

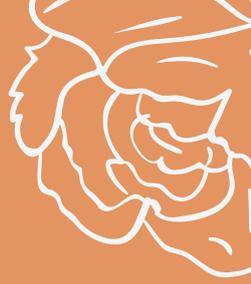
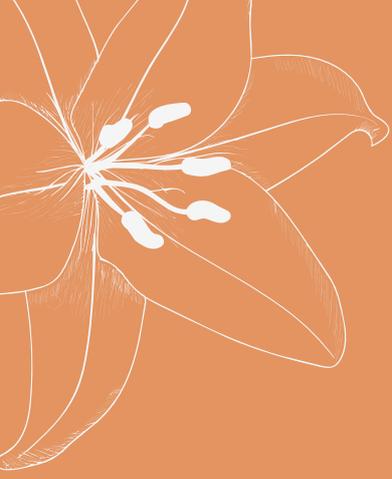


CATALOG 2023

REMOTE SUPPORT OFFER

Training – Facilitation – Change management
Team and group coaching – Individual coaching – Team Building

Speed up your transformation



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Patricia SENNEQUIER
Founder of Beautiful Soul

EDITORIAL

Dear customer

As a leader, you probably want to support your employees in the development of their skills and/or to be better equipped yourself to meet the challenges of transforming your organization.

We have taken great care to work on our own transformation in order to offer you this catalog of our distance learning courses in 2023.

Regardless of their format, our interventions are designed to act as performance catalysts and to give new impetus to your employees and teams.

Whether you are looking for Individual and team coaching, management training, self-leadership, emotional intelligence, female leadership, thematic webinars: we have many **online support modules**.

Our trainers have completed their studies in prestigious universities, and our coaches are all certified, ensuring that participants in our programs are constantly challenged and empowered to take responsibility for their learning and progress.

We did not wait for the Covid-19 pandemic to implement distance learning courses, and our experience in this area is very significant. We have been offering online support to our clients for over six years, which now represents 50% of our business.

Our expertise and the effectiveness of this mode of intervention allow participants to better capitalize on their learning and educational content.

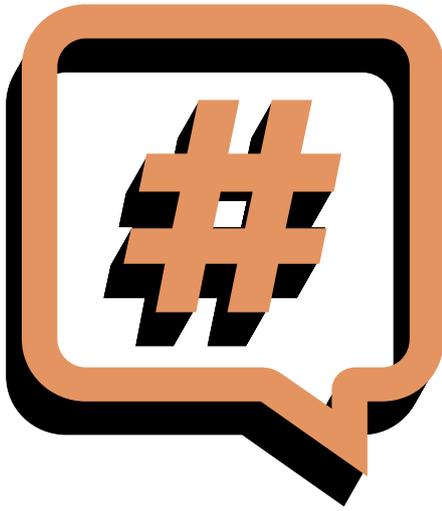
For you, it means a great saving of time and money!

These next pages present our standard offerings and will help you understand the scope of what can be done to accelerate your organization's transformation.

I wish you a pleasant reading.



Patricia Sennequier



#WeAreBeautifulSoul

Specialized in the acceleration and support of organizational changes as well as in leadership development, Beautiful Soul, based in Dakar, radiates in Senegal, throughout Africa and beyond. Its mission: to activate positive energies at the individual and collective level, to accelerate the transformation of organizations towards more inclusive, collaborative and efficient systems.

Our team of 20 expert coaches and trainers from Beautiful Soul has worked in 15 countries with hundreds of organizations from all sectors (public, private, institutions, NGOs) and more than 10,000 individuals, with a recommendation rate above 8.6/10.

Our clients describe Beautiful Soul's ability to bring out the best in individuals, teams, and organizations as exceptional. We work from the heart, and our vision and values are integrated into the design and delivery of customized, innovative, human-centered learning experiences.

We intervene at all levels to activate the best of teams and develop positive leadership.

A leader, as a catalyst of collective performance, must know how to :

- (Re)instill meaning in their team;
- Create an environment for constructive relationships;
- Define objectives and design processes that encourage teams to be fully engaged;
- Activate positive emotions within the work environment, such as gratitude, serenity and optimism.

