



Coaching to achieve highly impactful  
people and teams

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# The best of times or the worst of times?

The world has never offered more **abundance** and **opportunity** than it does today. We have achieved spectacular advances in science and **technology**, intended to make our lives easier and better.

Yet, many people feel **fatigued**, **anxious**, **irritated** and **disillusioned** with their work.

Humans thrive in this world not by being smarter or stronger than other animals but by our ability to **reflect**, **learn** and **work together** with countless numbers of strangers.

There is a general consensus that effective (self) **leadership** and **collaboration** are necessary but we fail to adopt a work **culture** that elicits **learning** and enables **collaborative problem-solving** through **partnerships** and **teams**.



# About Michel

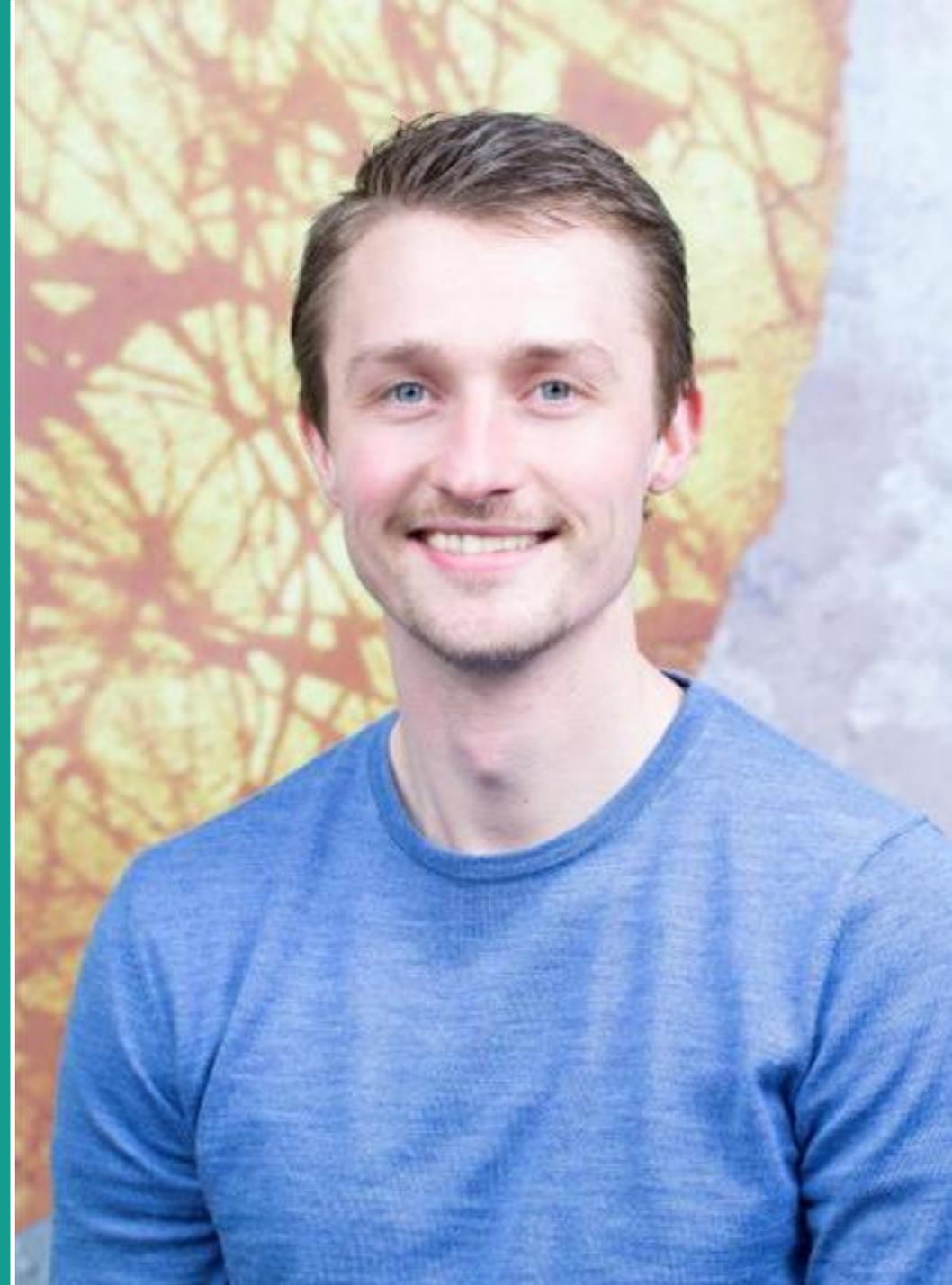
Four years in business consultancy was like a rollercoaster. I worked with 50+ companies from Europe, Asia, Africa and South America, most of which were active in agriculture or renewable energy. I coordinated public-private partnerships, developed investment plans and led fundraising rounds (€0.5m – 20m) of small and large businesses.

