

TRAINING &
MKCOMPACT
PERSONAL
DEVELOPMENT



Training Brochure

Building Your Ambition

Online - Offline

2025

Who are we?



Welcome to MK Leads, your partner in personal and professional growth! At MK Leads, we focus on the development of your soft skills. Whether you are an individual seeking personal development, a team striving for better collaboration, or an organization looking for customized training to enhance leadership, team development, and customer orientation – we offer a wide range of training programs tailored to your specific needs.

Our experienced trainers combine in-depth knowledge with practical experience to provide you with the tools necessary for success in any professional environment. We believe that soft skills are the key to effective work and personal development, which is why we have carefully designed our programs to ensure maximum impact.

At MK Leads, we don't just offer open training sessions that anyone can attend, but we also create customized training paths fully aligned with your unique situation and goals. From interactive workshops to intensive coaching sessions – we ensure that you and your team develop the skills needed to excel.

Choose MK Leads and experience the difference that our personalized approach can make. Together, we will build a future where your soft skills make the difference!

All our training programs are available in English, German, and French. For more information, email info@mkleads.nl or call 020-305 2626.

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Personal Development



The trainings below relate to developing personal qualities and personal effectiveness in your current and future role. The training sessions will contribute to the types of conversations and situations you encounter as a person in your daily practice. During the training sessions, you will receive personal feedback on skills, structure, pitfalls and competence development.

Training Courses

1. Speaking with Impact
2. Intake and interview techniques
3. Advising while Coaching

Speaking with Impact!

Personal Development

Learn how to be more convincing and powerful when speaking, presenting or advising during this MK Leads training!



Do you want to give a presentation with more confidence? Or appear more powerful and convincing during conversations? Then apply for our training “Speaking with Impact”.

During the training you will receive personal tips and tricks, so that you can increase your personal impact! By applying the right skills and emphasizing your qualities, your story/point of view/presentation will have the desired effect. During this training you will practice, how to prepare a presentation effectively, convey information enthusiastically and how to handle questions. We analyze your personal style and give you practical tips to increase your confidence.

The training consists of 3 parts:

- How do I use my own authentic style?
- What is the importance of a good preparation?
- How do you handle with questions and reactions from your audience?

This training is for anyone who wants to give a presentation with more impact.

After the training, the participant is able to:

- Prepare a presentation efficiently and effectively.
- Add structure to your presentation/pitch.
- Aligning with your goal in terms of content, language, method and approach.
- Speak with more certainty and self-confidence in front of a group of people or in conversations
- Convey your message effectively and with impact.
- Being able to handle reactions from the audience or your conversation partner.
- Apply practical tools and tips to convince and be influential in conversations and presentations

*This training consists of 1 day
Entry level: All levels*

Intake and Interview Techniques

Personal Development

Do you want to get the right information out of your conversations? Then this MK Leads training is made for you!



Do you want to be able to have conversations in which you retrieve more and relevant information? During this training, building a good relationship and gaining a clear picture are important priorities. We also pay attention to how you recognize (difficult) reactions and how to deal with them.

Having a dominant seat at the table, the power of persuasion and developing empathy are important learning objectives. In short, the correct use of skills and acting from your personal strengths are crucial for an (intake) interview. This way you can get all relevant information from your conversation partner and if needed tailor your advice perfectly.

The training consists of 3 parts:

- How effective am I in asking the right questions?
- How do you get more out of a conversation?
- What are the most common pitfalls and how do you deal with them?

This training is for anyone who wants to improve their interview techniques.

After the training, the participant is able to:

- Prepare conversations effectively.
- Start the conversation informally so that there is a 'goodwill factor' to share valuable information with you.
- Apply excellent listening techniques and skills so that you uncover new and valid information.
- Apply interview techniques.
- Being able to listen empathetically.
- Be able to analyze the behavior of your conversation partner with the aim of being able to handle the more difficult reactions.
- Structuring and directing the conversation, even under challenging circumstances.
- Continue to work on your personal effectiveness so that you have more authority at the table
- Apply practical tools and tips to convince and be influential in conversations and presentations

*This training consists of 1 day
Entry level: All levels*

Advising While Coaching

Personal Development



Discover how you can obtain support for your advice and convey the added value of your advice during this MK Leads training!

