

31st of December 2020



To whom it may concern

Below, please find a description of a workshop on Collaborative Communication for a diverse group of team-leaders and managers. As an introduction we offer an interactive workshop for about 3 hours. Main objective of this workshop will be to inspire managers with the benefits of Collaborative Communication. Afterwards you will be looking into the options of a follow-up training, depending on the enthusiasm/interest of the participants. This can range from a two-day training to a ten-day Collaborative Leadership program - see description in separate document. The workshop and the Collaborative Leadership program are joint with Martin van der Meulen from the Netherlands who has extensive experience in this area with organizations such as SKF, Microsoft, L'Oréal and the Dutch Police.

In this proposal you will find:

- Some background about Collaborative Communication
- An outline of the workshop
- Anticipated preparation
- A financial quotation
- Information about the trainers.

Collaborative Communication

*The core of collaborative leadership is **empathy**. Many people predict that empathy will be the most important competence for organizations to develop in the next five years.*

Organizations such as Microsoft, Triodos, Aidsfund and the Dutch Police are already implementing Collaborative Communication tools and awareness, and the results are clear: bringing empathy into organizations not only makes them nicer places to work, it makes them more effective as well. Empathy helps to align team members, bringing out their wisdom and competences and therefore increasing the team's effectiveness.

Collaborative Leadership is based on the skills and methods of Collaborative Communication (CC) or Nonviolent Communication (NVC), as described by Dr Marshall Rosenberg. When Satya Nadella took over as CEO of Microsoft in 2014, one of his first actions was to present every one of his executives with a copy of Rosenberg's book and request them to study it carefully. The rapid turnaround in Microsoft's fortunes in the last few years has been attributed largely to a shift in company culture, away from infighting and back-stabbing and towards genuine collaboration. Here you can find [several interviews with the CEO of Microsoft](#) where he refers to the benefits of CC for the employees of Microsoft.

Outline of the workshop

The workshop will have an interactive format and its main objective is to inspire participants to communicate clearly, to listen openly and to work with win-win solutions in a constructive way. We focus on practical skills and participants will be mainly working on their own examples.

We will place our attention on the core of the CC-process:

- **What is important for me?**
- **What is important for you?**
- **And what works for the two of us?**

Participants have expressed that this workshop makes the benefits of Collaborative Communication very tangible.

Preparation

Interviews: we propose to do short interviews (by phone) with 2 potential participants (30 minutes each). This is for us to get some information in advance about actual communications in your working environment and thereby be able to ensure the quality of the workshop. In order to involve all participants, we further suggest to send them two or three questions together with the invitation. E.g. "What feedback do you get from colleagues or clients about your communication?"

Collaborative Communication (CC)

Collaborative Communication - also known as Nonviolent Communication - invites people in organizations to clarify their awareness by taking responsibility for their feelings and needs as well as their actions leading to 'empowerment'.

CC enables us to truly listen to ourselves and others in order to identify win-win solutions meeting the needs of all the parties involved. The core of CC is empathy, claimed to be the most important organizational skill in the next five years.

Financial quotation

The costs for facilitating a 3-hour workshop including preparation for 8 to 20 team leaders and managers by Martin van der Meulen from the Netherlands and Kirsten Kristensen:

Workshop from 9:30 to 12:30 (€ 1000/half day)	€ 1000
Preparation including interviews (2 hours)	€ 500
Hand-outs and other training materials included	-
Travel / hotel costs (in case of a live workshop in Denmark)	€ 500
Total	€ 2000

This proposal assumes that _____ is the venue organizer. The language for the workshop and other activities will be English.

Please let me know if you have any requests or questions before making a decision.

We are open to invite other companies for the workshop as you see most fit, and we will be flexible in accommodating your needs and requests.

We look forward to working with you.

Best regards,

Kirsten Kristensen
also on behalf of Martin van der Meulen

See more about the trainers in the Appendix

APPENDIX

About Martin van der Meulen



Martin van der Meulen (1964) is an industrial engineer and has filled various management positions. He has worked for five years in government institutions and ten years in business, including two and a half years in Brazil. He managed teams and units from 5 up to 800 people. In 2001 he was touched by Nonviolent Communication (NVC) and since then has devoted most of his time to learning, living and sharing NVC. In 2004 he started Ai-opener offering NVC-training to individuals and organizations which has now become an NVC-training institute with 6 trainers. Martin is an internationally certified trainer in Nonviolent Communication and works together with Marshall Rosenberg's organization CNVC.

About Ai-opener

Ai-opener specializes in NVC-training, education and team facilitation. Since its start in 2004 Ai-opener has trained around 10.000 people in NVC with different objectives: effective cooperation, mediation, self-connection, harmonious relationships, negotiation skills, empowering interpersonal skills etc. Part of the training-programs is open to subscription for the general public. Part is developed in-company and focuses on a specific theme.

Ai-opener has extensive experience with training and facilitation of NGO's, commercial and (semi)-governmental institutions. Some names of organizations where Ai-opener has facilitated in-company training:

- **Commercial organizations:** L'Oréal, Microsoft, Atos, SKF, ABN AMRO, KLM, Akzo, Shell, Nyenrode Business University
- **(Semi)-governmental institutions:** Flevo hospital, ProRail, Dutch Railways, city of Amsterdam, Breda, several schools
- **NGO's:** Aidsfund, Architectural Institute Rotterdam (AIR), buurtbemiddeling (community-mediation), streetkids (Brazil)

More information

Ai-opener and NVC www.ai-opener.com

On ai-opener.com you can find [several interviews with the CEO of Microsoft](#) (e.g. Forbes, Time) where he refers to the benefits of CC for the employees of Microsoft.

The 3 parts covered in the training give a complete overview of the CC-process and how it works. For more information about the process and its elements you can [download this small booklet \(pdf\)](#)

About Kirsten Kristensen



Kirsten Kristensen is a CNVC certified trainer in Nonviolent Communication (NVC) and mediator with national and international experience. She is a co-founder of the Danish NVC Association LIVKOM, and member of the Board of [The Center for Nonviolent Communication](#) in USA. She met with Marshall B. Rosenberg who invented the process of Nonviolent Communication (NVC) in 1998 and found that NVC was adding a life changing dimension to her work, especially to how we grow our relational competencies. Since then she spent more than 100 days training with Marshall B. Rosenberg.

Kirsten specialises in transformation of conflicts and anger and in Nonviolent Communication in general. She is a sought-after coach and trainer with extensive international experience and through various types of collaboration she teaches NVC in both Denmark, Germany, The UK, India and North & South America. She has mediated in international conflicts and worked with reconciliation after violent conflict in Nepal among other places.

www.kommunikationforlivet.dk

About Kommunikation for Livet

Kommunikation for Livet specializes in NVC-training, education and peaceful solutions. Since its start in 2005 Kommunikation for Livet has offered training with the focus on realizing the innovative potentials behind disagreement and conflict, supporting understanding in and between teams and increasing listening skills. Our training supports a culture where there is enough psychological safeness for people to feel free to contribute, and develop ownership for decisions taken in collaboration. And where delegations happens in well-connected feedback systems, that ensures quality in the work at all levels of delegation.

We collaborate with other CNVC certified trainers through the Danish association LIVKOM, where we run peace projects with multiple financial partners for example the Danish Ministry of Foreign Affairs and the PAX - Stichting Vredesbeweging Pax, a Dutch NGO.

We also publish books by Marshall Rosenberg in Danish and produce educational material for creating a Culture of Peace in School with NVC.

You find the CV for LIVKOM in Danish [here](#).