



The Catalyst for Purpose-Driven Team Empowerment

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BACKGROUND

- **> 30 years experience as executive in life science industry**
- **Master degree in pharmacy & business economics,**
Leiden University, The Netherlands
- **Master degree in marketing,**
NIMA C, Dutch Marketing Institute
- **Certified holistic psychotherapist,**
PET Academy, The Netherlands
- **Certified systemic coach,**
Bert Hellinger Institute, The Netherlands



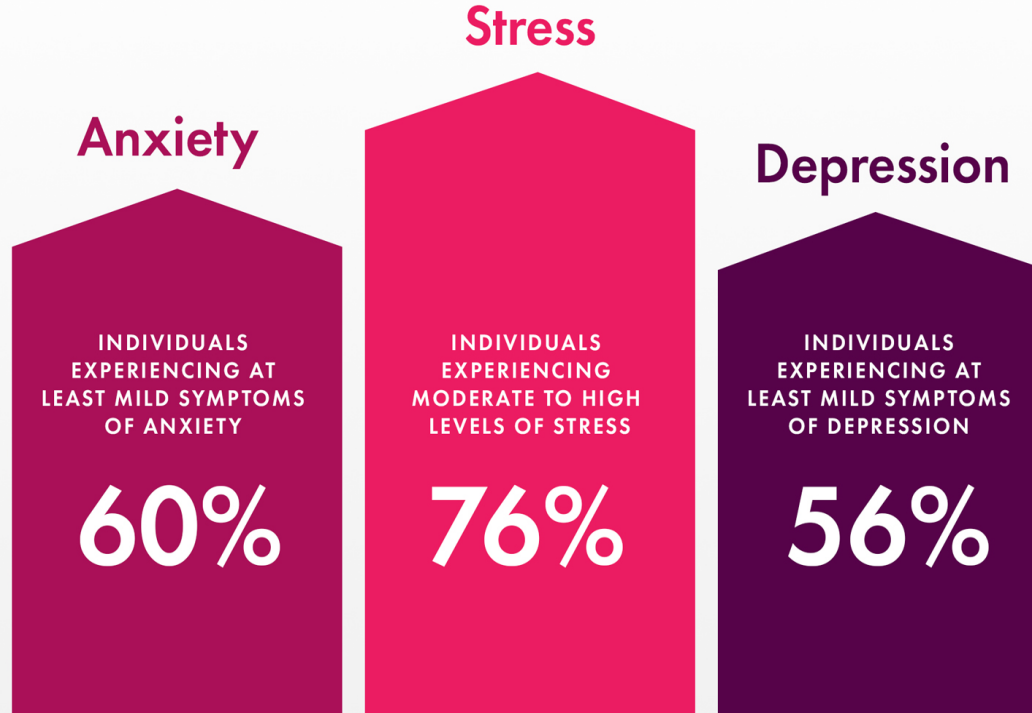
Karin van Zuilen
Founder of **Senz Strategy Consulting**
Team Engagement Consultant

People
Engagement

Positioning

Change
management

Mental Health & Wellbeing in 2023



Lack of Mental Health (support)

Poor mental health costs global businesses
\$1 trillion annually in lost productivity

Absenteeism

More likely
to take sickdays

3x

Engagement

Lower
profitability

21%

Retention

Employee
turnover

45%



5 Proven Recipes to Live Longer Healthier & Happier

Discover the Secrets of the Blue Zones



BLUE ZONES

A world map with a blue background. Six locations are marked with yellow dots and labeled in white text boxes: Loma Linda, California; Nicoya, Costa Rica; Sardinia, Italy; Icaria, Greece; and Okinawa, Japan. Dotted white lines connect these locations to a large white circle on the left containing the text 'BLUE ZONES'.

LONGEVITY HOTSPOTS

Longevity influenced by:

- Genes: 20%
- Lifestyle: 80%

1

MOVE NATURALLY

NO GYMS NEEDED!

People in the Blue Zones move naturally throughout their day—gardening, walking, and housework keep them active



"How can you add more natural movement into your daily routine?"





2

EAT MODERATELY



THEY FOLLOW 'HARA HACHI BU' —
STOP EATING WHEN 80% FULL

THEIR DIETS ARE RICH IN BEANS, VEGGIES, AND
SMALL PORTIONS OF MEAT. PLUS, 1-2 GLASSES
OF WINE A DAY!