How often has your advice been immediately accepted? Are you faced with resistance to your advice? Anyone who helps and advises others, professionally and personally, knows that the other person never simply follows advice. This is often not due to the content of the advice, but to the form in which it is presented. In principle you want to influence your audience, but is this the same as advising someone?

Advising + coaching = influencing!

During this training you will learn to apply techniques from our coaching practice in a smart way to be influential. This training is about gaining buy-in on your advice, and literally 'coaching' your conversation partners to follow your advice and agreements made for follow-up. You learn how to let others see the added value of your advice. Next to that you learn and how to handle resistance and other pitfalls with regard to your advice.

The training consists of 3 parts:

- How do you gain support as an advisor?
- How do you obtain information for a tailor-made advice?
- What is coaching advice and how do you deal with the pitfalls

This training is for anyone who regularly gives advice.

After the training, the participant is able to:

- Analyse the behaviour of your discussion partner and use this to choose the right approach, allowing you to deal effectively with difficult reactions.
- Create support for your advice by presenting your advice in the right way and clearly communicating the added value.
- Coaching during the advisory meeting, so that you not only advise, but also help people to follow the advice and make concrete agreements for the future.
- Recognise and address resistance, so you can use practical techniques to steer the conversation in the right direction.
- Structure and direct your conversations, even when circumstances are challenging or the other person resists your advice.
- Increase personal effectiveness, so that you enter conversations and exert influence with more confidence and superiority.

This training consists of 1 day

Entry level: All levels

Leadership Development and Coaching Skills



Many professional organisations are looking to optimise "ownership", increased commitment and personal growth of employees. In addition, the world is changing rapidly and there are increasing and new demands on the functioning of organisations. With these changes, the role of the manager is also changing. In our offer, we have therefore made a choice in which the coaching role and style flexibility are starting points. During the training sessions, it is about developing personal conscious and unconscious qualities, skills, structure, pitfalls and competences.

Training Courses

1. Servant Leader – 2-days
2. Situational Leadership – 3-days
3. Leadership and Coaching
4. Leadership journey – 3-days
5. Facilitation Skills

Servant Leadership

Leadership Development

This MK Leads training is for anyone who wants to inspire, motivate and guide others and/or teams. Go for your personal development and growth or use these skills for your team!



What should I do to inspire my employees? What behavior do I show in different situations and do I use my strengths effectively? How do I deal with group dynamics? How can I help my team to develop further? If you recognize these questions and want to find the answer, then this training is for you!

During this two-day training you will experience managing and facilitating teams through interactive exercises. Your personal leadership style will be discussed in depth using an Insights Discovery personal profile and the effect this has on your team or group. The modules are specially designed to support you in your role as a servant leader and how you can inspire your team!

- Module 1: (I) inspire and enthuse using my own strength
What is the effect of my behavior on groups? How can I use my qualities effectively to inspire my team? You will gain insight into your preferred styles as a coach/facilitator and learn to use and/or adapt them effectively.
- Module 2: (how) to coach and influence groups
How do I guide my team in a facilitating manner? How do you use group dynamics during meetings and interactive sessions? We provide you with tools, tips and tricks to get your (target) group moving.

This training is for both new and experienced managers who want to inspire and guide team members to a higher level.

After the training, the participant is able to:

- Gain insight into the preferred styles of yourself and other team members, everyone is different.
- To have Influence on the perception of yourself and others with regard to behavior.
- Through insight into the colors and preferences, adapt and connect for optimal collaboration within your own team and with other teams.
- Be enthusiastic and inspiring in workshops, trainings, content sessions and other team meetings (method and structure);
- Speak/present enthusiastically and with impact (personal appearance);
- Being flexible with a program, agenda depending on the target group;
- To effectively use and/or adapt one's own preferred styles as a coach/facilitator if the situation requires it
- Increase personal strengths, weaknesses and persuasiveness
- Influence conversation partners and groups with differences in importance and influence by choosing the communication style and strategy.

*This training consists of two separate training days with an interval of at least 2 weeks.
Entry level: Supervisor/manager level - Next step: Leadership journey*

Situational Leadership

Leadership Development

This MK Leads training is for anyone who wants to get the best out of themselves as a manager. Increase and improve your impact on the team by optimizing your leadership style with this MK Leads training.



