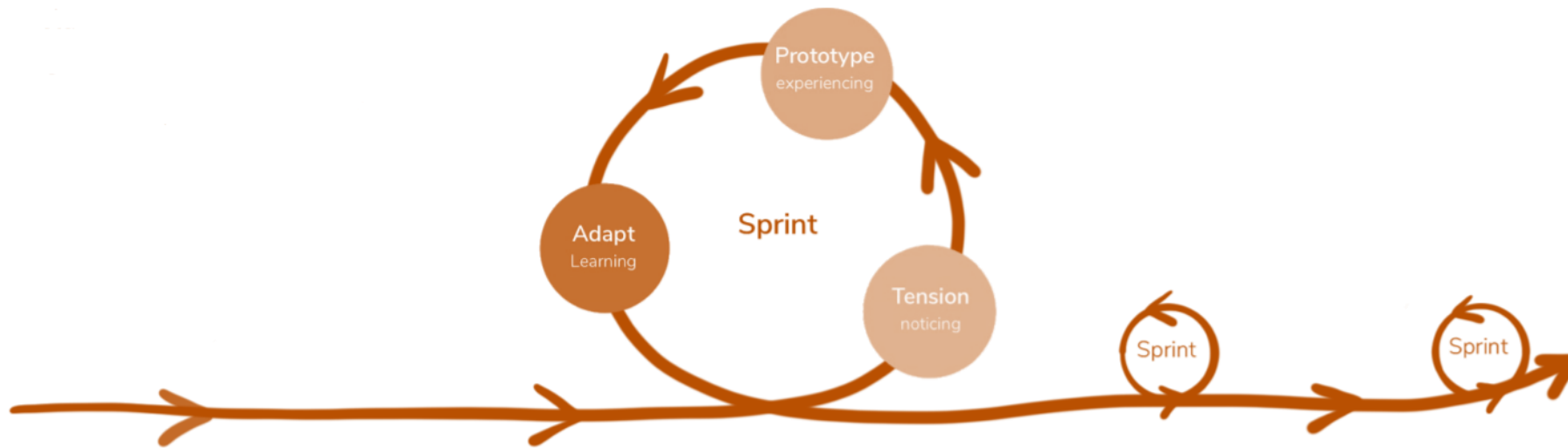
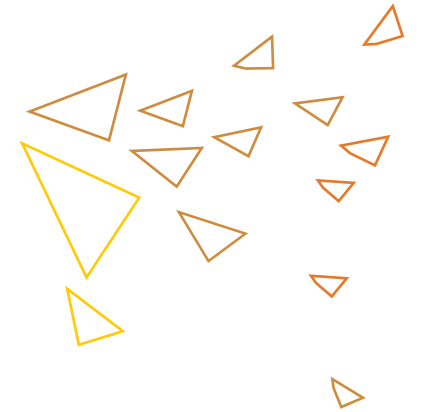
COACHING



PROTOTYPING

# WHAT IS PROTOTYPING?

Prototyping is an **innovative** and **hands-on** way of evolving your organization by using small experiments, **co-created** by employees. In an iterative process, teams are guided to define tensions that hold them back from optimal functioning, design prototypes that are tested in between the sessions, after which they can be adapted and scaled in case of success. Finally, teams learn how to facilitate sessions themselves, so they can make **immediate progress** with whatever lies ahead and autonomously **scale** the methodology within your organization!





# PROTOTYPING SPECIFICS

- › We **train**, **facilitate**, **inspire** and **collaborate** in designing prototypes for the tensions you are facing
- › Group size:
  - › Start with 1 or 2 teams
  - › Group size of 6 – 12 people
- › A typical prototyping program:
  - › 2 training sessions
  - › 4 workshops
  - › 6 check-ins
  - › Period of 3 months





# ABOUT MEANINGFUL WORK

# WHO AM I?

Hi, I'm Erik. I am a community oriented, intrinsically driven and **no-nonsense** professional who believes in the **inner good** of every human being. While building Meaningful Work, I've learned that so many of us are looking for **deeper fulfillment** at work, but doubt whether that is ever going to happen. I tend to see our collective future **more brightly**: if we dare to acknowledge how our work makes us feel, and understand why, the answers are way closer than we think.



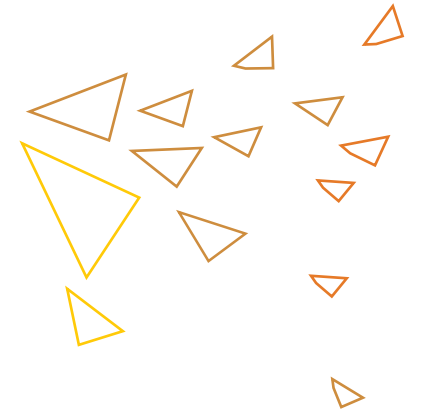
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# REVIEWS OF WORKING WITH ME

"Not afraid to confront you on your priorities, Erik guides you with **passion** and **expertise** towards your version of Meaningful Work. If you're looking to **break old habits** and really start taking happiness in your work seriously, I strongly recommend to start working with him."

MICHIEL JOL, HEAD OF IOT PRODUCTS & MARKETING, KPN



"**Enlightening, inspiring, fun, refreshing, challenging** ... just a few of the words our PhD students used to describe Erik's workshops. Erik is a young, **enthusiastic** trainer who practices what he preaches."

ELLEN DONKERS, PROGRAM COORDINATOR, TU/E



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**Edwin van der Geest**

PROTOTYPING GENIUS



**Ben MacKenzie**

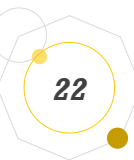
PROTOTYPING ENABLER

## THE PEOPLE I TEAM UP WITH

Edwin and Ben are your everyday dosis of prototyping enthusiasm. With 30 years of experience at progressive organizations, they became obsessed with peoplecentricity and simplifying complexity and decided to develop the methodology of Prototyping Work. When your project calls for it, Edwin, Ben and I will tackle your project **together**.



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SO, HOW ABOUT SOME MEANINGFUL WORK?



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# GET IN TOUCH!



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