*"Could you try stopping at 80% full? What
changes would you make to your diet?"*

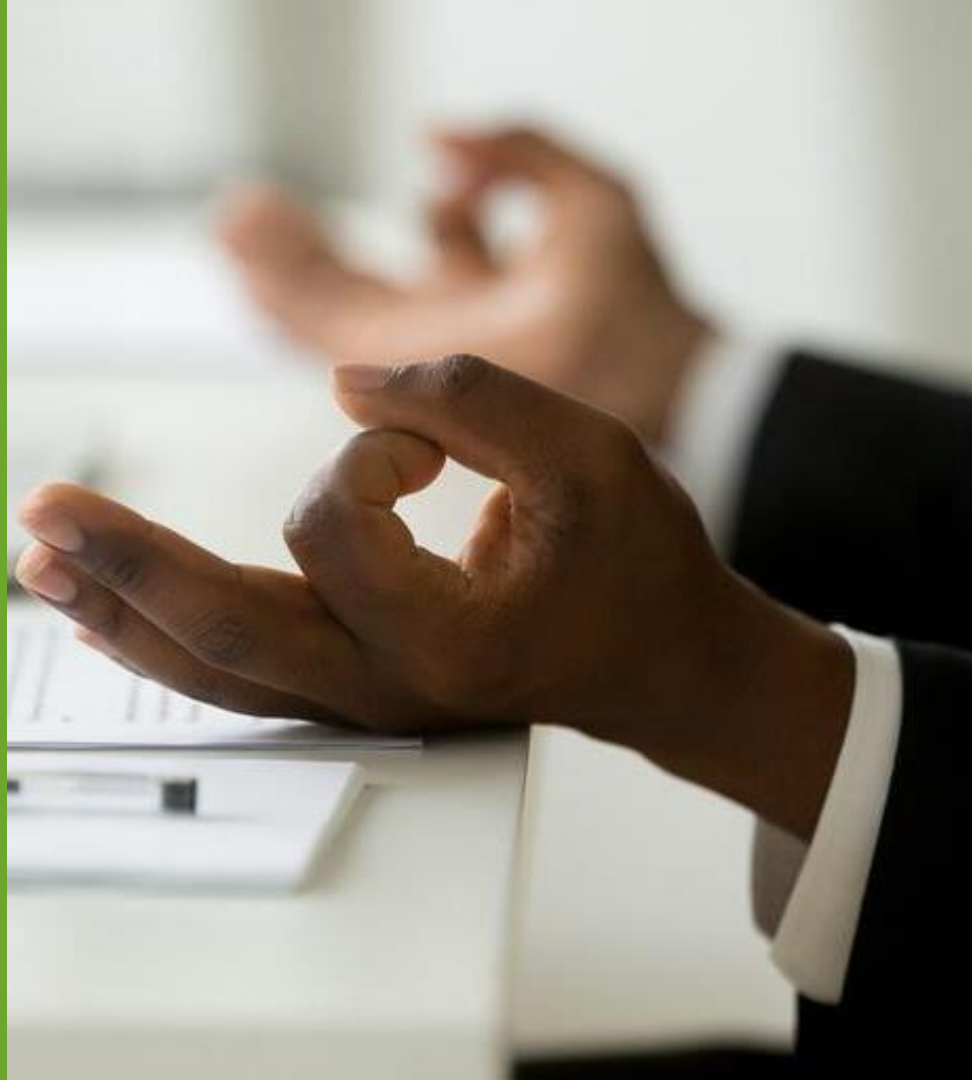
3

DETACH FROM STRESS

EVEN CENTENARIANS EXPERIENCE STRESS, BUT THEY ALL HAVE **ROUTINES TO RELEASE IT**—PRAYER, NAPS, YOGA, OR SOCIALIZING WITH FRIENDS



*"What's your go-to way of managing stress?
Could you build a daily routine to unwind?"*



4

SURROUND YOURSELF WITH POSITIVE ENERGY

CENTENARIANS HAVE **STRONG SOCIAL CIRCLES**
THAT **SUPPORT POSITIVE HABITS**— FAMILY
AND CLOSE-KNIT COMMUNITIES HELP THEM
STAY CONNECTED AND ENGAGED



"Who are the five people you spend the most time with? Do they support your positive mindset?"



