



EMPOWER!

LEADERS | TEAMS | ORGANIZATIONS

OFFICIAL COACH OF TEAM BRUNEL
IN THE VOLVO OCEAN RACE 2014-15

SCHOUTEN GLOBAL

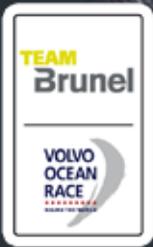
STORYLINE PRESS-KIT TEAM BRUNEL

EMPOWER!



**SCHOUTEN
GLOBAL**

Founded by Schouten & Nelissen,
European market leader in soft skills,
team performance and leadership
development




**SCHOUTEN
GLOBAL**
EMPOWERMENT BY SCHOUTEN GLOBAL
schoutenoceanrace.com

WHY IS SCHOUTEN GLOBAL SPONSORING THE VOLVO OCEAN RACE?

As a sponsor of Team Brunel in the Volvo Ocean Race, Schouten Global has the following aim: Schouten Global wants to explicitly present itself as the worldwide partner for behavioural skills

training in the area of leadership and team development. This is based on the international growth ambition that Schouten Global is aiming for.



WHAT IS SCHOUTEN GLOBAL'S STORY BEHIND THE VOLVO OCEAN RACE?

If the circumstances become challenging, powerful leadership and optimal teamwork are crucial. Strong leaders are able to manoeuvre their organisations, avoiding threats and leveraging opportunities. They are capable of forming the best teams (multicultural), managing them with maximum inspiration and motivation. They make essential choices, can deal with pressure and are focused on achieving the goal they defined. Successful teams are capable of achieving better results than teams that are not as well-developed and balanced as a group.

Schouten Global develops leaders and teams worldwide. With various programmes, we are able to help leaders develop into experienced and successful leaders. Schouten Global's training courses are based on the leader's own

personality, developing personal skills accordingly. We mainly focus on developing managers into hybrid managers. This enables them to operate in changing circumstances and environments. Relating to team development, Schouten offers the right tools to make teams more effective and efficient. Schouten develops leaders and teams that are larger than life. No mountain too high, no ocean too deep.

Based on our heritage as the worldwide training company of leaders and teams, we are also a partner to Team Brunel in the Volvo Ocean Race. As the coach of skipper Bouwe Bekking and his team, we are committed to supporting Bouwe during the entire Volvo Ocean Race in his leadership role, enabling him to optimise team work.



Anje Marijcke van Boxtel
Directr Coaching Schouten Global
Teamcoach Team Brunel

HOW ARE WE GOING TO ACHIEVE THIS?

The content we are set to create must be fully based on the proposition that we want to communicate. This will have to be based on the topic / product 'behavioural training' (leadership and team development). This is the domain we want to claim.

The Volvo Ocean Race consists of 9 legs that are relevant for tying into Schouten's communication. Each leg goes to a different country. Before and after each leg, the necessary media attention can be expected. We will focus on a content theme in each leg, based on Schouten Global's services. In fact, we select the 'gauges' among our products to highlight the similarities between daily practice in businesses and the developments of Bouwe and his team. And of course to clarify Schouten Global's role in this process. Furthermore, this must enable us to develop content that is interesting and relevant to both our primary target groups in businesses and the media.



OUR 9 THEMES ARE AS FOLLOWS

1. Selection (getting the right people onboard)
2. Creating high-performance teams
3. Coaching
4. Leading change
5. Driving growth
6. Communicating and influencing
7. Effective decision making (how to solve problems when the stakes are high)
8. Collaboration and trust
9. Developing senior leaders.



SEMINARS LEADERSHIP “THE HUMAN FACTOR”

During the stopovers of the Volvo Ocean race, Schouten Global will offer insightful, powerful, energetic leadership & coaching seminars for anyone interested in leading their organisations to high performance (eg Managing Directors, Senior HR Managers / Directors, Senior managers, Learning & Development Managers / Directors).

During our seminars we will give our guests an unique view into our on-board and on-shore coaching experience with the Team Brunel and connect it to a larger leadership context. Because what happens with the team in their challenging race, is a mirror image of the dilemmas we see faced by leaders in the business world.



OUR VOLVO OCEAN RACE MOTTO



Team Brunel is empowered by Schouten Global. Rather than passively positioning Schouten Global as a 'partner', we want to highlight the active role. In other words, clearly defining Schouten Global's role and added value in the race and the developments on board. After all, in this 'Human Race', it is all about the team and leadership.

That means it is not the sponsor or partner that makes the difference. Instead, it is the club that makes the leader and the team stronger - the Schouten Global club. This is why Team Brunel is empowered by Schouten Global.

'A SHIP IS
ONLY AS
STRONG AS
ITS CREW'

- JAN SCHOUTEN



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