In the perspective of accelerating transformation, we offer a wide range of services:

- Training in leadership, management and emotional intelligence
- Team, group, and individual coaching sessions
- Facilitation of retreats, meetings, and discussion groups
- Quantitative and qualitative employee surveys (including 360° surveys)
- Assistance in the deployment of strategic HR processes / HR mentoring
- Training of trainers and coaching certification

Each intervention is custom-made and personalized to fit the environment, strategy, culture, and organization of each client organization, in order to enable immediate and sustainable individual and collective change.

OUR TEAM OF COACHES AND TRAINERS



All Beautiful Soul trainers and coaches are certified and supervised, and work exclusively for Beautiful Soul. Together they have thousands of hours of practice.

They have been trained in prestigious universities, and have lived and worked in several countries/continents in management positions within complex multinational organizations. Most of them are bilingual in French and English, and some speak Wolof.

This rich multicultural experience allows them to feel comfortable with all audiences and in all contexts.

Patricia

Founder and CEO



Adeline

Trainer and coach



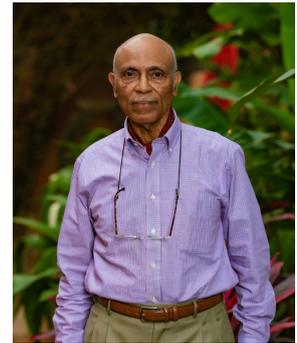
Guillaume

Partner, co-manager, facilitator and coach



Claude

Coach



Bamba

Coach, international consultant



Justine

Trainer and coach



Philip

Trainer



El Hadji

Coach, trainer, facilitator, HR mentor



Fatouma

Project manager, trainer, facilitator



Marietou

Project manager, trainer, facilitator



Hassna

Coach, trainer and facilitator



BEAUTIFUL TEAM EXPERTISE



A SUPPORT TEAM OF PASSIONATE PEOPLE DEDICATED TO THE SUCCESS OF YOUR PROJECTS

Our support team is often your first contact with us. The first one, but also the one that guides you on a daily basis, assists you on an administrative and human level. A team that is small in size, but big in passion and in the heart that it puts at the service of your satisfaction.



Sokhna Tine
Project Manager



Sokhna Awa
Accounting and
Human Resources
Manager

BEAUTIFUL TEAM



OUR PARTNERS



WILEY



THEY TRUST US

(and they are not the only ones..)

samusocial
International



L'ORÉAL



GROUPE
KIRÈNE



CGF
BOURSE



Dalberg



KFW

KANTAR TNS

DHIP
IHA



TRAINING IN MANAGERIAL SKILLS AND LEADERSHIP DEVELOPMENT



Our online management development and leadership training enables individual contributors, first-level supervisors, managers, and directors to improve their effectiveness and adapt their behaviors to the organizational context they face.

These trainings focus on the emergence and development of human and behavioral skills; they reveal their full effectiveness when they are followed within the same organization and allow a collegial reflection on common themes, perspectives of evolution or a particular context.



INFORMATION

Facilitated by our trainers & coaches around concrete themes, these trainings take place in the form of interactive webinars of two hours each.

Our catalog includes 90 modules for groups of 4 to 200 participants.

The sessions take place on Zoom, and use other collaborative tools such as Klaxoon, Google Slides, etc

At the end of each module, participants determine their own development objective and individual action plan.



THE ++

A particularly suitable format adapted to professionals with a busy schedule.

Possibility of building almost custom-made courses, by combining modules dealing with similar themes. Some of them are in high demand, such as :

“Managerial Skills-Foundations”, “Digital Transformation for Leaders”, “Manager/Leader as Coach”, “Facilitation Techniques for Productive Meetings”, as well as a number of tracks dedicated to female leadership.



“This training has changed a lot of things in the way the team operates. I notice more risk taking. My staff has learned to practice feedback and communication has been improved.”

Andr ea WOJNAR- Former UNFPA Senegal Representative

TRAINING IN MANAGERIAL SKILLS AND LEADERSHIP DEVELOPMENT



Some examples of possible training paths, with the corresponding modules.
We invite you to contact us to define together the course adapted to your situation.