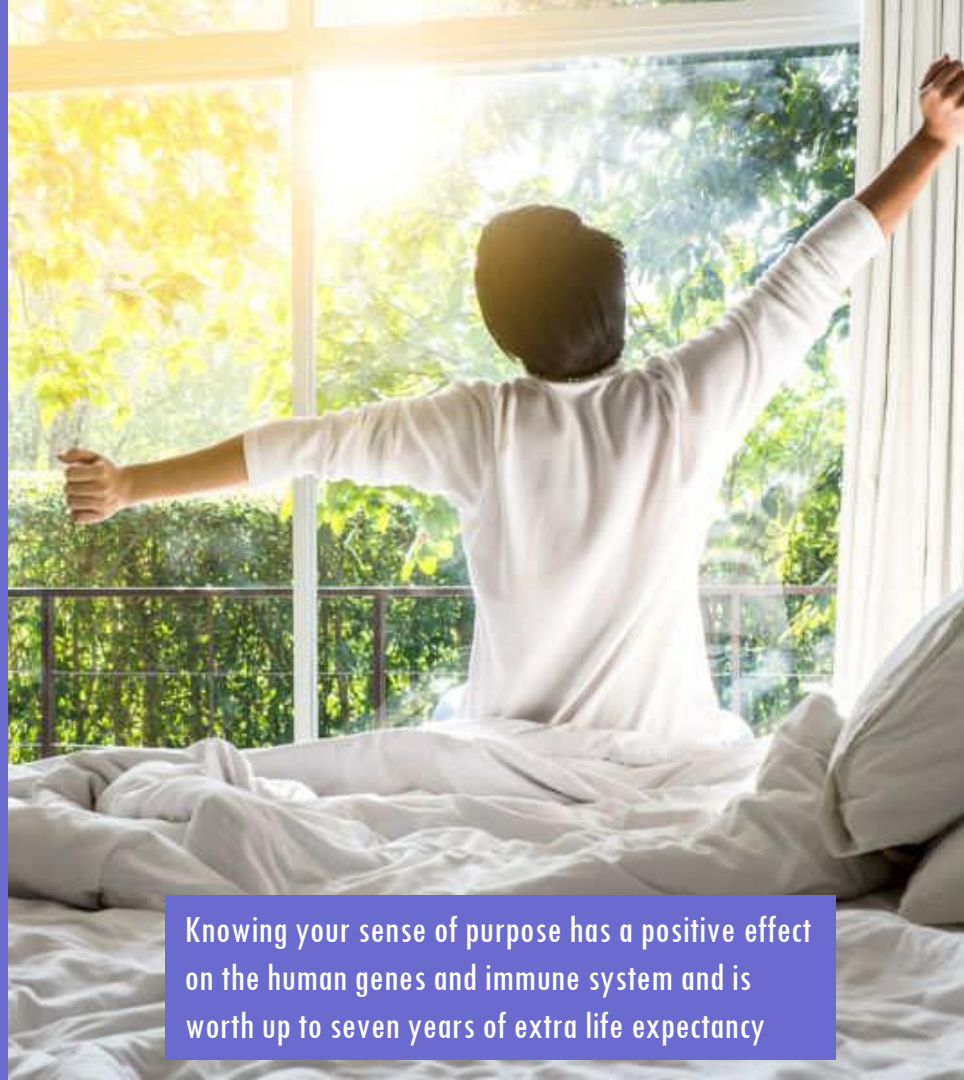
Research shows that the probability of dying early is 20% higher for obese people, 30% higher for excessive drinkers, 50% higher for smokers, but 70% higher for people with poor social relationships