How do I ensure that my team is and remains motivated? What behavior do I need to demonstrate to get people moving? Am I getting the best out of myself as a manager? This three-day Situational Leadership training starts by looking at your preferences in behavior and communication style and provides you with insights to adapt these preferences to the situation you are facing. You can immediately use what you learn, making you more effective in your role as a manager. By making more conscious choices in your style as a manager/coach, your influence and impact on your team will improve. You can therefore motivate and inspire your team members in a more targeted manner to contribute to the desired (organizational) objectives.

Module 1: The leader as coach - who am I and what is my preferred style:

What are my preferences when it comes to behavior and communication? What leadership styles are there? On this first day you will learn to recognize and adapt your leadership style when the situation requires it and you will be able to assess the qualities and motivation of your team. You will work on interactive exercises, learn techniques for conducting (coaching) conversations and gain insight into influencing techniques. We also provide methods for providing facilitating leadership to your team and for you to know how to deal effectively with group dynamics.

Module 2: Personal effectiveness as a manager and delegation – me and influencing others:

What does it take to become more effective as a manager and how do you ensure that the team takes ownership? What can you do to get people moving? How do you ensure that you are heard in conversations, at whatever level? You learn to delegate tailored to the (development) needs of the team and team members and you have a good idea of how to effectively fulfill the various manager roles.

Module 3: Team development and dealing with difficult situations – me and my team and style flexibility as a manager:

How do you get the best out of your team and ensure that the team can continue to grow and develop even when things become more difficult. You will learn how to prevent or resolve a possible or impending conflict, and how to deal with changes in the organization and/or the team. How do you convert resistance into constructive collaboration? On this third day you will learn to anticipate obstructive circumstances and practice having difficult conversations. You will learn to deal with difficult reactions and receive tools to better coordinate and connect with different types of team members and discussion partners.

See overleaf

After the training, the participant is able to:

Module 1: The Coaching Leader

- Apply leadership styles and increase style flexibility.
- Map and develop team members.
- Apply effective communication skills and choose coaching strategies.
- Observe and articulate behavior and information effectively.

Module 2: Style Flexibility as a Manager

- Apply Management by Objectives and prioritize tasks.
- Guide the team to high performance and allocate time for strategy.
- Structure conversations, align goals, and strengthen relationships.
- Gather essential information and provide effective advice.

Module 3: Personal Effectiveness as a Manager

- Recognize and handle challenging situations.
- Manage conflicts and deal with resistance/emotional manipulation.
- Structure intake conversations, tailor and present advice.
- Provide feedback using the SGE method and handle reactions.

This training consists of 3 days of training with an interval of 2 weeks.

Entry level: Leaders/managers with at least 3 years of experience

Leadership and Coaching

Leadership Development

Learn to stimulate teams by influencing and grow together towards better performance with this MK Leads training!



The coaching leadership training is essentially about encouraging teams to improve performance. This can be done through 'influencing'.

So how can you coach teams and team members effectively? How do you ensure that you get the best out of your team, even when motivation is a bit low? Good leadership and coaching skills start with recognizing development opportunities and the motivation of your team members. Based on this, you can adapt your coaching style to both the individual and/or the situation.

After the program you will be able to apply your coaching style to the situation and team. We start with a self-analysis and practice coaching each other. You will learn how to recognize and stimulate the development capacity and motivation of your team members. By working on your flexibility in coaching, you can choose the most effective approach depending on the person or situation.

The training consists of 3 parts:

- How can you influence teams and results through different coaching styles?
- What development styles are there in your role as a coach to guide people and teams?
- How do you coach a team to a higher performance level?

This module is suitable for team coaches, team leads, agile coaches, scrum masters, project managers, etc. who encourage teams to grow towards better performance based on "influencing". This module can also contribute to better effectiveness for managers who want to increase their own style flexibility.

After the training, the participant is able to:

- Based on insight into your own preferred coaching leadership style:
 - choose the right style tailored to the employee's needs
 - improve style flexibility depending on environmental factors (situation) and development level of the employee
- Analyze individual and team behavior so that you are better able to tailor the coaching style to individual and team development (improving competencies and team performance)
- Improve motivation and commitment by applying behavioral psychological principles

See overleaf

- Encourage employees to improve their own performance so that they become more independent
- Apply GROW model* for personal development (knowledge, skills and competencies)
- Provide effective feedback and encourage employees to reflect on the presentations themselves
- To be a good “role model” with regard to attitude, behavior and attitudes

* GROW model is an instrument to let employees think about their own development; goal, reality (current situation), options and will/way forward (action)

*This training consists of 1 day
Entry level: Anyone in a coaching role*

Leadership Journey

Leadership Development

Get the best out of yourself as a manager by gaining insight into your strengths, energy givers and energy burners during this MK Leads training!



