



THE TWELVE B.V.
Progress partners

**CRISIS? Inspire and
co-create the future –
together!**

Workshop series for teams

Forwards – Yes in concerted action

“COVID-19 is causing health emergencies and economic disruptions that no single stakeholder can address,” said Klaus Schwab, Founder and Executive Chairman of the World Economic Forum. “Our best and only response to it should be to take concerted action.”

Relevant for you, why?

Schwab, who has championed the multi-stakeholder concept since the WEF's inception in 1971, is right - people can only move forward together. And sustainably too, if the collaboration benefits all stakeholders. But creating unity requires **perspective, cohesion and connection**. Without perspective there is no direction and without cohesion no connection, let alone progress. All three are indispensable as the basis for innovation and progress. They are the foundation for adding value and making an impact with a diverse team in a complex world. **A world in which change is the constant and in which it is our obligation to take on unparalleled challenges to co-create for the benefit of everyone.**

Fate or lead

You can of course wait and see what happens until fate decides for you. Or you can start leading the progress and development of your team and organisation **together** now. The choice is yours. You are no doubt wondering “How on earth do we do that, how do we get all these different people with their different ideas to work together as one? Where do we start? With the Workshop series that The Twelve offers, you will create the necessary **perspective, cohesion and connection** - the foundation for your common future. You will be on the right track and empowered to lead progress before you know it.



Workshop series

Three workshops

The Twelve facilitates you with a series of workshops, that has been tried and tested for many years, on how to lead personal, team and organisational development successfully.

Inspired by the future and based on the core purpose of your team or organisation, you can shape your own progress. You can choose which of the three workshops you would like to experience **for taking yourselves as a team and your joint value-creation to a higher level and to continue to make progress together.**

The best result is achieved by successively following all three workshops, **digitally or physically or a combination of both.**

You will build on to what you know, have done and do, and will make the next step in your development towards the future, together. And you will move to the level of consciously integrated value co-creation and meaning in all of the work you do together. **The workshops are offered in Dutch, English and German.**

Workshop 1. Envision the future

Essence:

What you can envision you can create – what you cannot see, you cannot

You need a shared vision to successfully co-create the future together with your team and organisation. If you do not have a joint imagination of what your team or organisation will look like when you flourish, then what are you heading for?

Imposing a vision does not work, but developing one together does. In a time of crisis working on what you envision and what you aspire to together gives you perspective and direction. And the whole process of co-creating an attractive vision and inspire both each other and the progress of your whole team or organisation.

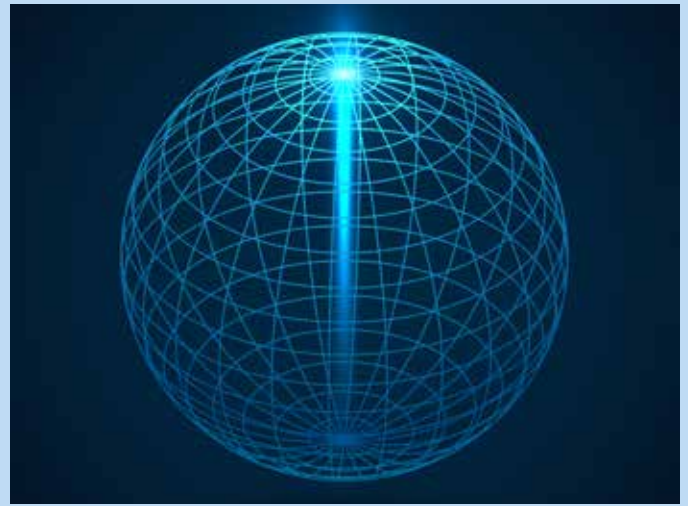
Workshop 2. Map core purpose

Essence:

If you cannot see the whole you cannot see it at all - let alone experience its core purpose

Whether in the team or the organisation, what connects everyone and everything in the work is the intention to create value that makes a difference. And this value creation in working with each other, is the core purpose with which organisations and teams were originally set up, and for which they continue to exist. The aim is to do this in such a way that customers and other stakeholders can all experience the value of that difference in the form of products and services.

Value creation, or in other words giving meaning, is what working and collaborating together is all about. It is precisely this core purpose of value creation, if clearly defined, that is the key to any safe navigation through a disruptive crisis like the current one. And to transformation and innovation towards conscious integral value co-creation in an ecosystem of various stakeholders.