CHANGE MANAGEMENT

Predefined and certifying course

Certification in organizational coaching (12 modules)

Autonomous modules

- Leading change in a difficult context
- Understanding organizations
- Managing cultural change (beyond the status quo)
- The actors of an organizational culture change
- Introducing culture into organizations
- Models of human behavior
- Probing the culture
- Changing things: what and how?
- Ten ways to make things change
- Two models of change
- Management styles: artistic, artisanal and industrial

CONDUCTING MEETINGS

Predefined and certifying course

- Meeting facilitation skills (4 modules)

Autonomous modules

- Leading important meetings

SELF-LEADERSHIP

Predefined and certifying course

- Manage time and priorities efficiently (6 modules)

Autonomous modules

- Managing information, people and actions
- Positive Leadership
- Strengthening motivation and career momentum
- Managing upwards
- From reflection to action
- Collaboration
- Accelerate goal achievement through co-development
- Thinking like an entrepreneur to grow your business
- Professional anchors

DEVELOPMENT OF STRATEGIES AND ACTION PLANS

Predefined and certifying course

Strategy development – action training and work plan development (more information on this track in the facilitation section)

Autonomous modules

- Strategic blind spots
- SWOT for strategy
- Study of strategic thinking
- Branding
- Anticipation

DEVELOPMENT OF MANAGERIAL SKILLS

Predefined and certifying course

- Conducting evaluation interviews (4 modules)
- Manager-Coach (10 modules)
- Managerial Competencies – Fundamentals (12 modules)

Autonomous modules

- Analyzing employee performance
- Managing the pressure inherent to the position of manager
- Developing your teams (the 70:20:10 rule)
- Management styles
- From high performer to manager
- The fruits of recognition
- The delicate issue of accountability

DIGITAL TRANSFORMATION

Predefined and certifying course

- Digital transformation for executives (8 modules)

Training in managerial skills and leadership development



Some examples of possible training paths, with the corresponding modules.
We invite you to contact us to define together the course adapted to your situation.

EXECUTIVE LEADERSHIP

Predefined and certifying course

- Leader / Manager as Coach (6 modules)

Autonomous modules

- Leading with humility
- Political games in organizations
- Being a leader as a catalyst for change
- The inescapable paradoxes of management
- Control through decision-making
- The decision-making process
- For a better perception of leadership
- Praise for middle management
- Silos and layers in organizations

INTERPERSONAL COMMUNICATION

Predefined and certifying course

- Interpersonal communication techniques (4 modules)

Autonomous modules

- Negotiation styles
- Behavioral preferences (DISC)
- Managing Across Cultures
- Conflict Management
- The virtues of dialogue
- Open discussions
- Beyond quarrels
- Emotional intelligence

