



start with why

A friend of mine suggested to write a first article. “What about?” I asked. “Start with Why” she replied. And so **I will...**

“Start with Why” immediately reminded me of a book - with the same title - written by Simon Sinek. It presents the idea that great leaders inspire others by putting the Why (the purpose) before the How (the process), or the What (the product). And maybe so should brilliant trainers (or those who aspire to be a brilliant trainer some day...).

So **here is “the Why” I launch myself in giving lectures, trainings and workshops about leadership and cultural change...**

Yesterday, I learned that a leader needed to put his/her energy primarily in 4 P’s: Planning, Processes, Performance and People. Today, I am more than convinced that the most important P is “People”. Today, I really believe that People make the difference. People matter... and **People matter first.**

In 2016 I started off as a participant to an internal leadership program within bpost. The final aim was to improve our corporate culture... and make it somewhat more people oriented.

The concepts proposed were surprisingly simple and also “ready for use” in real life situations. I became a fan instantly. I immediately started to apply these new insights. The one after the other. As a result, my way of working changed, my way of interacting changed, my way of leading changed.

A couple of months later I was teaching the concepts myself to other co's. A year later I was assigned as corporate ambassador for the leadership program. And as my role became more important, my personal investment became more significant.

With a curious mind I take deep dives on these and other cultural concepts, I relate concepts to everyday situations and I am thrilled when being able to wrap up one or more concepts in a creative, inspiring storyline, and to bring it live to an audience next. And what makes it stick, is the fact that participants "experience" each concept in a so called "aha-moment". **I don't tell. You experience...**

Today, I am still a fan. Today I am still in love with dozens of "cultural concepts", just as I was during the first encounter. Tomorrow, I am looking to share my experience and inspiration. And in doing so I would even like to add two extra P's (for any leader by the way) : **Passion and Perseverance**. They will guide me on my journey. Up to me to make it happen!

Interested? Curious? I invite you to wake up, discover new insights and break the status quo...because it will help your team to push forward....and because it will make a better leader, a better colleague and a better human being out of you... and me. **That is why!**