How do I ensure that my team stays motivated? What can I do to get people moving? And do I get the best out of myself as a manager?

During this three-day leadership journey you start by discovering your way of communicating and behavior. You will gain insight into how you can adapt this to different situations. Of course, we also look at the influence of the changing world on people and organizations.

During these three days you will not only gain insight into important management models, but also practical tips to get more out of yourself. Together with other participants you will look for a better self-insight into your role as a manager. What are your strengths, and what gives or costs you energy? By strengthening your personal leadership, you learn to better determine what you want and how you get there, so that you can act more effectively from your own strengths.

- 2 modules of workshops that provide more insight and enable you as a manager to quickly make analyzes and possibly make decisions.
- 2 modules of training focused on behavior and competency development aimed at increasing your style flexibility and dealing with difficult reactions.
- 3 blocks of coaching from and with each other and 1 personal coaching session with the trainer(s)
- 1 module/workshop focused on creative problem solving in relation to managing change

We see this journey as a potential program for managers: professionals who want to inspire and guide teams and team members and have more impact in groups.

After the training, the participant is able to:

Day 1 Who am I and what is my (preferred style)

- Where is your strength and what costs energy
- Your personal development and your journey
- The basis for leadership – effective conversation, strategies, interview techniques and pitfalls
- Dealing with and recognizing obstacles, blockages and stress
- Back to basics, what do you take with you on a trip based on your experience (photo books) (MEPS)

See overleaf

Day 2 The art of letting go;

- Dealing with (other) behavioral preferences (possibly based on Insights)
- Leadership assessment – what is your own style, when do you apply it and which style(s) cost energy
- Pitfalls and obstacles – learning to read the behavior of others and dealing with personal “allergies”
- Personal growth into a strategic leader and how to fulfill your role
- Delegation – what can you delegate and let go of micro management
- Coaching and letting go

Day 3 Managing means changing

- Promote team performance
- Inspire and motivate with regard to (small) changes (initiate)
- Influencing techniques – how to get a team moving, coach/influence
- Dealing with change – how do you deal with the impact of change on people
- Creative problem solving – dealing with challenges and problems in a different creative way

This training consists of 3 consecutive training days and 1 personal coaching session of one hour.

Facilitation Skills

Leadership Development

Learn how to personally coach team members within the team and increase your impact during this MK Leads training.



How do I make sure my team stays motivated? It is great to impart knowledge or guide a group when you are dealing with enthusiastic team members or participants. But as a facilitator, how can you exert influence to get them into a 'learning and action mode'? Coming up with exercises at your desk often goes well, but implementing them with your team can be exciting. Sometimes things go differently than you had planned, and the tendency arises to fall back on a traditional meeting format.

Coaching facilitation involves activating team members or participants and making them co-responsible for the process and outcome. This interactive approach is not just about coming up with new and fun ways of working, but also about understanding group dynamics and motivating everyone to really participate. During this two-day training you will learn how to guide and facilitate teams or groups in an effective and coaching way.

The programme consists of 2 parts:

- Your role as 'facilitator'
- Your role as 'influencer & challenger'

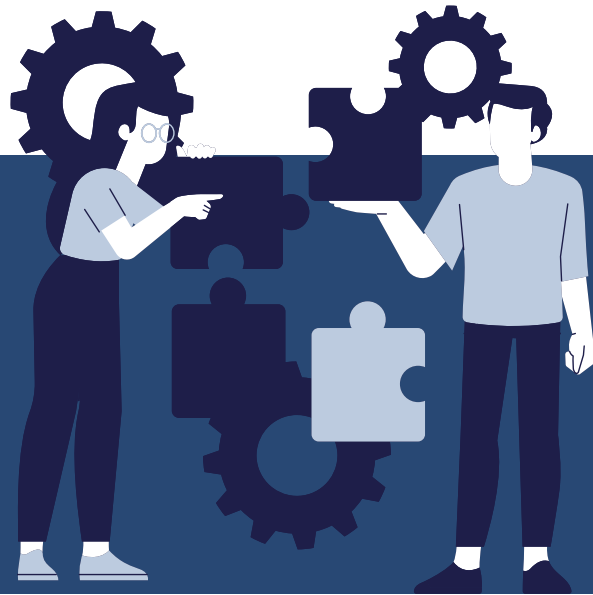
This training is for anyone who is in a leadership role.

