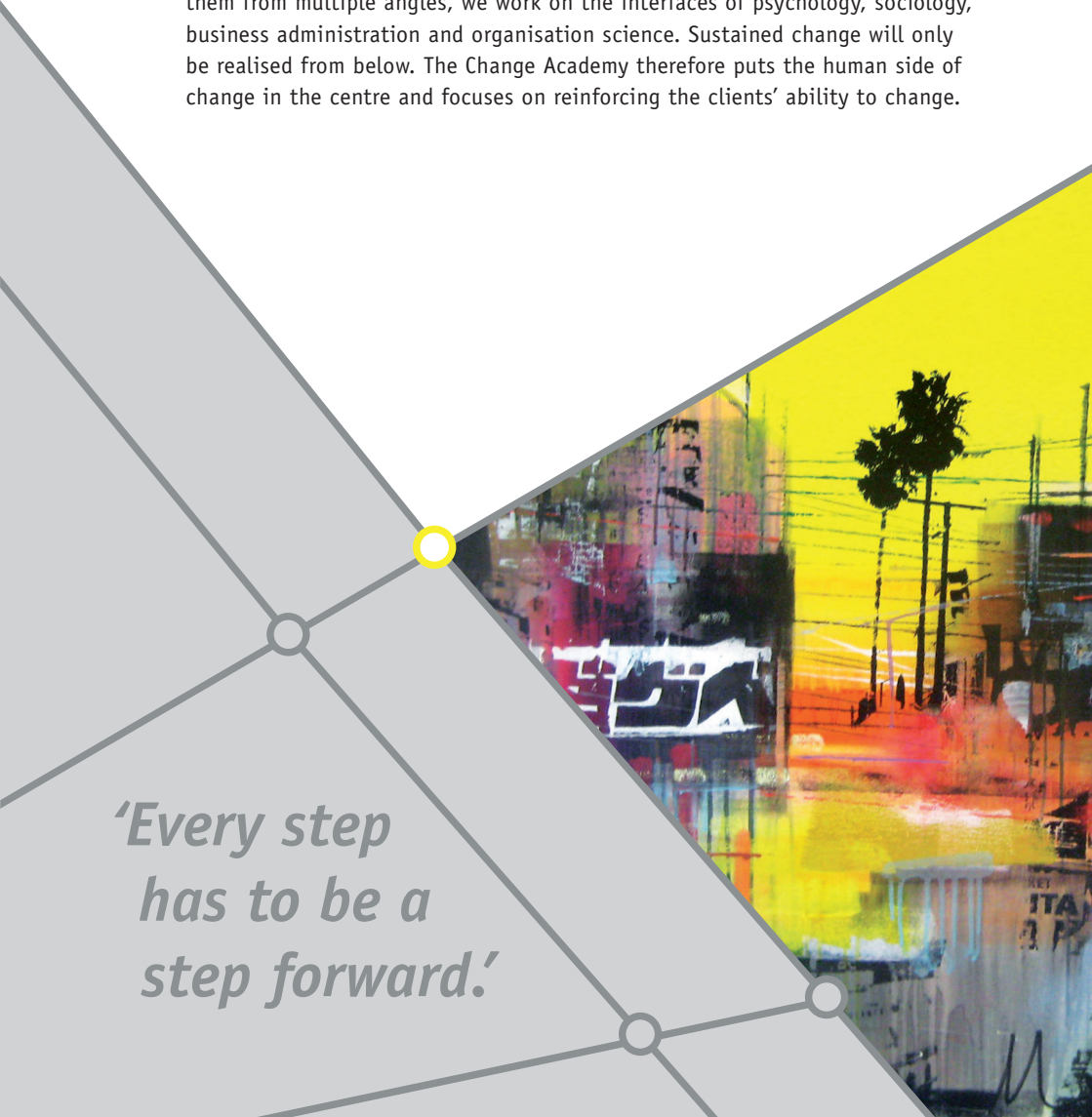


# The Change Academy

## *Qualities for new realities*

A fast, rigorously changing world makes contemporary demands on people and organisations in realising their ambitions. The Change Academy supports leaders, professionals, companies and non-profit organisations in taking on new challenges and the realisation of the necessary change processes. Firmly believing that the answers to today's questions will only be found by looking at them from multiple angles, we work on the interfaces of psychology, sociology, business administration and organisation science. Sustained change will only be realised from below. The Change Academy therefore puts the human side of change in the centre and focuses on reinforcing the clients' ability to change.



