



radical
TEAMCOACHING

radical team coaching

clear purpose, agile structure, innovative culture

September 2025

AGENDA

1. We are radical
2. Our Team Coaching Model
3. Our Assessment Approach
4. The Result
5. Our Coaches

WE ARE RADICAL

Our mission is to operate with honesty, clarity and depth. We lead with a tailored vision for every team we work with.

What does “radical” means for us?

It's not about surface fixes — it's about transforming deep dynamics through creating clear purpose, agile structures & innovative cultures.

Why should you work with us:

We are all accredited EMCC and ICF executive team coaches. We all bring real business and leadership experience. We are a growing international team, with coaches in almost 10 countries. Our method is proven and delivers measurable impact



COMMON TEAM CHALLENGES

- Are your team's priorities aligned?
- Is the team proactive or reactive to customer needs?
- Are roles and responsibilities clear?
- Does decision-making keep pace with business demands?
- Are people collaborating as an interdependent team?
- Do they have the skills to cooperate?
- Does the team have a winning culture?

GENERAL 4 ROOT CAUSES



PURPOSE & PRIORITIES

When everything is urgent, teams lose focus. Clear purpose gets buried under competing demands.



AGILE STRUCTURE

Hierarchies often impede modern collaboration. Outdated decision-making processes slow progress and limit innovation.



CROSS-FUNCTIONAL COOPERATION

Groups function as collections of silos rather than integrated teams, optimising for personal rather than collective success.



INNOVATIVE CULTURE

Teams often respond to issues rather than anticipating and creating solutions. Abstract values can create confusion rather than clarity.



2.

OUR 4-PHASE TRANSFORMATIONAL TEAM COACHING MODEL™

OUR TRANSFORMATIONAL TEAM COACHING MODEL FOR IMPACT



**ALIGN
ON OUR
PURPOSE**



**DESIGN
STRUCTURE
OF WORKING**



**STRENGTHEN
TEAM
COOPERATION**



**UNCOVER
HIDDEN
PATTERNS**

Result:

A high-performing team from functional to transformational in 6-9 months

PHASE 1: **ALIGN ON PURPOSE**



Foundation for Direction

We begin by aligning on what matters most, clarifying the shared purpose, key goals, and success metrics. This ensures everyone is moving in the same direction, with a focus on what outcomes are most meaningful to your customers.

Key Outcomes:

- Clear team purpose and vision
- Strategic priority map
- Defined success metrics
- Customer-focused alignment

PHASE 2: DESIGN WAYS OF WORKING



Operational Excellence

We co-create a clear and effective team structure by defining roles, responsibilities, meeting cadences, and decision-making processes. This phase sets the operational backbone for collaboration and speed.

Key Outcomes:

- Defined roles and responsibilities
- Effective meeting structures
- Clear decision-making processes
- Optimised workflows

PHASE 3: **STRENGTHEN TEAM COOPERATION**



Human Connection

Here, we focus on how the team interacts, building trust, improving feedback, and fostering productive conflict.

We explore what supports or blocks psychological safety, collaboration, and cohesion.

Key Outcomes:

- Enhanced trust and psychological safety
- Effective feedback mechanisms
- Productive conflict resolution
- Strong team cohesion

PHASE 4: CREATING WINNING CULTURES



Transformational Insight

In this deeper phase, we explore the often-unspoken influences shaping behaviour, power dynamics, unconscious patterns, and cultural narratives. By making the invisible visible, we unlock transformative change.

Key Outcomes:

- Awareness unconscious patterns
- Constructive power dynamics
- Cultural transformation
- Sustainable reputation management

3.

OUR ASSESSMENT APPROACH



WHY ASSESSMENTS MATTER

Objective data removes guesswork

Assessments provide a shared language and concrete starting point for team development, accelerating transformation from months to weeks.

Our Approach

We use data-driven tools to accelerate team transformation — no guesswork, no assumptions. We work with a range of assessment tools and are happy to integrate any pre-existing company assessments if preferred.

OUR ASSESSMENT APPROACH

We integrate assessment results into our coaching sessions, ensuring insights translate into actionable team improvements, ensure understood needs and communication with sustainable behavior change.

These assessments provide objective data backed by decades of use in world-class organizations to accelerate team development and create targeted coaching interventions.

CHOOSING THE RIGHT TOOL

Summary overview (more detail in the appendix)

- **Quick team insights:** **DISC** (most accessible, widely adopted)
- **Communication focus:** **PCM** (NASA-proven, practical daily application)
- **Leadership development:** **Hogan** (Fortune 500 standard for executives)
- **Leadership mindset & effectiveness:** **Leadership Circle** (inner beliefs meet outward impact)
- **Deep personality work:** **NEO-PI-R** (comprehensive transformation)
- **Leadership feedback:** **Primary Colours 360** (multi-perspective behavior & impact assessment)

Investment & Value

- **Cost:** €120-€400 per person depending on tool complexity
- **ROI:** Accelerated team development, reduced conflict, improved performance and accelerates the team coaching process
- **Timeline:** Results available within 1-2 weeks, insights applied immediately



THE RESULTS

SUSTAINABLE OUTCOMES

Clear Purpose & Priorities

Teams understand precisely what they can achieve together that individuals cannot accomplish alone.

Optimised Structure

Roles, processes and decision-making that support objectives.

Effective Collaboration

Both the motivation and capability to work together productively.

Strong Team Culture

An environment that attracts talent and builds stakeholder confidence.



CLIENT FEEDBACK

“To make the most of coaching sessions, you have to be able to be truthful, vulnerable and open to challenge.”