After the training, the participant is able to:

- Perform your role as facilitator effectively, actively engaging team members and giving them responsibility for the process and outcome.
- Understand and manage group dynamics, ensuring everyone participates in a motivated way.
- Facilitate coaching, putting your team in a 'learning and action mode' and actively contributing.
- Encourage interaction and participation by using appropriate work formats.
- Flexibly handle unexpected situations, so that your sessions remain successful.
- Increase your influence, by leading as both facilitator and challenger and helping your team move forward.

*This training consists of 1 day
Entry level: All levels*

Team Development



The training courses below relate to working together more effectively in a team. This can be about becoming more effective yourself, knowing what you can and cannot do in a team and/or how a team can work together more effectively and efficiently. In these trainings, we discuss the role of optimal communication, structuring meetings, making agreements and group dynamics. An important part is giving feedback on behaviour and working together effectively and efficiently. How best to give constructive feedback and how to deal with receiving feedback are an important part of the trainings below.

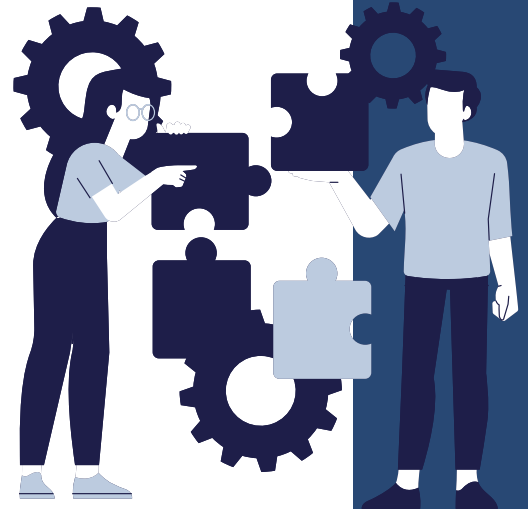
Training Courses

1. Effective cooperation and communication
2. Effective meetings
3. Giving and Receiving Feedback

Effective meetings

Team Development

Avoid endless meetings and increase your personal impact with this MK Leads training, which teaches you how to conduct productive, data-driven meetings using lean management principles and structured communication!



How vibrant is your consultation? How concrete are the agreements? Does everyone have equal input? These are a few questions that come up regularly in consultation situations. With some handy and concrete tips, every meeting can become more fun, productive and effective.

In this training we let you experience that good motivation and atmosphere during a meeting has a positive effect on the result. We will discuss how to create focus and structure in order to increase the result. You learn to deal with pitfalls and difficult situations. You will be able to comfortably guide and, if necessary, cut off long discussions and you will know how to positively influence group dynamics. Whether you are an experienced meeting chairperson or less experienced, this training will give you the tools to meet more effectively and achieve better results.

This programme consists of 3 parts:

- What can I contribute during a consultation/meeting?
- How can you make a consultation run better and more efficiently?
- How do you deal with difficult individual and group pitfalls?

This training is for anyone who is regularly in consultation situations.

After the training, the participant is able to:

- Provide a meeting with the right focus and structure tailored to the participants and topics;
- Use systematic influencing techniques to promote results and motivation;
- Conclude with concrete agreements (minutes/decision list) so that discussion is followed by action;
- Agree how the (sensitive) information and results of the meeting are disseminated in the organisation;
- Be able to lead and supervise difficult meeting situations (pitfalls) without losing sight of the atmosphere and motivation of the meeting participants.

This training consists of 1 day

Entry level: All levels

Effective Cooperation and Communication

Team Development

Improve your communication style and make collaboration fun and more productive during this MK Leads training course!



Do you sometimes get stuck in your communication with your colleagues, for example? And does this have a negative impact on cooperation? What is my role in my team? How do I make sure I am heard/seen and that the message arrives? How do I become more effective in my communication? All these questions are answered in the effective cooperation and communication training. You gain insight into your own preferred style, making you more aware of your role within the team. You can also analyse the roles, behaviour and interests of other team members. Because you have a better understanding of these, you can anticipate them more easily. This makes working together more fun, effective and productive.