Define the non-negotiable values of the core purpose of your team or organisation as a whole, using the Value Frame®. In doing so, **discover what connects you in your work in an overall and integrated way; what the true difference is that you are intended and able to make.**

With the outcome of clarity about this core purpose, you can **organise coherence in your progress.** And thereafter your core purpose can serve as an ongoing calibration tool to ensure that all of your ideas, strategies, actions and decisions contribute to the realisation of your vision. It gives you something to hold on to, resilience and **makes that the whole of all your efforts become more than the sum of your parts, even in a complex constantly changing world.**

Workshop 3. Monitor and measure your progress Purpose Performance Score®

Essence:

Find the right combination of 'hard' and 'soft' indicators so that you can monitor and measure your progress in 'purpose performance'.

Navigating emergence with progressive insight requires a data-driven approach,

built around **a coherent set of indicators aligned with the core purpose of the organisation.**

Find in your work the streams of relevant information and compile the right set of hard and soft indicators to monitor and measure your team's progress in purpose performance. **With the right indicators you are able to lead the development of your own team or organisation and, if necessary, make adjustments in time, accelerate progress, and celebrate milestones.**

For whom exactly? For teams!

Concerted action always starts with a team: **teams from all kinds of organisations**; regardless of sector or industry, commercial and non-commercial, government and semi-government. Our workshop series is suitable for all teams, whether the **executive board, a management team, a department team or a virtual team, or the supervisory board**. What is required is that all team members participate in the workshop(s), otherwise it makes no sense. Going through development and experiencing the results together is essential in building an integrated foundation for the future.



What does it bring you?

- **Clarity about shared intention and commitment**
- **Coherence and connection around the core purpose**
- **Unity in diversity**
- **Trust in each other and in the future**
- **Perspective, inspiration and motivation**
- **Overview, direction, first concrete actions for the solid start and continuation of strategic progress**
- **Focus on optimal value co-creation / giving meaning in the work**
- **Empowerment for integrated cross-silo and post-silo co-creation of structural solutions and innovation**
- **Coherent set of indicators geared to the core purpose enabling you to monitor and measure your progress towards value creation at full capability as a team**
- **Acceleration in progress by using the value of key information and data**
- **Holistic approach for creating value through people and organisation**

Summary of the results: Progress!

A solid start of integrated co-creation, from innovative solutions to cohesion in their implementation; attractive perspective, with clarity about the shared intention; the core purpose of the team or organisation as a whole as a calibration compass serving strategic direction, and commitment and progress.

USP The Twelve – the right knowledge, the right ‘framing’, and the right guidance, and You

Challenges such as Covid-19 are so complex that they require a multidisciplinary fully integrated approach. It is not fair to expect “Eureka” only from a chairman, leader or other stakeholder. Delegating and leaving it to others frustrates progress and therefore not an option. **The key to progress is to focus on value-creation; co-creating meaning in the work for all customers and stakeholders. That is the why of collaboration, making a difference together that you are not capable of making alone.**

The Twelve provides you with thorough knowledge, **proven ‘framing’ for organising progress** and very experienced facilitators to organise making that difference together and to inspire progress. **We help you to make the quantum leap towards optimal performance and flourishing.** That is half the work, the other half revolves around you, your intention and commitment and that of your entire team. We work with unique questions focused on your work and your capability to create unique value, in a way that you can jointly overcome your blockages and together pave the road to a meaningful and successful future.

Team The Twelve

The The Twelve team comprises Danielle Beltran, Mavis Carrilho, Kathelijne Drenth, Richard Leachman, Irina Mikhailave, Luke Vincent and Bauke Zeilstra.



Investment

The investment per workshop depends on the size of your team (from two to two hundred and fifty people). For a team of up to five people, the investment is € 5,000 per workshop ex VAT. For every additional five people, a second, third, fourth, etc. facilitator is required and 5,000 euros are added each time. Customization and additional work will be discussed and agreed upon in advance.

Requirements

NDA - We are happy to sign an NDA with you to ensure mutual confidentiality. **It is essential that your entire team participates.** For defining your core purpose, we work with the Intent® Value Frame software developed by us. We prefer to test this and other systems for remote working prior to the workshops.

Contact

We would like to hear about your wishes, challenges and questions with regard to the offered Workshop series **Inspire and co-create the future – together!** And we would love to understand how we can support you. Do leave your details and we will contact you without obligation for a first introduction.

[Interest?](#)



CRKBO

The Twelve B.V. is listed on the CRKBO, the Central Register of Short Educational & Vocational Training Courses, and we are therefore a recognised institution in terms of the European VAT Directive in terms of reclaiming VAT on our training courses.

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