*'Every step  
has to be a  
step forward.'*





## Change

The world we live in is more dynamic than ever. Changes not only occur at a breakneck speed, but are also radical and drastic. Even the way changes occur is changing. We are now in the first phase of a new, technological revolution which is characterised by an immense development in scientific knowledge, far-reaching digitalisation, and a focus on sweeping global challenges. Solidarity between people, organisations, services and products is increasing exponentially, both on a regional and international level. In addition, a whole new generation with its own modern competences and values - for example in the field of entrepreneurship, environmental awareness, cultural diversity and decisiveness - is ready to take the wheel. At the same time our knowledge of the human mind, who we are, our interaction with individuals and organisations, and the way we can act as best we can in a changing world, is developing. That is precisely The Change Academy's domain.

## Fundamental approach

The Change Academy helps leaders, professionals, companies and non-profit institutions to design their future: take new challenges and capitalise chances. We offer an in-depth vision and wide-ranging practical tools for change processes and management. The Change Academy sticks to a fundamental approach when it comes to increasing vital qualities like resilience, innovation capacity, inspiration, and responsibility. In a multidimensional world, where many interests conflict, organisations are complex, unpredictability rules, and problems do not look alike, one-dimensional solutions do not apply. For this reason The Change Academy always works on the interfaces of psychology, sociology, business administration and organisation science, whether it concerns realising personal challenges, organisational innovation, or professional development.

*'In a multidimensional world one-dimensional solutions do not apply.'*

## The core

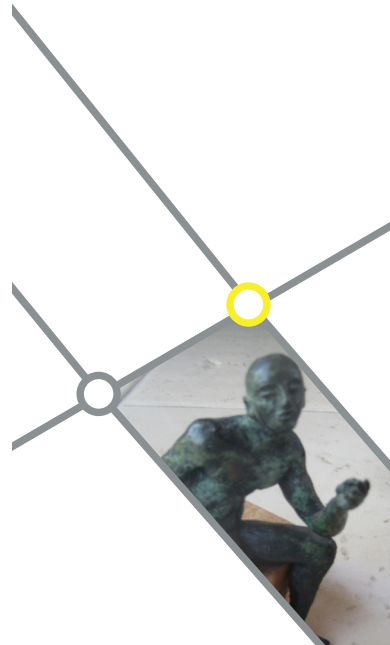
The Change Academy focuses on the human side of change with its hybrid approach. People realise changes, related to their organisation as well as the outside world. It is a complicated game, an organic process for which no blueprint exists. Consequently The Change Academy chooses a dynamic methodology. We are original, we go straight to the core, we experiment, we challenge, and we dare to be critical. In doing this, we always aim at achieving our goals. Every step has to be a step forward. Together we build an enduring platform for change, in one-to-one discussions and group meetings, knowing that the people and organisations we work with will eventually have to do it on their own. The Change Academy helps them to increase the ability to change and optimally lead processes of change. But they are the real experts.

## Offer

The Change Academy offers multiple options for a concise approach to change processes, both individually and in groups, such as:

- Context Coaching - During five sessions, individually or in small groups, qualities are discovered and unlocked to design the future within the interplay of forces between people, organisations and the environment.
- ResultsLab - Groups of managers and professionals together examine the trade of achieving goals and the possibilities to fulfil their ambitions in three meetings.
- ChangeMakers - Organisations, departments or groups collaborate using specific methods to build a modern foundation for sustainable innovation and increase their power to change.

*‘Only people can create enduring change.’*





## Josette de Goede

*founder of The Change Academy*

Josette de Goede has over thirty years of experience on the interface of strategy, leadership, and change. For example, she was managing director of executive education at the Rotterdam School of Management, director of international affairs at Management Center De Baak, and has been working both nationally and internationally as a change expert for years. She has two masters in Change Management (SIOO + HEC and Oxford University). Within The Change Academy she operates as change leader, coach, and teacher in leadership and change. In addition, she works as a moderator and as a supervisor at educational institutions and housing corporations.

Josette has a special talent for offering surprising and keen perspectives to generate movement in people and organisations. She has a particular eye for creating new realities: think out of the box and do the unexpected to achieve your goals. She passionately searches for new ways to organise and connect both poles and antipoles that fit in with contemporary questions. Josette uses a multidisciplinary approach for realising changes. She engages individuals and organisations by inspiring and empowering them. This stems from her vision that real change does not occur top-down, but through those people who know why they are doing it and are capable of doing it. She therefore cooperates with very experienced experts from an international network.

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*The Change Academy is a  
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