This training teaches you to gear your communication style and strategy to your discussion partner and the desired result. You get useful tips to recognise and respond effectively to other people's behaviour, without losing sight of the result and the relationship. By applying excellent listening skills, you will be able to identify the question behind the question and, through better cooperation, reach a mutually acceptable solution.

This programme consists of 3 parts:

- How to communicate effectively?
- How to improve team cooperation from your own strengths
- How to create impact, from your own role and interests in a group

After the training, the participant is able to:

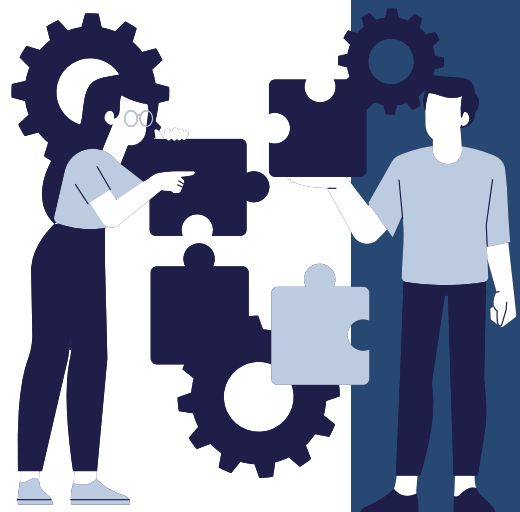
- Apply excellent listening skills, such as uncovering opinions, visions, and facts, and understanding "the question behind the question."
- Determine a communication strategy (open or half-open) based on motivation, available time, and knowledge of the conversation partner, with an emphasis on open strategy.
- Identify your own communication preference style and recognize areas of weakness.
- Recognize the behavior of conversation partners and adjust accordingly, connecting using tools like Insights.
- Handle group dynamics and difficult reactions during meetings effectively.
- Use your own behavior effectively to exert influence and/or influence others.
- Structure an open conversation and present issues, opinions, or viewpoints convincingly, briefly, and with impact.
- Close conversations effectively, ensuring agreements are clear and the relationship is maintained, even after discussing less popular topics.

*This training consists of 1 day
Entry level: All levels*

Giving and Receiving Feedback

Team Development

Learn to give feedback effectively and deal with receiving feedback. Improve the feedback culture in your company during this MK Leads training.



Do you want to get better at giving feedback and respond more confidently to the feedback you receive? Would you like to strengthen your communication skills and remain firm when it comes to feedback? A strong feedback culture within teams and organisations contributes to both individual and team performance. In this training, you will learn to accurately observe behaviour, effectively give and receive feedback, and discover how motivation contributes to behavioural change.

During the training you are given practical tools to communicate feedback in a clear and structured way and to deal constructively with feedback you receive. You learn to make behaviour concrete, so the other person understands exactly which behavioural change is desired. You also learn how to formulate your message clearly, which questions to ask to make the feedback concrete, how to deal with difficult reactions and how to come to clear follow-up agreements.

This programme consists of 3 parts:

- What is effective feedback and how do you give feedback in a constructive way?
- How do you handle receiving and asking for feedback?
- What can your contribution be in increasing a feedback culture?

After the training, the participant is able to:

- Apply excellent listening skills, assess behavior, and analyze team members' motivation.
- Observe behavior and clearly describe it.
- Structure feedback using the SGE method, provide tips for corrective feedback, and apply feedback for different target groups.
- Handle reactions to feedback, such as resistance or emotion, and make follow-up agreements.
- Avoid pitfalls.
- Give effective feedback, promote a feedback culture, develop a professional feedback style, and transfer it to team members.
- Coach colleagues on conversation techniques, motivate individuals and groups, and apply learning during “on and off the job” coaching.

*This training consists of 1 day
Entry level: All levels*

Commercial Skills



Commercial training is ultimately about the effectiveness of conversations with customers with the aim of closing "deals". However, you are most effective when you build contacts from a relationship perspective, creating a basis of trust between you and your (potential) client. Our training courses focus on professional selling, building relationships and systematically steering towards a commercial result. In our commercial training courses, you get tools and learn about effective structuring, commercial strategies and commercial skills that make you personally more effective in various commercial conversations.

Training Courses

1. Commercial Skills
2. Successful Negotiation
3. Effective Client Conversations about Sustainability

Commercial Skills

Commercial Skills

Sharpen your qualities at every commercial stage during this MK Leads training course!