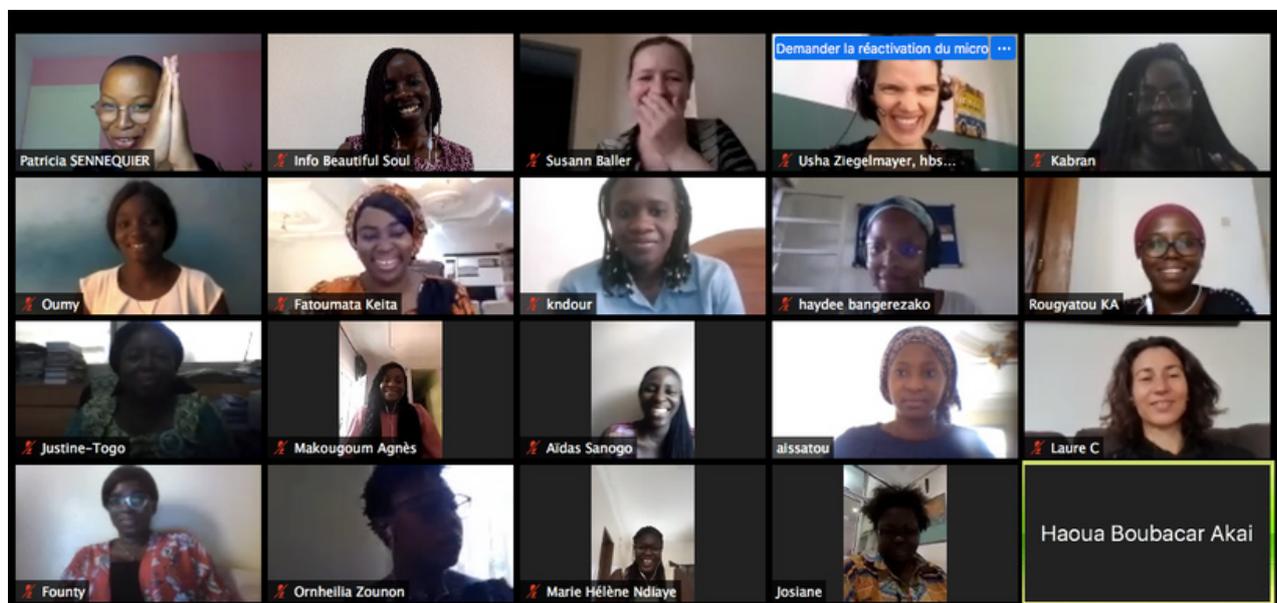
DIVERSITY AND INCLUSION

Predefined and certifying course

- Interpersonal communication techniques (4 modules)

Autonomous modules

- Beyond Bullying
- Gender Inclusive Leadership
- Diversity in the 21st Century
- Opening up the moral high ground
- Minimizing Bias



TEAM SUPPORT PROGRAMS



Teams are the lifeblood of any organization. Numerous studies show that employee engagement is primarily a function of their sense of well-being within their team. This is especially true in virtual work environments and in organizations with high recruitment.

In 2019, Beautiful Soul wanted to evaluate the impact of its team and group coaching interventions. Out of a representative sample of participants in these sessions, 94% of those surveyed saw positive, immediate and lasting change.

The vast majority of them, regardless of the time elapsed since their accompaniment, have noticed and appreciated that these changes have a deep and lasting effect. [You can find this study on our website.](#)

i INFORMATION

Our team coaching programs combine the best of existing formats: team building, team training and group coaching. They are designed for teams made up of a manager and his/her direct collaborators, or autonomous teams such as project teams.

After a diagnostic stage, allowing each team to identify its strengths and areas for improvement, ad hoc sessions are defined.

The pedagogical content is based on the current state of research on the defined topic, as well as on the experience we have acquired over the years.

This content is made available to learners, and will serve as the basis for our online interventions.

+ THE ++

The advantage of this format is first and foremost the optimization of the time and impact of the interventions. A few sessions of two hours each allow employees to exchange on this content and to share, in a very pragmatic way, the best practices applicable to their particular context and the possible areas of improvement.

This flexible format allows programs to be tailored to the specific needs of each team and avoids duplication.

By rapidly developing the cohesion and efficiency of your teams, you will boost your productivity and performance thanks to their commitment, loyalty and the emergence of a collaborative culture likely to accelerate innovation.



“We worked with Beautiful Soul to support the UNDP office staff. We tried to establish a diagnosis. Beautiful Soul helped us identify our challenges so that we could improve the team's dynamics, effectiveness, and commitment. [...] Having accompanied the teams afterward through coaching makes a difference.”

Bintou Djibo - Former UNDP Representative in Senegal

TEAM SUPPORT PROGRAMS



Some examples of possible training paths, with the corresponding modules.
We invite you to contact us to define together the course adapted to your situation.

LEADERSHIP (SHARED) OF THE TEAM

- Accessibility of team members
- Delegation of authority within the team
- Make optimal decisions as a team
- Establish a productive relationship with leaders overseeing the team
- Establish a productive relationship with stakeholders
- Designing the structure of a team
- Clarify the skills and complementarities of team members

COMMUNICATION WITHIN THE TEAM

- Utiliser les canaux de communication appropriés
- Passer à une équipe virtuelle
- Développer une stratégie de communication et un système d'information adaptés aux besoins de l'équipe
- Améliorer les compétences de communication au sein de l'équipe

PERFORMANCE MANAGEMENT AND ADAPTABILITY

- Mutual performance monitoring
- Supportive behaviors
- Developing the team scorecard
- Building team scenarios
- Setting up team debriefings