Head of Procurement,
Heineken

“Being coached by Sari was a transformative experience. We learned without realising we were learning. Now we regained our Number 1 position in APAC.”

Managing Director
APAC Region, Ingenico

REPORTED OUTCOMES & CHANGES

Team Performance Improvements:

- **Teams create a clear direction**
- **Improved team engagement**
- **Teams experience faster project delivery**
- **Increased cross-functional cooperation**
- **Enhanced employee satisfaction scores**

5.

OUR COACHES

WHY WORK WITH US?

All our coaches are accredited Team Coaches through the **International Coaching Federation (ICF)** or the **European Mentoring & Coaching Council (EMCC)**.

They bring **first-hand experience as business leaders**.

They are **advanced practitioners in Transactional Analysis (TA)** and **Organisation & Relationship Systems Coaching (ORSC)**.



TRANSFORMING TEAMS BY EMBRACING DIVERSITY

Global business + deep coaching expertise

We combine international experience with certified coaching skills to enable lasting team transformation.

Diversity fuels performance

Multiple nationalities, languages and perspectives with radical differences embraced create stronger alignment.

From insight to action

We help teams shift from individual silos to interdependent collaboration, unlocking potential and momentum.





SARI VAN POELJE

EMCC Master Team Coach &
Supervisor, Author, Speaker

Executive Coach with multinational leadership experience. Four decades of coaching multinationals, family businesses and start-ups, developing leadership teams capable of executing strategy and training other coaches and consultants to do the same.

My Radical WHY:

The world needs teams to innovate the radical solutions we need today.



MAJA SEGGERMAN

ICF Certified Executive &
Advance Team Coach, Facilitator

Executive Coach with international advertising and board member background who understands that diverse dynamics fuel innovation and breakthrough solutions. Supports leaders through change by leveraging varied perspectives as a strategic advantage.

My Radical WHY:

Transform challenges into opportunities.
Convert differences into strengths.



GIDO VAN DE GEEST

EMCC Senior Coach, Innovation
& ADHD Coach, Speaker

Executive &, Team Coach and Facilitator. Former Global COO in London's financial sector who recognises that neurodiversity and complexity drive innovation. Supports leaders and teams navigating complexity, growth, and cultural transformation.

My Radical WHY:

Unlock clarity, connection & trust where neurodiversity meets complexity.



NEVENA BUZEK

Psychotherapist, EMCC Senior Team
Coach, ICF ACC Coach, Speaker

Executive Coach with corporate HR leadership background at Amazon & Johnson Controls who understands that emotional intelligence fuels sustainable performance. Supports leaders in building trusting and resilient teams that deliver results without burnout.

My Radical WHY:

Harness emotional intelligence to drive change & collaboration.

WE ARE **THE RIGHT PARTNER** FOR TEAMS WHO ARE READY FOR TRANSFORMATION

- Are **committed** to real change, not quick fixes
- Are ready to **invest energy & time** into becoming a high-performing team
- Value **open dialogue, trust, and accountability**
- Want to **challenge existing patterns** and unlock new potential
- **Seek a proven, structured process** to accelerate transformation

APPENDIX

PCM (PROCESS COMMUNICATION MODEL)

Focus: Communication styles and stress behaviors

Value: Helps teams understand how to communicate effectively with each member and recognize stress patterns

Proven Track Record: NASA has used PCM to recruit astronauts and evaluate their psychological fitness since 1978; leaders like Bill Clinton and US army general Wesley Clarke have used PCM to improve their communications and negotiation competences

Business Impact: Reduces miscommunication, improves conflict resolution, enhances team productivity

HOGAN ASSESSMENT SUITE

Focus: Leadership personality, potential derailers, and core values

Value: Identifies leadership strengths and potential blind spots that could derail performance under pressure

Proven Track Record: Used by over 75% of Fortune 500 companies; executive recruiting firms such as Heidrick & Struggles and Russell Reynolds use Hogan in succession decisions

Business Impact: Better leadership development, reduced leadership failures, improved team dynamics

LEADERSHIP CIRCLE PROFILE

Focus: Leadership mindset, effectiveness, and the relationship between internal beliefs and external behavior

Value: Reveals how underlying assumptions and reactive tendencies influence leadership impact, enabling deep and sustainable growth

Proven Track Record: Used globally across industries for senior leadership and executive development; integrates 30+ years of leadership research and psychology

Business Impact: Accelerates leadership maturity, strengthens authentic and adaptive leadership, and enhances team and organizational performance

DISC BEHAVIORAL ASSESSMENT

Focus: Four behavioral styles (Dominance, Influence, Steadiness, Conscientiousness)

Value: Quick insights into work style preferences and team interaction patterns

Proven Track Record: About 80% of Fortune 500 companies use personality tests (including DISC) to vet for upper-level positions

Business Impact: Faster team formation, better role alignment, improved collaboration

NEO-PI-R PERSONALITY INVENTORY

Focus: Deep personality profiling across five major dimensions (Big Five)

Value: Comprehensive understanding of individual personality traits and work preferences

Proven Track Record: Widely used in academic and corporate research, standard in organizational psychology

Business Impact: Enhanced self-awareness, better team composition, targeted development planning

PRIMARY COLOURS 360 ASSESSMENT

Focus: Multi-perspective 360 leadership feedback from peers, reports and supervisors

Value: Identifies blind spots, creates development baseline

Proven Track Record: Google, Netflix, Barclaycard, Dow Chemical use 360 feedback methodologies

Business Impact: Enhanced self-awareness, improved communication, accelerated development