Do you want to get the most out of your conversations with (potential) customers? Are you curious about how to build a strong relationship and increase the favour factor? During this training you will learn how to conduct your conversations in a structured and goal-oriented manner from the first contact to the conclusion of a contract.

The focus in this training is on attuning to your conversation partner and conducting an effective intake interview. How to achieve a good first contact with the customer and how to build a good relationship. You gain more insight into your personal commercial style and learn to handle difficult reactions, such as criticism and resistance, effectively. In short, you lay a solid foundation for more effective commercial communication.

This programme consists of 3 parts:

- What is your personal commercial strength and where does your preference lie?
- How do you increase your personal commercial impact?
- Closing a deal

This training is for anyone who regularly conducts customer interviews.

After the training, the participant is able to:

- Effectively structure, prepare, and steer commercial conversations, even under challenging circumstances.
- Manage conversations, stay in the lead, and engage with more authority at the table.
- Apply commercial skills to guide the conversation towards a goal/deal.
- Analyze the behavior of the conversation partner and handle more difficult reactions.
- Close conversations and manage expectations.
- Build trust and gather valuable information through excellent listening skills in intake conversations.
- Get more out of the needs analysis.
- Present proposals proactively and persuasively, recognize buying signals, and turn resistance into opportunities.
- Apply negotiation principles to close the deal and avoid pitfalls.

This training consists of 1 day

Entry level: All levels

Successful Negotiation

Commercial Skills

Master the art of negotiation and maintain a good relationship during this MK Leads training course.



Take your negotiating skills to the next level with our Successful Negotiation training course! Whether you are at the table with clients, partners or colleagues, you will learn strategies to vigorously defend your interests and close the deal that makes everyone happy. Discover how to exert influence, manage difficult situations and always achieve the best result. We pay attention to your personal negotiation style and in which situations it is better to (temporarily) adapt your style. You learn to negotiate successfully and to firmly establish your position without losing flexibility. Do you want to become the boss in the negotiating room?

This programme consists of 3 parts:

- What is your personal negotiating style and how do you assess the other person's style?
- Which negotiation phases are there and what is important for each phase?
- How do you deal with difficult, perhaps hopeless situations; how do you regain an opening?

This training is for anyone who has regular negotiations.

After the training, the participant is able to:

- Be able to estimate to what extent a proposal will be able to lead to a deal (judgment)
- Dealing with different types of pitfalls during the closing phase (flexibility)
- Seek openings in seemingly 'hopeless' situations (perseverance)

*This training consists of 1 day
Entry level: All levels*

Effective Client Conversations about Sustainability

Commercial Skills

Dare, do and experience that sustainability is a fun and inspiring topic to talk about during this MK Leads training!



These days, it is impossible to imagine our current society without a conversation about sustainability. Whether you have (internal/external) clients who are working on this or ask you for advice on how to deal with it, sustainability is increasingly on the agenda.

Do you want to take your customer conversations about sustainability to the next level and make a real impact? In the training 'Effective Customer Discussions on Sustainability' you will learn how to discuss complex sustainability issues in a clear and convincing way. We show you how to inspire and motivate customers to opt for green solutions, and how to structure your conversations for maximum effectiveness. Whether you want to integrate sustainability into your sales strategy or help your customers make conscious choices, this training will give you the tools and insights you need to make a difference. Through this training, you can easily adapt to the customer and talk more comfortably around the topic of sustainability.

This programme consists of 3 components:

- Structuring conversations about sustainability
- Applying commercial/communication skills to get opinions and facts about sustainability.
- Talking about sustainability in an inspiring way and handling awkward reactions.

This training is for anyone who is eager to have the discussion on sustainability.

After the training, the participant is able to:

- Be accepted as a "transition advisor" by the client, initiating and guiding sustainability conversations.
- Conduct effective sustainability discussions, balancing relationship management with innovative conversations.
- Assess the client's transition capacity in terms of motivation, knowledge, and skills.
- Inspire clients to engage in sustainability and recognize it as added value.
- Confront the client persuasively with clear arguments, without damaging the relationship.
- Handle both positive and negative reactions from clients (such as resistance, criticism, personal attacks) in an interpersonal manner.
- Coach each other to improve in difficult conversations by fostering an open feedback culture.

*This training consists of 1 day
Entry level: All levels*