SHARED MENTAL MODELS

- Building the team charter
- The power of collective effectiveness
- Analyze the key process(es) of the team
- Co-constructing the team's strategy (STEPS)
- Co-construct the team's vision and mission
- Clarify roles, responsibilities, and interfaces
- Regular and productive team meetings

TRUST WITHIN THE TEAM

- Build trust and psychological comfort
- Strengthen interpersonal understanding
- Welcoming / accompanying the departure of team members
- Resolving interpersonal conflicts



ONLINE TEAM BUILDING



Remote work has revealed that team cohesion is neither a definitive achievement nor a superficial notion. Informal discussions (around the coffee machine, during lunch breaks in particular) are rarer; the corollary is the increasing difficulty, noted by our clients, of a fluid and harmonious collaboration within their teams.

This phenomenon has resulted in an increase in the frequency and duration of meetings on Teams or Zoom, and has led to a gradual and marked decline in collective performance.

Our online team building activities make employees aware of the strength of the collective and the team. For example, the **Ngor escaping game** is very popular today. It boosts motivation, develops individual and collective intelligence and... boosts performance!

i INFORMATION

Our virtual team building sessions are offered in modules of thirty minutes to two hours each. Your employees will be invited to collaborate to succeed in the missions given to them, for example in the context of "Happy Times" or escape games where they have to gather clues to get out of a difficult situation together. These missions are designed as collaborative and non-competitive games; participants win by playing together. They invite players to transpose themselves to a given geographical location, such as Ngor Island, Lake Rose, Goree Island or La Somone.

Escaping Zoom is the first 100% online team building created by Beautiful Soul. You will virtually make shipwreck on the island of Ngor to discover its secrets and especially... to learn to know each other better and to reinforce the team spirit. On the program: riddles to solve as a team, fun challenges, scenarios as if you were really there, clues to reach the next steps of the course that will lead you (maybe) to the last step. There is only one way to escape from the island: collaboration.

+ THE ++

During these sessions, your employees exchange ideas in a friendly and humorous atmosphere, reflect and laugh together. They forget their stress and meet virtually in a place that, for many of them, will reconnect them to good memories. They create relationships with some colleagues they never or rarely saw and strengthen relationships with others.

And since the duration of each session is a maximum of two hours, it is possible to do more team building sessions.



Average rating given by participants to Escaping Ngor: 8.5/10

"We needed to reconnect"; "I found a real team spirit, a sharing of emotions"; "It was both fun and instructive, with a collective reflection on our values and what brings us together"; "We feel like we've traveled, like we've gotten out of Dakar"; "A breath of fresh air!"

ONLINE INDIVIDUAL COACHING



In a world of perpetual acceleration, executives are under more and more pressure, and their hierarchy has less and less time to exchange with them.

As a result, they rarely have the opportunity to step back and think about new ways of operating. As a result, they no longer acquire, or at least not quickly enough, the skills needed to accelerate the development of their organization.

All Beautiful Soul coaches are trained and supervised through a robust quality process, which combines monitoring and satisfaction surveys.

i INFORMATION

Individual coaching consists of accompanying a person (the coached) to enable him/her to achieve personal and organizational success. Through a powerful process of questioning and active listening, the coach acts as a mirror to enable the coached to discover himself, to develop new reflections on his behaviors, and to act to release his potential.

Sessions generally last one hour each; they are spaced two weeks apart to allow the implementation, in the meantime, of the actions defined by the coached.

In order to further accelerate this process, we provide the coached with tools that we have developed ourselves or on which our coaches are certified: 360° survey reports, DISC and FIRO-B profiles, cognitive diagnostics, etc.

+ THE ++

This type of coaching is particularly adapted to executives with a busy agenda, but a real desire to achieve, despite the inherent difficulties, the goal they have set.

This format allows the coached to continuously implement innovative actions, after having conducted an original analysis of the context. It also frees up time for the manager, who can act as a mentor.

Individual coaching enables the activation of a whole potential of actions and innovations within the organization. By putting the organization and its context into perspective, the coached will be able to identify, through a mirror effect with his coach, actions that he would not have considered alone. In addition to preparing them for new responsibilities, individual coaching allows you to retain your talents by making them aware of the importance you attach to their development and their potential.

