



THE PLAYMAKERS  
CREATING A BUSINESS THAT MATTERS



# Become a Playmaker

Make people matter in work

## Aligning people, business and purpose

The existing rat race for status and money does not allow employees to live up to their full potential. If we continue to drive each other over the edge with set targets, people will never look beyond the boundaries set by their own tasks. As a result, a lot of talent goes unused.

The Playmakers Training teaches you how to create the right conditions for a working culture that motivates everyone to be the best they can be. As a Playmaker, you will play an important role. You are responsible for conducting valuable conversations with colleagues about passion, convictions and beliefs, and the motivation to grow. You spot the things that matter in the working context and make them a subject of discussion, so that you and your colleagues can live up to your full potential.

### Will the Playmakers Training be up your alley?

You are curious, receptive, have a bit of spunk, and you want to get actively engaged in creating a working culture that allows you and your colleagues to be the best you can be.

### What can you expect?

The Playmakers Training will show you how to spot the things that matter to employees in their work and make them a subject of discussion within the organisation, and translate the outcome to stimulating working conditions.

### What will you get out of the Playmakers Training?

You will learn how to engage in valuable conversations and use them to create a working culture in which everyone tries to be the best they can be. After completing the Playmakers Training, you will know how to:

- Identify barriers in the company's working context and open them up for discussion
- Give meaning to people's Dantefactor: passion, conviction and the motivation to grow
- Ask open, curious questions and deepen their scope
- Listen emphatically
- Build rapport through dialogue
- Encourage responsibility and ownership
- Recognize and effectively use your own talents and pitfalls



## Playmakers Training - course organization:

The Playmakers Training consists of four training days, each with its own theme.

The days are organized as follows:

### Day 1 Dream & DNA

- The power of the company dream
- Understanding leading principles and natural talents
- Endowing leading principles with personal meaning
- Energy givers and energy takers in the workplace
- Stretching the company dream
- Embedding the working culture

### Day 2 Role & Focus

- Translating the company dream and applying it to your own role
- Personal contribution based on ambition and impact
- Identifying and discussing barriers in the interaction between people
- Authentic, balanced and connecting ways of communication
- Applying ways of allowing people to determine their own roles and focus

### Day 3 Navigating & Facilitating

- Interpretation and analysis of the Dantefactor Compass
- Intrinsic motivation and indicators of work effectiveness
- The impact of the working context on work effectiveness
- Active steering using a personal course plan

### Day 4 Value Dialogue

- What is a value dialogue?
- Practising with levels of listening
- Dealing with resistance
- Building rapport
- Asking open, curious questions and deepening their scope
- Practising with techniques for getting to the core
- Enabling the discussion of signals

## Practical information

<b>Dates:</b>	on request
<b>Course duration:</b>	4 days and 2 hours of mentoring
<b>Time line:</b>	to be completed within 4 months
<b>Investment:</b>	€ 1,499.-- / participant (excluding VAT)
<b>Location:</b>	On site and/or at the Stadstuin, Europalaan 20, 3562 KS, Utrecht

### Want to know more?

Contact the Playmaker Team directly:

Maaïke Huisman +31 (0)6 36 11 9917 or Jos van Snippenberg +31 (0)6 52 41 8565





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EUROPALAAN 20 - 3526 KS UTRECHT - [INFO@THEPLAYMAKERS.NL](mailto:INFO@THEPLAYMAKERS.NL) - [WWW.THEPLAYMAKERS.NL](http://WWW.THEPLAYMAKERS.NL)  
**WE WANT EMPLOYEES TO MAKE FULL USE OF THEIR TALENTS!**