



Shiftmaker 2025 Training

Level 1 - Foundations

STARTING THE ADVENTURE OF IDENTITY TRANSFORMATION

One world is dying. Another world is being born before our eyes.

Faced with the transformation of today's world and its new challenges, many of us are thinking about the changes that need to be made at the individual, collective and organisational levels. We wish, feel, and have the intuition that we must contribute to the movement but do not always know how to start.

This course is intended for those people who have an interest in (their company's) transformation. It is about guiding them so that they can become "Shift-makers"; so that they can live this transition from the Old World to the New One in their job, whatever it may be. It's not about rejecting the old but about contributing to the new by including the old. It is about acting from where I am in the organisation to initiate an organic transformation: a transformation that spreads from within.

The whole journey includes the individual, the team, and the organisation in an integrative way. In the same way, our pedagogy will set your physical, emotional, mental, and spiritual bodies in motion.

By the end of the course, which takes place over 2 levels, participants will be able to accompany these transformations and contribute to transforming the organisation towards more autonomy and co-responsibility.

The adventure starts with the level 1 where you will experience yourself the "Identity Shift" before you can accompany it later in the company.

WHAT WILL YOU LEARN?

- Acquire a posture that enables you to calmly manage relations in a climate of change;
- Develop your emotional and relational intelligence;
- Increase your self-confidence to stand upright in the chaos inherent in any transformation process;
- Be able to diagnose group processes and guide them to develop a team's style;
- Understand the key stages of cooperation and group management;
- Know yourself better;
- Gain insight into the path to becoming a 21st century company;
- Experience collective intelligence.

MODALITIES

- 4 modules of 2.5 days;
- 1 additional module of 2 days;
- 1 peer group;
- 3 moments of supervision;
- 1 module of 2 days of valorisation (on a voluntary basis).

A quiet pace allowing for integration and depth.

In each module, participants take on the role of group coaches and experience the posture.

They receive constructive feedback at the end of the module. Group management processes such as feedback, echoes of the previous day, inclusion and metaposition form the basis of our pedagogy.

We continuously shed light on what is going on in the group so that everyone develops their ability to understand a group, to question themselves, and to develop participants' autonomy.

PREREQUISITES

- Completion of an application form;
- Selection interview with one of the teachers.

TRAINERS

Your trainer for this training course: **Marie Hendrick** accompanied by **Sarah Sougné**, **Roel van Caenegem** and **Ilona de Haas** as part of the pedagogical team.

LOCATION : Brussels



Dates

- Nov 26th to 28st, 2025
 - Jan 28th to 30th, 2026
 - Mar 25th to 27th, 2026
 - May 20th to 22nd, 2026
 - 25th & 26th June, 2026
 - 10th & 11th Sept, 2026
- (valorisation days, on a voluntary basis)



Time

Wednesday: 18:00-21:30
Thursday: 9:00-18:00
Friday: 9:00-17:00



Rate

€6,410 excl. VAT per person
(self-employed and companies with less than 50 employees)

€7,425 excl. VAT per person
(companies with more than 50 employees)

Meals and any accommodation are not included in the price.

VALORISATION/CERTIFICATION

Two certification days will be organized to attest to your course (on a voluntary basis, dates to come).

REGISTRATION & INFORMATION

You can register by email: info@butterflyandco.eu.

Information on the training course by email or by telephone on + 32 476 26 64 60.

DETAIL OF THE COURSE

1

Module 1- Shiftmaker module

The Stakes

- Launch the dynamics of the training and the group to create the ideal conditions for the participants to evolve towards collective intelligence. To ensure that each person finds his or her place in the group in a spirit of openness without complacency. Understand how a team is built in the New World.
- Identify the challenges of the 21st century and the impact on our companies, our teams, and our leaders.
- Introduce the fundamentals of the Shift-Maker posture.
- Understand the link between the individual, the team and the organisation, the basis of our integrative approach.
- Understand the pedagogical vectors of the training and the work that needs to be done (peer groups, the curriculum, personal work, individual supervision, and validation).

The Tools

- The Shiftmaker Definition
- The 4 quadrants
- Schutz's theory: Inclusion/Control/Openness
- The RPBDC grid
- The challenges of the 21st century
- The 3Ps: Protection-Permission-Potency/Power
- The Alliance
- The meta position
- The Sense-Process-Content articulation

2

Module 2 : Coaching an individual in transformation.

The Stakes

- Experiment with the posture to lead an individual in transformation. How do we dance the tango together?
- As the "Shiftmaker" is no militant, from where does he act? Define the mandate, the zone of power, and the zone of influence.
- Be able to structure a support relationship with professionalism, i.e. practicing one's theory and theorizing one's practice through several models. All this is done with awareness and not only based on intuition.
- Experience the posture of a coach and develop the quality of being in the relationship.
- Make a diagnosis when facing an explicit request and understand the implicit stakes.

The Tools

- The contract
- The 8 zones
- The parallel process
- The 3 stages of the leader
- The demand
- The stages of autonomy
- Posture: the art of questioning and listening
- The dramatic triangle

3 Module 3: Coaching a team towards cooperation.

The Stakes

- Understand the fundamentals of developing a relation of trust in a team and lead it into transformation. How to bring a team to exchange around the problems they encounter? How can each person exist within the group with his or her emotions, issues, values, etc.? How to regulate tensions? How to decide collectively?
- How to structure the support to a team with professionalism. (Diagnose the maturity of a group, practice meta and become a force for proposals)
- Experience confrontation as a source of profound transformation of a team's culture.
- Experience collective decision making
- Experience a collective coaching process
- Experience several team building games to get to know each other better in a relation
- Continue to build the participants' team towards collective intelligence.

The Tools

- The 3 stages of a team
- Group diagnostic tools
- Recognition
- Principles of cooperation
- The 5 dysfunctions of a team / the trust compass
- The frame of reference
- Collective decision making

4 Module 4: Knowing how to be - Art and Posture

The Stakes

- Acquire the necessary soft skills to become a Shift-Maker. This involves combining a humble position in the relation with an ambitious position for the organisation.
- Be more aware of who I am so I can better help others. How to align who I am and what I do? Understanding the difference. How can I clean my glasses?

- Understand the need for a code of ethics and reflect on one's own code of ethics and values.
- Measure the road travelled together.
- Close the journey and celebrate together.

The Tools

- The backbone of meaning
- Professional hygiene
- The principles of deontology
- The referents
- The Level 5 leader
- Rituals of declension

Valorisation (level 1)

The aim of this valorisation is to crystalize the knowledge and skills developed throughout the class.

Experimenting with the white pedagogy by allowing each participant to show what he or she is best at.

Each participant will hand in two written works (a case analysis and a diary of personal achievements).

The 2 days of valorisation are composed of 4 moments:

- A written case analysis across the 8 zones and recommendations across the 4 quadrants;
- 5 theory tools presented collectively;
- Presentation of the personal journey;
- Celebration of the journey.