“Through both the webinars and the one-on-one coaching, I have a better vision of my career plan, I plan better, and I manage my stress better.”

Program Assistant, International Organization

FACILITATION



Facilitation is a discipline that brings together a set of practices that allow each member of a group :

- to get involved in the construction of a solution acceptable to all in the face of a common issue,
- and to engage in the implementation of the resulting actions.

Our facilitators help you make a success of events such as conferences, seminars, workshops, retreats, etc. They optimize the commitment of the participants, promote consensual conclusions in order to achieve the co-construction of a deliverable in line with the set objective.

i INFORMATION

Facilitation allows you to maximize the chances of making your event a success, and to arrive at an outcome that everyone agrees with, while taking into account everyone's constraints and existing opportunities.

As a leader, you give yourself the opportunity to adopt a more constructive and collegial posture; your ability to observe is multiplied since you do not moderate the exchanges and your word carries all the more because it is used in a strategic way.

+ THE ++

By replicating some of the techniques used during the event, your employees will be able to increase their capacity for collaboration. The culture of your organization will evolve towards more fluidity and accountability, and collective performance will improve.

Your role, by freeing yourself from operational considerations, will then naturally turn to strategy and talent development, the key to success.

You want to organize an event with your teams to produce a deliverable.

Our facilitators will accompany you throughout the process:

- clarification of the objective,
- structuring of the agenda,
- defining and setting up each activity,
- moderation of the exchanges in session,
- ensuring that the co-produced deliverable will meet the objective.

The wide variety of our facilitation methods allows us to adapt to each particular context.

You will find a description on the following page.

FACILITATION

STRATEGY

Presentation

Our StratProcess strategy development method allows us to support your teams in developing a strategy in response to a challenge defined by management, such as: how to increase our market share in mobile banking? At the end of this program, they will be able to define strategies in a rigorous manner, and you will have a new perspective on a high-stakes issue.

Number of participants

Maximum of 12 people per group

Content

- A scoping meeting with the leaders
- 10 training-action modules of two hours each with the participants
- A debriefing meeting

DISRUPTIVE ACTION PLAN / PROJECT DESIGN

Presentation

Does your team need to understand its context with fresh eyes to come up with new ideas? The “Appreciative Inquiry” facilitation method allows you to (re) connect your collaborators, individually and collectively, to the strengths and opportunities at hand and to build a disruptive action plan.

Number of participants

Unlimited

Content

- A scoping meeting with the managers
- 6 to 8 training-action modules of two hours each
- A debriefing meeting

ANNUAL WORK PLAN

Presentation

Once the main strategic axes have been defined, we accompany your teams in the co-development of their action plan, taking into account the interactions. At the end of this program, your employees will have a finalized action plan on the given theme, and will be able to develop action plans in a collaborative manner.

Number of participants

Unlimited

Content

- A scoping meeting with the leaders
- 5 training-action modules with the participants
- A debriefing meeting

DESIGN THINKING

Presentation

With this collaborative management method developed by Stanford University, we support organizations that want to design new products or services for their customers (internal or external) by focusing on user needs.

Number of participants

Unlimited

Content

- A scoping meeting with the leaders
- 5 training-action modules with the participants
- A debriefing meeting

MONITORING-EVALUATION WORKSHOP

Presentation

With this collaborative management method, developed at Stanford University, we assist groups in developing new product or service concepts for their customers (internal or external) by focusing on user needs.

Number of participants

Unlimited

Content

- A scoping meeting with the leaders
- 5 training-action modules with the participants
- A debriefing meeting

HR TRAINING: SUPPORTING THE DIGITAL TRANSFORMATION OF YOUR COMPANY



Recent studies show that human resources managers do not sufficiently take into account the impact of digital technology, both on their own HR practices and on operational structures.

Digital technology is now present in the entire HR chain (recruitment, training, talent management, workforce management), and is profoundly modifying the company's businesses and functions, transforming our habits, our working methods and our communication.

This transformation of the world of work implies a change in the posture of the manager, as well as a profound evolution of the managerial culture.

Beautiful Soul offers you an HR support program to help you succeed in this societal transformation within your organization.

INFORMATION

This training allows all HR actors to understand the challenges of digitalization and to define their role in supporting this transformation.