5

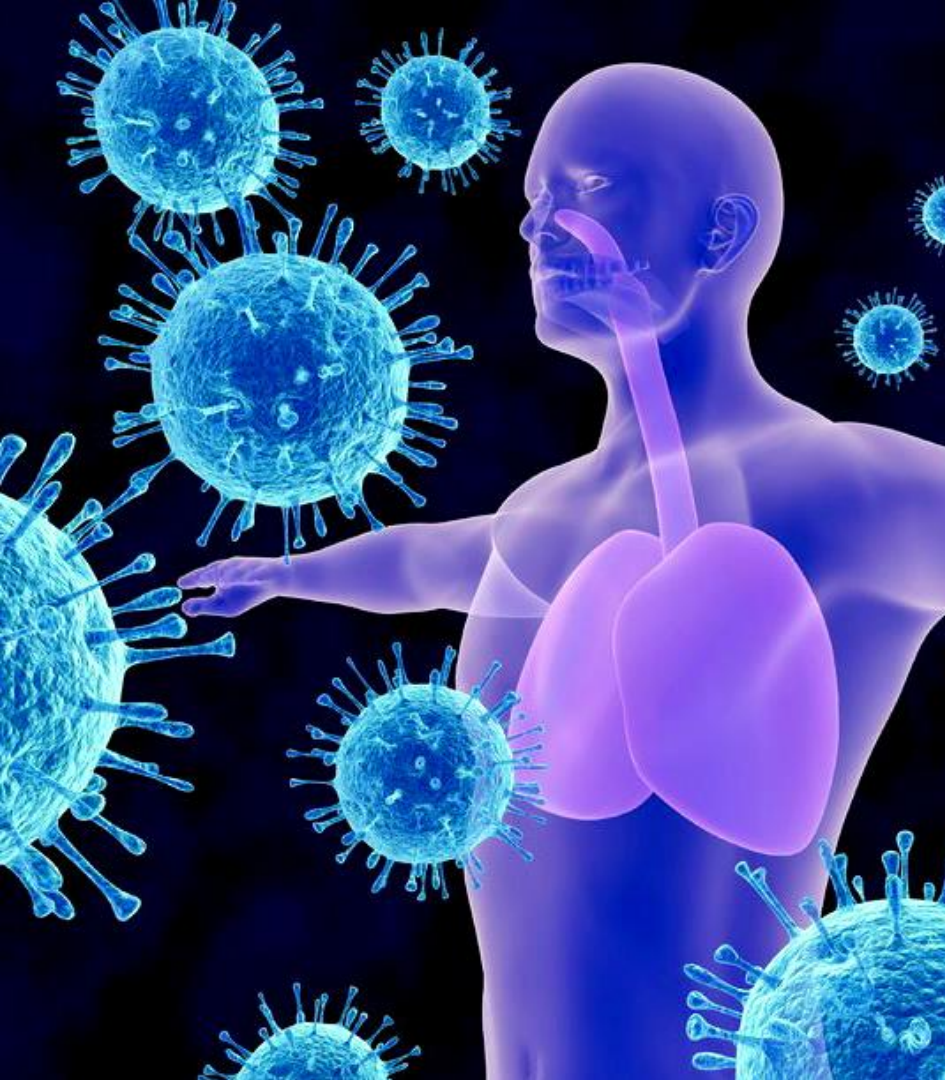
FEEL A SENSE OF PURPOSE

THE OKINAWANS CALL IT “IKIGAI”—THEIR
REASON FOR WAKING UP EACH DAY

*"What's your purpose? What motivates you
to get out of bed every day. Do you feel you
can make the difference?"*



Knowing your sense of purpose has a positive effect
on the human genes and immune system and is
worth up to seven years of extra life expectancy



YOUR MIND AND BODY ARE DEEPLY CONNECTED

LIFESTYLE CHOICES, A POSITIVE MINDSET, AND
KNOWING YOUR PURPOSE CAN ADD YEARS TO
YOUR LIFE



*What's one small change you can make starting
today to live longer and healthier?*

Let's hear some examples!



**NOBODY IS EQUAL
EVERYONE IS
UNIQUE.**

**YOU ARE BORN WITH
UNIQUE TALENT, NATURE &**

PURPOSE.