Many of these clients highly valued personal development, learning, leadership, partnerships, and teamwork on the workfloor. However, faced with mounting pressures, business leaders often forego investing in human capital, which is a complex and time-consuming process that requires diligence and expertise.

Led by day-to-day urgencies, leaders dedicate their time and money to e-mails, deadlines and pressing problems. Others in the organisation follow suit and spend little time on reflection, learning and collaborative problem-solving, thereby disengaging from their co-workers as a result.

Being a business consultant I realized that I was intrigued by the power of leadership and collaboration and wondered what many of these companies lacked to spur high performance and synergies on the work floor. What holds people back to reach their potential? How can a leader inspire and motivate others? What makes workers connect?

My search for answers, through studying proven coaching methods, learning from highly respected leaders, researching high performing teams and coaching leaders, allowed me to develop an effective framework for highly impactful people and teams.



# Coaching ideology

## “Recognizing the wave as a function of the ocean”

My coaching ideology is that employees, teams and cultures as well as stakeholders and customers are interconnected and operate as an organic system.

The nature of these social interactions gives a better understanding of adverse events at play that undermine the motivation, energy and performance of employees, teams and organizations. Similarly, I recognize that positive change may occur on one level initially and extrapolate to other levels.

My approach is to observe tensions, as these present an ideal starting point for change to emerge. Addressing such tensions may require interventions on multiple levels and different types of coaching interventions.

# Is this for you?

## Individuals

Do you want to feel more engaged and energized at your job? Do you want to accelerate your personal growth? Do you want to master conflicts? Do you aim to grow your circle of influence? Do you desire to be an outstanding leader?