It also enables the company to identify the skills of tomorrow, to diagnose the impact of digital technology on the company's culture and current HR practices, and to identify priority work paths to initiate change.

THE ++

- Identify the challenges and impacts of digitalization
- Diagnose the digital maturity of your organization and support the changes
- Innovate and digitalize HR practices and processes

Digital technology is the ally of organizations in that it increases employee performance, while freeing them from repetitive and non-value-added administrative tasks and drastically reducing input errors and oversights. It also promotes improved communication and a smoother flow of information.

Finally, recruitment procedures are optimized and transparent, and talent retention is globalized.

An example of the benefits of digital technology? The dematerialization of payroll, leave management and working hours allows employees to access all the information concerning them in one click and to be involved in updating it.



B2B SALES AND COACHING



Know that people buy a product or a service... for the same reason you are selling it!

Through this product or service, it is your strength of conviction, your enthusiasm, your attitude that is acquired beyond even the solutions or benefits.

Selling is about understanding the motivations of others, what concerns them in their daily challenges, their issues and what they wish to change or modify. Selling is seduction... so dare to seduce!



INFORMATION

In a distance learning format, this training, composed of 7 modules of two hours each, will allow you to better master sales and negotiation techniques:

- Implementing a prospect questioning approach as opposed to the still too entrenched presentation approach (of a product or a service)
- Learn to ask the right questions
- Establish an authentic and trusting contact with prospects
- Dealing with questions, objections and reluctance

This training is complemented by a one and a half hour coaching session to identify your weaknesses in reasoning, behavior and communication and transform them into strengths.



THE ++

Developing a commercial strike force in consultative selling is a guarantee of revenue development for all sales representatives, whether they operate in person or remotely (consultative sales call).

For a B2B company, it is the assurance of an improved margin (allowing innovation) and customer satisfaction (allowing to increase market share).

It is also a way to get more commitment from sales people by putting meaning back at the heart of their job. Selling for selling's sake has little meaning, selling to provide a service does.

The time is now over when your customers, without the help of the salesman, knew nothing about your company or your products. Thanks to the Internet, everyone has information about your products, but also about the competition's products, their respective advantages, their prices.

The advantage of consultative selling in this global market is the power of questioning in terms of customer benefit. This is the basis for a lasting, stable, rich relationship that is advantageous for both parties in a win-win perspective.

The individual coaching session at the end of the training will allow you to better capitalize on these advantages.

TESTIMONIALS FROM EXECUTIVES



"Managing to identify four key goals to implement over the next 12 months, while strengthening our relationships and learning to work better together, is an outcome I didn't think was possible to achieve in two days [...] We leave with something concrete."

Adama COULIBALY

Former Regional Director, West and Central Africa, OXFAM International

"Our collaboration with Beautiful Soul is an incredible way to create change and improve the accountability of every employee to become more successful"

Élisabeth ROSSIELO

Founder & CEO of AZA FINANCE



"This support has changed a lot of things in the way the team operates. I have noticed that there is more risk-taking. My employees have learned to practice feedback and communication has improved."

Andréa WOJNAR

Former UNFPA Mozambique Representative

"Beautiful Soul helped us identify our challenges so that we could improve the team's dynamics, efficiency, and commitment. We had reached a point where we needed to stop and do our introspection. Having accompanied the teams afterward through coaching makes a difference."

Bintou DJIBO

Former UNDP Senegal representative



TESTIMONIALS FROM PARTICIPANTS

"The training is really constructive on all levels. The topics covered really meet the aspirations of the participants."

Participant, Management and Leadership Training, Action Contre la Faim Mauritanie

"I had no idea what kind of training Beautiful Soul provides. I didn't think that I could learn anything crucial in leadership training, given the training and experiences I had to accumulate. Beautiful Soul's seminars allowed me to discover myself, to learn about myself, to regain confidence in my ability to lift mountains."

Fatimata Seye Sylla



LET'S BUILD TOGETHER YOUR REMOTE PROGRAM !

To learn more about our offers, please contact us directly at **info@beautifulsoul.sn** or by filling out the form on our website.

We will get back to you as soon as possible.

Contact

 33 823 53 55 / +221 77 099 05 42

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