**ONCE YOU REALISE IT
YOU ARE SUCCESSFUL.**

-Vivek Ranjan Agnihotri



YOU ARE UNIQUE

YOU ARE MAKING A DIFFERENCE

Short Preview

The Power of YOU (part 1)

Core Quadrant method ©

Discover your unique qualities
Break with hindering patterns



Why Knowing Your Core Qualities Matters

- Understand what makes you unique and valuable
- Self-awareness and confidence
- Align decisions with your true self
- Receive recognition, and find fulfillment
- Provides a sense of purpose
- Provides mental wellness
- **Workforce wellness boosts commitment, performance and productivity**

Your Core Qualities define you

- Characteristics that belong to your essence
- Strong points that define you – how people would describe you
- Natural (and not learnt) skills

The more we are aware about our core qualities,
the better we can use them in our lives

Support Questions

+

What I expect/demand from others

What others appreciate in me

What I take for granted in myself

Core qualities

patience

enthusiasm

seriousness

spontaneity

down to earthness

discipline

realism

flexibility

energy

tact

courage

thoughtfulness



Passionate belief
motivating trustworthy sincere
Articulate energetic articulate
streamlined projection objective • outspoken funny moment
knowledgeable STAR
gestures timing
confident
storytelling informative charismatic
Empathetic people-centered real persuasive interactive wise
empathetic animated
descriptive Sincere

Your pitfalls are your shadow sides

- Your weak point / Your shadow side
- Source of conflict with your environment
- Helps to recognize your strengths

The more we realize our shadow sides, the more we can accept them as a part of ourselves and take responsibility for them

Support Questions

What I'm willing to overlook in others
What others blame me for
What I tend to justify in myself

Pitfalls

fuzziness

conservativeness

superficiality

patronizing

chaotic

indecisiveness

egoism

fickleness

arrogancy

pessimism

suspicious

stubbornness



Core Quadrant

Qualities +

What I expect/demand from others
What others appreciate in me
What I take for granted in myself

Confident
Passionate
Observer
Loyalist/helper
Strong willed, determined

*Too much of
a good thing*

Pitfalls -

What I'm willing to overlook in others
What others blame me for
What I tend to justify in myself

Arrogant
Hothead
Not taking part
Slave
Pushy

What you need to know about Allergies

- Characteristics that you disgrace/cannot stand
- Characteristics that evoke negative emotions in you
- Help you to find your qualities and hidden qualities

The more we meet our allergies and the more consciously we deal with them,
the more effective we are

Support Questions

What I would hate in myself
What I have to tolerate in others
What I despise in others

Allergies

fanatism

inpredictable

longwindedness

arrogant

weak willed

manipulative

laziness

carelessness

bitchy

detached

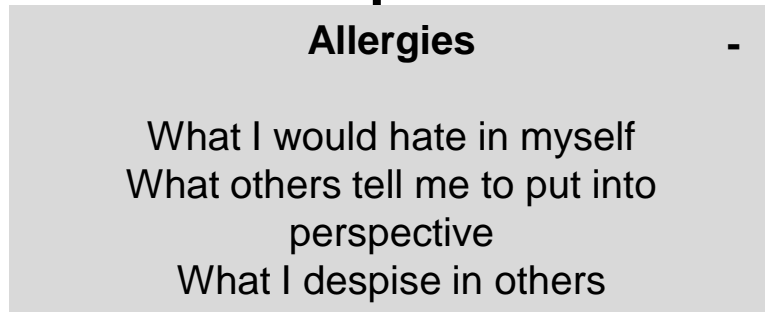
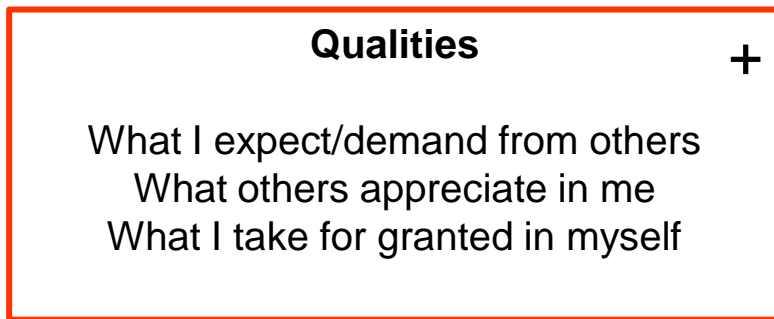
aloofness