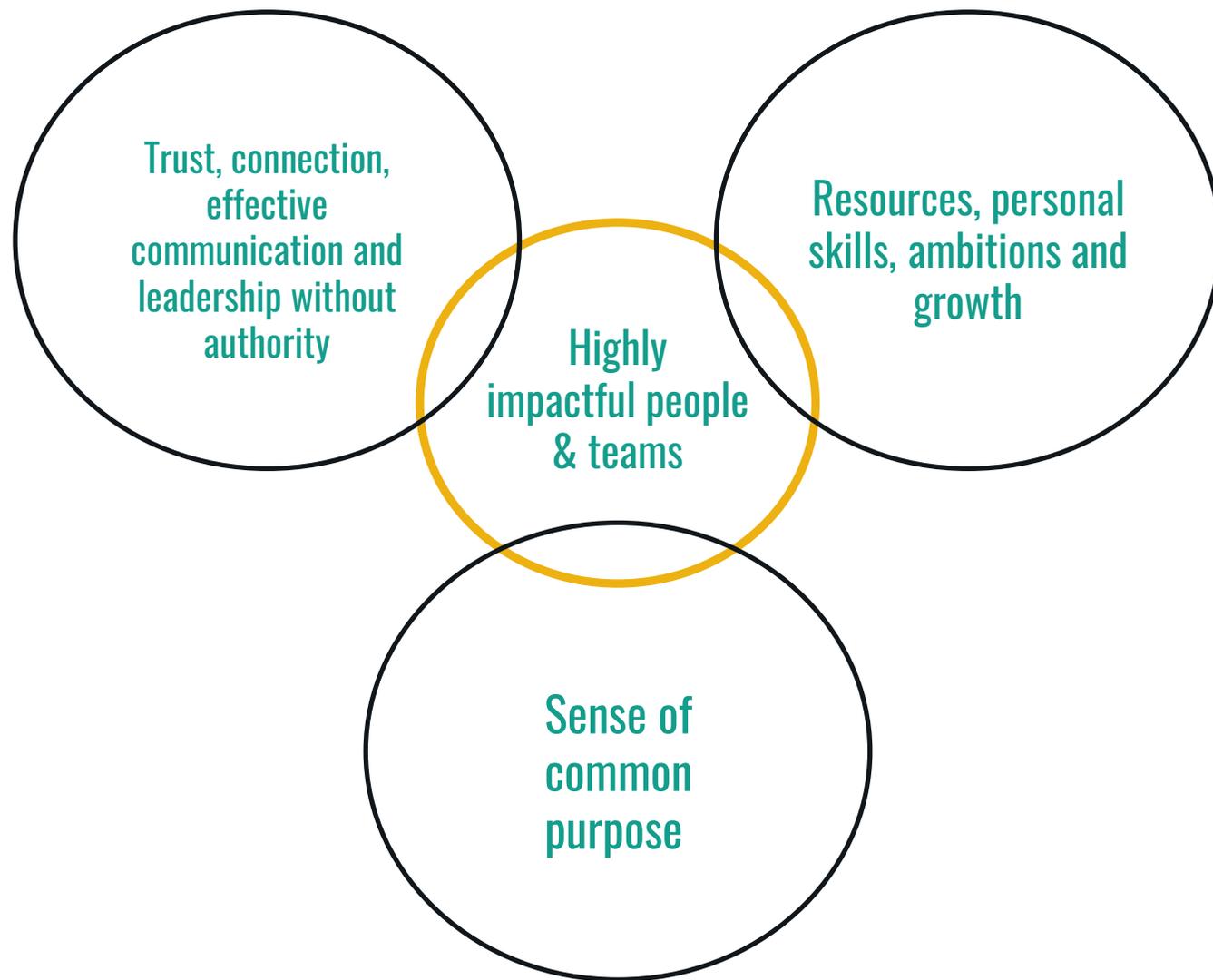
I support people with high growth potential in different work environments to gain a high level of energy and motivation, grow their leadership skills and increase their performance.

## Teams

Do you want your team to collaborate more deeply and effectively? Do you desire an engaged team committed to shared objectives? Do you want to cultivate a work environment based on trust, connection, empowerment and shared leadership?

I guide business teams towards creating a culture valuing trust, deep collaboration and a shared sense of purpose, thereby unlocking high engagement among employees and unprecedented performance.





## Proprietary framework for highly impactful people and teams



Companies and team leaders cultivate an environment of trust, connection, empowerment and shared leadership.



Employees have the required resources, (interpersonal) skills and ambition to effectively engage with other team members and contribute to the team's performance.

