



Leadership development  
at Bunchmark.

*That works.*



# Bunchmark First-time Manager Track.



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# Benchmark First-time Manager Track

**Are you new to a leadership role and not exactly sure what is expected of you? Do you have only a few examples around you and no in-company training?**

Then this program is just the thing for you! Together with a group of people in the same position, you will learn to shape your leadership role and create a working environment in which everyone can shine. This is done with room to keep your own identity, so that together we can develop into a new generation of managers.

**That is good news for your future and for that of your organisation.**

## 01 **For whom**

Do you recognise yourself?

**Quite simply: for anyone who would like to see themselves start or further shape a (new) leadership role with more self-confidence.**

**For example:**

- when you have just been promoted from your team into a leadership role
- when you want to learn how to get people on board
- when you want your team to do what you ask of them
- when common sense takes you far, but you are looking for more theoretical grounding
- when you want to improve your communication skills
- when you tend to “just do it yourself” when things get busy
- when you don’t understand why people can sometimes be so difficult
- when you want to do things differently from the managers you have had in the past
- when you want to learn from, and with, other leaders



## 01 **In-company track**

A head start

**For organisations that want to give their new managers a flying start, by sending them out into the workplace with confidence and practical tools.**

**For example:**

- when growth has created a new layer of managers with little or no leadership experience
- when specific knowledge or experience is needed to guide your managers on a particular topic
- when time constraints prevent you from training your managers in-company
- when you could benefit from a fresh, external perspective when training new managers
- when there is no in-company leadership training available



## 02 **And how**

Here's how we do it

**What you will learn is important, but let's not forget the 'how'. Small groups, personal, light and practical.**

### **Like**

- learning with people in the same situation
- using examples from other organisations
- allowing room to maintain your own identity
- based on the latest insights
- without what is interesting but not necessary
- short but powerful, at a fair price
- combining skills, knowledge and mindset
- in a way that sticks
- so that your head understands and your body experiences and radiates it

## 03 The basics

### Three roles

Our trainings offer practical tools, but are rooted in a theoretical base.

This combination provides the foundational framework to our trainings.

Secure Base Leadership (Bowlby and Ainsworth) provides the basis for our thinking about effective leadership.

In addition, we believe in the strength of creating growth cultures by thinking from inclusiveness (Kegan). In this framework, everyone has a place and as a manager you give space to all voices in the team.

We combine these theories and make them practical by viewing your role as a first-time manager through three roles to play:

leader

manager

coach

## Secure Base Leadership

Secure Base Leadership invites you to experiment, make mistakes, develop guts and resilience, and connect socially. It is a synthesis of well-known and successful insights from developmental psychology, organisational psychology, pedagogy, loss management, change management, communication and leadership. Basically, a practical translation of all those insights into an effective leadership style for team, management and organisational issues. Perhaps because of this, it is the “grand theory” of leadership, appropriate in a time when change is the new constant, and strategic agility and resilience are often necessary.

## Growth Culture

Creating a growth culture brings a focus on growing, learning new things and embracing the experience of learning. Essential if you want team members to start learning from each other instead of competing with each other. As an organisation, you are flexible this way, people are no longer stuck in how it is now, but how it can be. You can accelerate because change is in your DNA and everyone is comfortable with it. You start to see opportunities and self-confidence increases. Managers and team members with self-confidence are more productive, creative and assertive.

**All our trainers and coaches  
have been in your shoes.  
In different organisations.  
Large and small. So we  
know how to bridge theory  
and practice like no other.**



## 04 **By whom**

Our trainers



### 01 **Arjen Kool** (lead trainer)

Bunchmark Consultant, Coach & Facilitator

What's needed to collaborate better or to lead effectively is different every time. Sometimes it's a gentle push, sometimes a bit of friction. Arjen observes, listens, and senses which stimulus will help create movement. And when there's friction, you know that we're touching on something meaningful.

### 02 **Mara Schutter**

Bunchmark Consultant, Coach & Facilitator

Mara's passion for people development began early in her career. Today, she brings this into her work by designing leadership programmes and coaching professionals on career-related questions, alongside HR interim and advisory assignments.



### 03 **Fleur Driessen**

Breathing Coach & Yoga Teacher

As HR Manager at companies like ING on the one hand and breathing coach and yoga teacher on the other, Fleur is able to bridge these two 'worlds' like no other.





## 04 **By whom**

Our trainers



### 04 **Feikje Dunnewijk**

Bunchmark Partner, Coach & Facilitator

Feikje has extensive experience in managing large teams. She brings leadership and coaching together. Feikje stands for life force and the conviction that, as a leader, you are capable of much more than you often think, in every phase of your life.



### 05 **Jaap van der Vlist**

HR Manager, Trainer & Coach

Jaap has a solid background in HR, mostly at e-commerce and Tech companies. He is currently Lead People & Business Partner at bol.com. Jaap invites you to experiment with new behaviour on the way to your learning goal!



### 06 **Dorine Bakker**

Coach & Trainer

Dorine has over 25 years of work experience, including 10 years in a leadership HR role at ING. She then developed further as a coach for executives and high potentials. In her training, she is honest, pragmatic, positive and focused on your potential.

## 05 Program

### What to expect

With a group of 7 to 10 participants, we get to work.

The training days last a full working day and take place at our 'Bunchmark Playground', next to our office in Amsterdam-Oost.

The peer coaching last 3 hours and we do them 'live' together at our office. In the morning or rather at the end of the day.

We can do the individual check-in and check-out both online and offline.

This First-time Manager Track is facilitated in English. The cost of the program is EUR 3.395,- excluding VAT, plus a fee of EUR 195,- excluding VAT for Food & Beverage and location costs

**start**

**Individual check-in**

What are your learning goals?

**day  
2**

**Training day LEADER**

Vision | Values | Personal Leadership |  
Inspiring Communication

**full  
day**

**day  
3**

**Peer coaching**

Learn from and with eachother, to  
gain new perspectives on your daily  
challenges as a leader

**half  
day**

**day  
4**

**Training day COACH**

Breathwork for self-regulation |  
Listening & Inquiry | Communication  
patterns | Techniques

**full  
day**

**day  
5**

**Training day MANAGER COACH**

Courage Conversations | Managing  
Reactions | What do you bring to the  
table?

**full  
day**

**day  
6**

**Peer coaching**

Learn from and with eachother, to gain  
new perspectives on your daily challen-  
ges as a leader

**half  
day**

**day  
7**

**Training day MANAGER**

Influence | Decision-making | Monitoring  
Progress | Reflecting | Celebrating

**full  
day**

**finish**

**Individual check-out**

What have you learned?  
What will be different  
tomorrow?

## 06 **Contact**

Learn more

Would you like to know when we start,  
whether the programme suits you and  
whether we serve tasty lunch on  
training days?

Contact us via [mail](#) or call Jeanné on  
+31 6 18 25 21 90.

Check out [our website](#).

More starting managers? We can tailor the  
program for your organisation. We are happy to  
think along.

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The logo features the word "Bunchmark" in a large, pink, serif font. To its right is a small pink circle containing the letters "HR" in a white, sans-serif font.

# Bunchmark<sup>HR</sup>

Weet hoe gezond groeien **werkt**.