impatience

YOUR ALLERGY

Your trigger

Find more qualities



Determination
Drive
Enthusiasm
Initiative
Modesty
Perfectionism

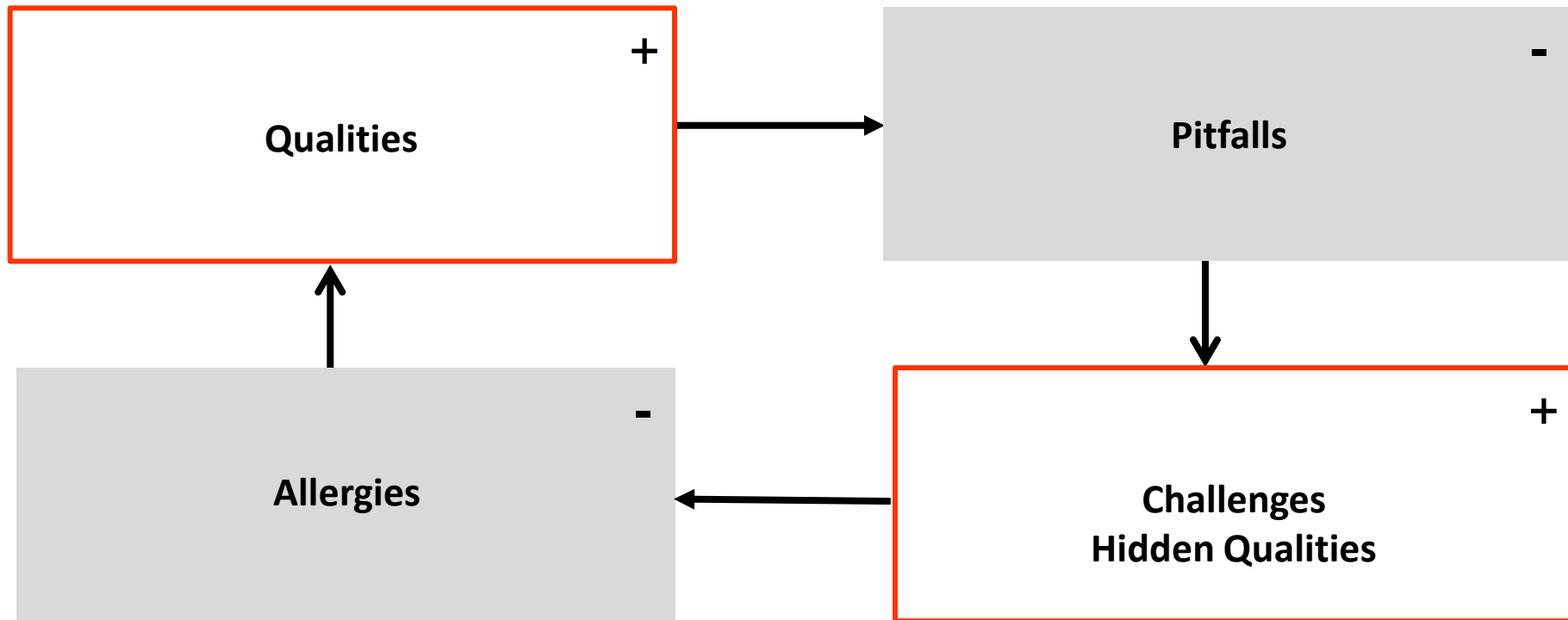
Indecisiveness
Laxity
Flatness
Passivity
Arrogance
Nonchalance

Let's do it for your words

Core quadrant

Want more?

- Uncover your hidden strengths and understand how you engage with others
- Identify and break free from limiting patterns
- Discover the unique value your colleagues bring



WHAT'S YOUR NEXT STEP?

Do nothing

Or:

Discover Your Unique Value!

Understand how you can contribute more

Wake up each morning with a clear sense of purpose

Partner with Senz to Empower & Engage your Team(s)

HOW TO LIVE HEALTHIER & HAPPIER?

1

MOVE NATURALLY

2

EAT MODERATELY

3

DETACH FROM STRESS

4

SURROUND YOURSELF
WITH POSITIVE ENERGY

5

FEEL A SENSE OF PURPOSE



The Catalyst for Purpose-Driven Team Engagement

Subscribe to our free email-course
'more time and energy in 6 steps'

Lead with Purpose

Team Engagement & Empowerment

Unlock your Unique Value

**Interested in our team
engagement programs?**

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