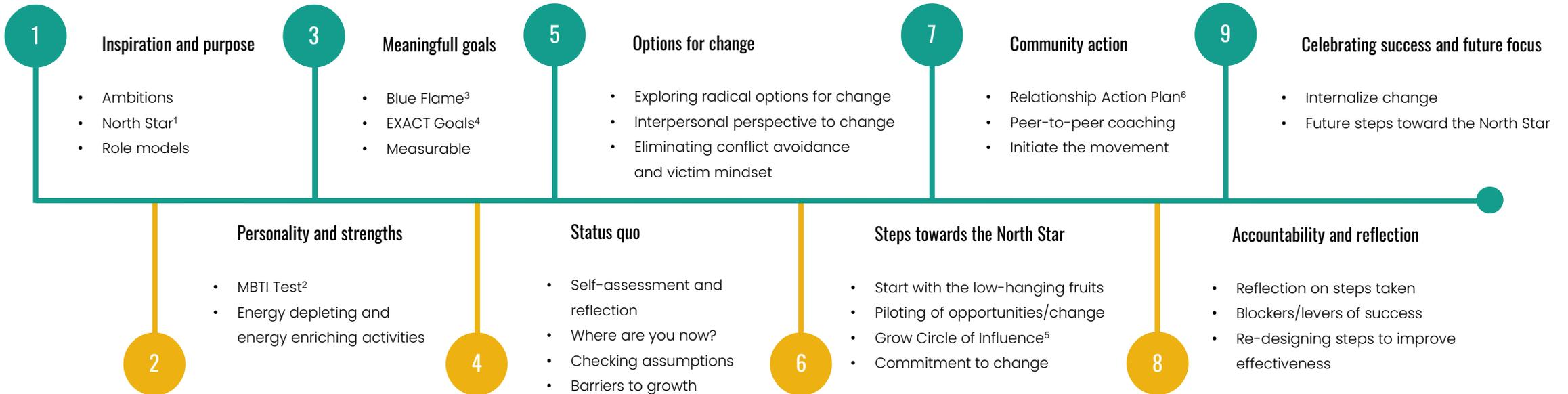


Team members have a strong common purpose and join forces to effectuate change.

# Leadership Coaching

## Unlocking Your Potential

“Clients are guided towards becoming better **leaders** and **boosting their performance** through identifying **ambitions**, leveraging **strengths**, learning **(interpersonal) skills** and initiating **community action** for positive change.”



### Legend

- Process is dynamic and context dependent
- Process can take 2 to 6 months

# Team Coaching and Consulting

## Creating High-Impact Teams

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Teams are supported to effectuate **synergies** and create **meaningful impact** by aligning personal ambitions and **team missions**, co-designing desired **interpersonal behavior**, creating **psychological safety** and initiating **community action**.



### Legend

- Process is dynamic and context dependent
- Process takes on average 6-12 months and includes interventions on personal as well as team level

## Personal benefits

- ✓ Goals and a mission serving as a compass for your career
- ✓ Doing work that is energy-enriching – waking up with the excitement to start the day!
- ✓ Becoming more effective in solving problems and confronting issues
- ✓ Improving interpersonal skills
- ✓ Learning strategies to inspire others – becoming a leader for meaningful change

## Benefits for businesses

- ✓ Widespread understanding of company mission – business practices align with North Star
- ✓ A contract for interpersonal behavior, co-designed by employees
- ✓ A company culture that embraces safety, trust and connection
- ✓ Peer-to-peer support, coaching and accountability
- ✓ The adoption of high-return collaborative practices among employees
- ✓ Better results and meaningful impact measured by KPIs



# Clients

Stickbundle serves different categories of organisations including individuals, startups, scale-ups, small-medium enterprises, large companies and non-governmental organisations. The organisations we work with are active in a wide range of sectors, including agriculture, finance and health.

The common denominator of our client base is that we work with organisations that are operational in emerging countries and frontier markets presenting their own unique set of challenges. Most of our clients are based in East Africa and West Africa, including countries such as Rwanda, Kenya and Nigeria.



