



The Humanist and Servant Leader

Our mission is to participate in a major project to transform leadership in companies by creating new humanist and servant leaders.

Humanist because, for us, people are at the heart of all political and economic initiatives.

Servant because a leader is at the service of the people he touches through his influence. One of his missions is to multiply the leaders around him, i.e. to help people close to him to grow, so that they in turn can do the same for the people they touch, and so on.

Humanist Leadership is

- ***Influencing others in a benevolent dynamic;***
- ***In quest for performance;***
- ***Respecting values ;***
- ***Creating leaders around you to multiply this leadership.***

Our role is to support leaders and managers in their ability to articulate, in a coherent and dynamic way, their vision of the future, their leadership attitudes, their strategy, their personal development and that of their team.

With our CLEAR method, we work on a variety of themes, including communication, influence, education, attitudes, relationships, priorities, delegating responsibilities, developing leaders around you, team leadership, change and more.



With our support, you'll be better equipped to deal with major changes, to manage your agenda optimally, to set your personal objectives and those of your team, and to acquire many other "soft" skills useful in sales, management or leadership roles.

Objectives of guidance

Two forms of guidance: coaching and mentoring.

1) Coaching

The primary aim of one-on-one or group coaching is to contribute to the personal development of the individual or team concerned.

Sir John Whitmore defines coaching as follows: "*Coaching is about unlocking people's potential to maximize their own performance. It's about helping them learn rather than teaching them.*"

The role of the coach is to facilitate the individual's potential to learn things for themselves. Coaching therefore proposes to :

- ❖ Quickly seek out learning or (distant) experiences;
- ❖ Confront your internal reality with a neutral outsider;
- ❖ Develop your potential ;
- ❖ Analyze your doubts constructively to make the best decision;
- ❖ Become a better leader and decision-maker;
- ❖ Improve your performance.

2) Mentoring

Mentoring is a way of supporting, challenging and extending learning through the guidance of another more skilled, knowledgeable and experienced person who passes on their knowledge of how to perform a task or role. It is more focused on the person's performance in the role and their ability to achieve agreed objectives in the immediate future.

Mentoring has its origins in the concept of apprenticeship, where an older,



more experienced individual passed on their knowledge of how the task was done and how to operate in the commercial world." Mentoring:

- ❖ Imparts specific skills and expertise in leadership and people management;
- ❖ Serves as a professional advisor and role model for the mentee;
- ❖ Uses clearly defined objectives for the mentee that are aligned with the company's strategy. In this way, mentoring also benefits the organization.
- ❖ Rely on the indirect involvement of the mentee's manager;
- ❖ Gives practical, pragmatic advice based on experience and knowledge, for immediate use in practice.

Who do we help?

Three groups of people can benefit from our services.

1) New Managers

Based on the postulates that the successes and failures of a manager/leader depend on his/her leadership, and that leadership depends on influence, we propose to work on core competencies using *the CLEAR method*.

We will awaken Communication skills, Leadership, Attitudes, Relationships, Education and Teamwork.

2) High-potential executives

These are the future leaders of your organization. We offer them the opportunity to work on both their personal development and their leadership attitudes.

The focus will be on communication, team management, the laws of leadership and change management.



3) Top executives

Top executive plays a crucial leadership role for its organization, sharing its vision and objectives and contributing to employee commitment. Motivated staff perform well.

We offer you the chance to work on topics such as communication, the power of the 5 levels of leadership, developing high-performance teams and change management.

Our approach

a) Coaching or mentoring

The content of the coaching will be tailored to your needs and objectives. Together, we'll define the pace, duration and form of the sessions.

We have an ever-expanding toolbox and extensive experience in leadership roles for companies and organizations of all sizes and cultural backgrounds.

We guarantee the neutrality and objectivity of our interventions.

b) Training workshops

We offer workshops or master classes on specific themes or topics that will enable you to acquire practical skills. Each workshop is designed to encourage participants to share real-life experiences and take action to consolidate learning.

These workshops or Master classes are organized for groups of 8 to 14 people.

c) Mastermind groups for executives

These are meetings of a group of managers from other, non-competing companies, to address common issues.

Participating in a Mastermind brings you face-to-face with alter-egos who bring interesting points of view to bear on your problems.



It's a kind of **Collective Brain**.

A professional Mastermind must meet the following conditions:

- Each participant is a manager/owner of his or her own company;
- Participants are not direct competitors;
- The topics covered are chosen by the participants;
- If requested, the participant receives help from the group to solve a specific problem. It's **the Hot Seat principle**;
- The group is managed and led by a professional facilitator/coach.



They put their trust in us





Who we are



Gerald de Woot

A former executive and interim manager, Gerald has worked for companies of all sizes, mainly in Belgium, France and Germany. For 14 years, he developed commercial activities in Africa, Asia and the Middle East.

His missions led him to take over the management of departments and breathe new life into them.

Working on his personal development since 2010, Gérald is a certified coach - trainer and speaker and Executive Program Leader for Maxwell Leadership, a certified coach for Team Coaching International and a certified DISC trainer/consultant. He is a DISC mentor for Maxwell Leadership in the French-speaking world.

Divisional managers in large organizations call on him to help them improve their leadership. Some, faced with poorly structured teams, lack of trust and time, practiced micro-management.

By applying his **Humanist Leadership** method, their lives have changed; in their leadership, in their team dynamics and in their private lives too!



Bakoliarisoa M.Y. Rakotomalala

Former executive Bakoliarisoa has worked for various national groups in Madagascar. She held positions in sales, management and organizational functions. For 14 years, she developed commercial activities in European and African markets.

She has led a number of training and coaching projects for executives and managers in various sectors, including telecoms and temporary employment.

Her 25 years in the corporate world have strengthened her ability to support employees at all levels in change management and management in a multicultural environment.



Bakoliarisoa has been working on her personal development for several years, and is a certified Maxwell Leadership Francophonie coach, trainer and speaker.



Catherine Nicolas

Trained as a sommelier, Catherine Nicolas had the opportunity to work in several countries, notably in the Middle East, over a period of fifteen years, where she acquired a wealth of experience in the hotel and restaurant business, sales, training and consulting. She discovered management methods where employee experience, commitment and well-being in the workplace were the keys to success.

On the strength of this experience, she set up various businesses in the catering and training sectors.

Catherine is a coachpreneur, speaker, author of the book "*Le leadership humaniste, la clé de votre sérénité pour les chefs d'entreprises et managers*", founder of the Humanist Leadership Summit and a certified coach, trainer and speaker with Maxwell Leadership Francophonie.

Thanks to her international experience, she has learned a great deal from Anglo-Saxon managers about strategies and tools to help employees grow, engage and give meaning to their work, and consequently perform better.

Her aim is to help entrepreneurs and managers create an environment where employees are committed, motivated and effective, thanks to humanist leadership where the human element is at the heart of the organization.

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