East-West Seed  
Africa & Asia



Advance Insight  
Africa



Genesis Energy  
Rwanda



Genesis Analytics  
Africa



Incubator Nest Hub  
Kenya

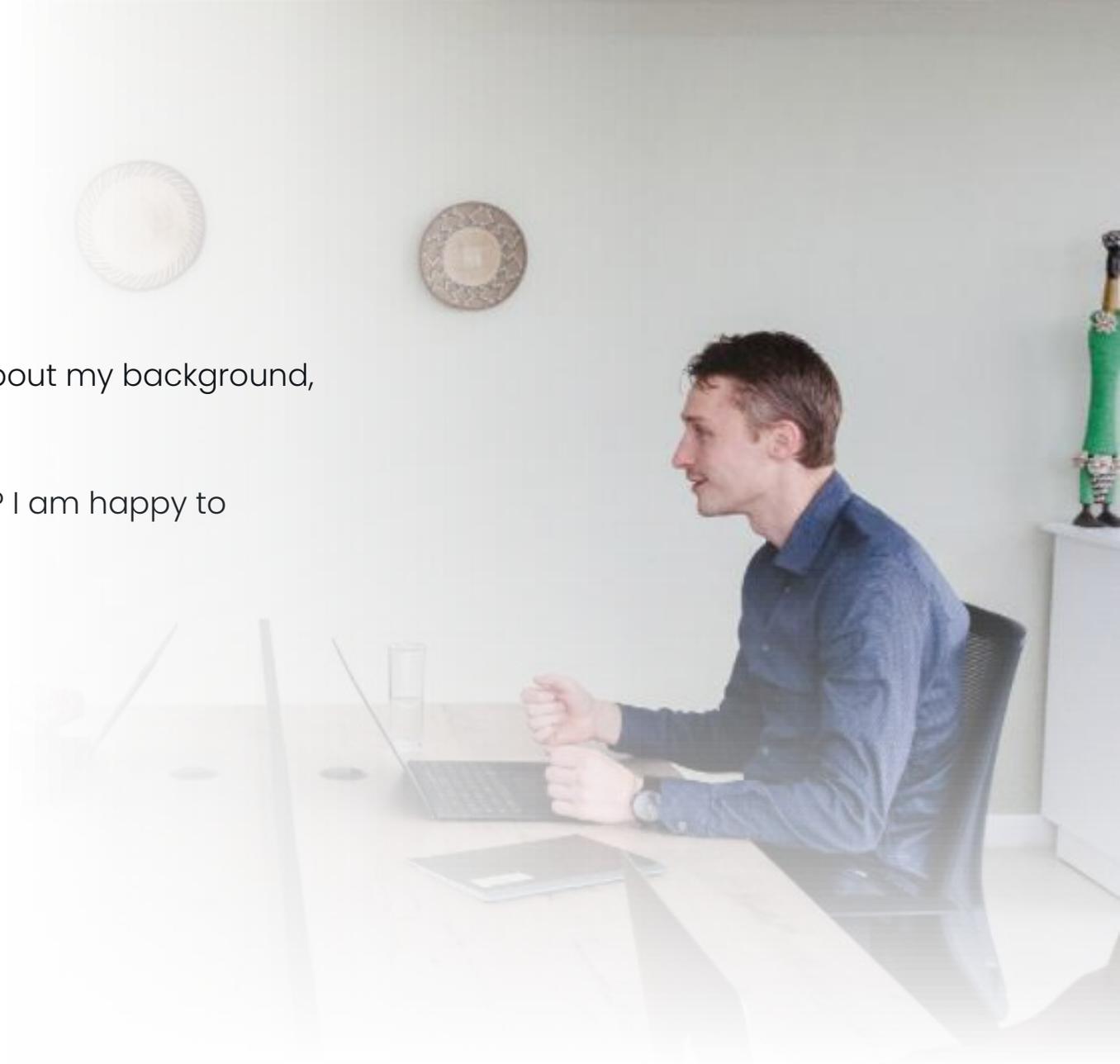
# Contact

Feel free to reach out to me if you want to learn more about my background, vision and approach.

Do you want to know if what I offer matches your needs? I am happy to organize an introductory call or meeting free of cost.

## Michel Geerligs

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# Notes

1. North Star: a fixed destination that you can depend on in your life as the world changes around you.
2. MBTI Test: the Myers–Briggs Type Indicator (MBTI) is an introspective self-report questionnaire indicating differing psychological preferences in how people perceive the world and make decisions.
3. Blue Flame: the intersection of passion and capability. When a blue flame is ignited in a person, it is a powerful force of getting where you want and achieving your potential.
4. EXACT Goals: an alternative goal setting method to the SMART goal setting model. The EXACT model describes an effective coaching goal, helping people to identify objectives that are congruent with their own values and performance style. Setting goals goes in accordance with the following parameters: explicit, exciting, assessable, challenging and time-framed.
5. Circle of Influence: introduced by Stephan Covey in his bestseller “The 7 Habits of Highly Effective People”. When you focus your energy and attention on things over which you have influence, your circle of influence will expand.
6. Relationship Action Plan: a plan that will help people accomplish their goals by identifying the people who would be most helpful.