



*we are obsessed
with coming up
with new ideas*

*versatile
means & ways*

**WE CREATE EXPERIENCES TO
GROW BEYOND**

*personally &
organizationally*

*the now
the obvious
the barrier
the potential
the possible*

mynditude
Personal & Organizational Growth

This is a summarized profile

For a detailed overview of any program or to discuss your brief for tailor making please get in touch through the contact details included at the end of this profile



HOW IT ALL STARTED

In 2010, we have identified three basic corporate needs in learning and development:

- A more participatory approach
- A pragmatic industry, cultural and contextual understanding
- A creative tailor-making mindset & approach

With that, **mynditude®** *embarked on its first trip in 2011.*

Since then, we have engaged with 25,000+ individuals in 30+ countries, innovated our own signature programs and integrated ground-breaking initiatives and tools, enjoyed lasting partnerships in a multitude of industries and spread beyond training & coaching.

In line with our core purpose to **“Create Experiences to Grow Beyond”**, **mynditude®** *is currently active in five main areas.*

Ongoing
jam sessions



WHAT WE CURRENTLY DO... IN A NUTSHELL

1- TAILOR-MADE PROGRAMS

2- SIGNATURE PROGRAMS

NEW

3- SITCOM-BASED MANAGEMENT PROGRAM

4- KICKOFF AND TEAM BUILDING EVENTS

5- ONE-ON-ONE COACHING

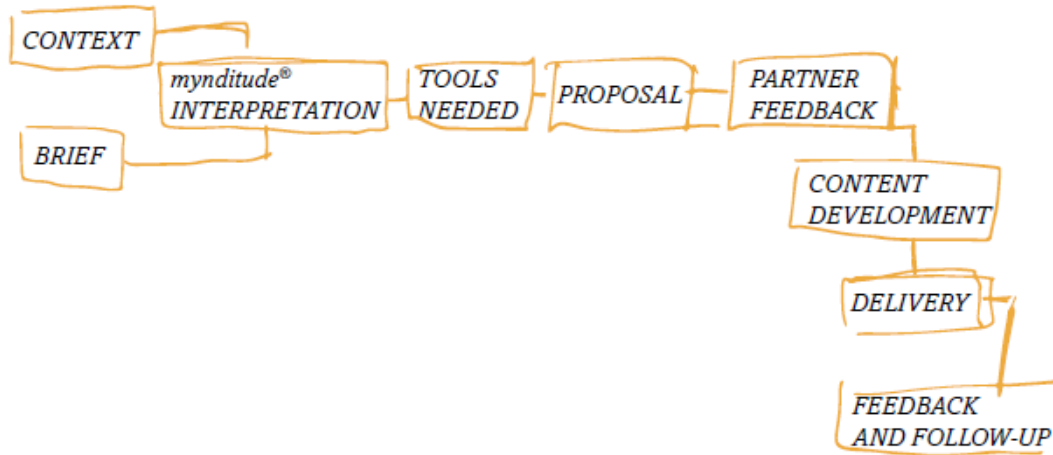
1- TAILOR-MADE PROGRAMS

Meet mynditude®, your new tailor...

Fitting our partners' exact context and needs is our forte.

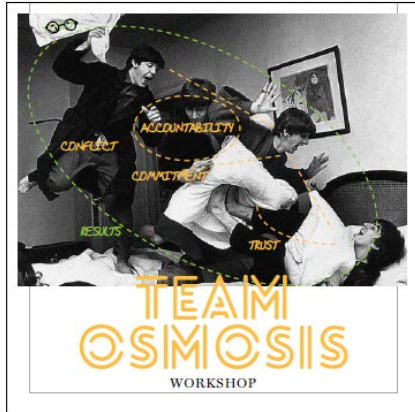
Tailor making runs deep in our belief as it embodies the real meaning of partnering when it comes to deep long-term learning and development and as well creating experiences and event.

For mynditude®, it's more than an approach. It's a philosophy, a process and a habit.

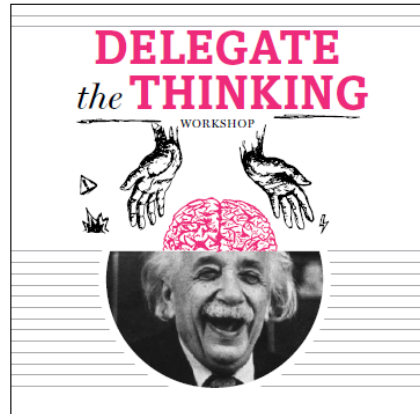


"The only person who acts sensibly is my tailor; he takes my measure anew every time he sees me. Everyone else goes by their old measurements and expect me to fit them." - George Bernard Shaw

2- THE mynditude® SIGNATURE PROGRAMS



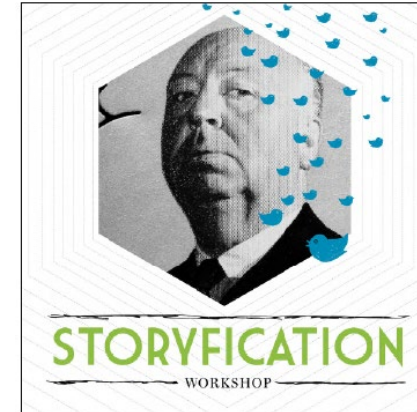
*A team journey
from trust to high
performance,
agility and
collective results*



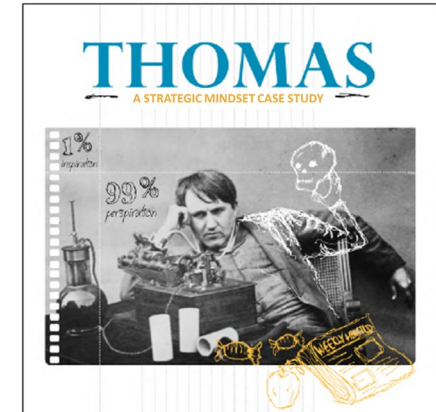
*Leadership
coaching mindset
and skills for
middle to senior
managers*



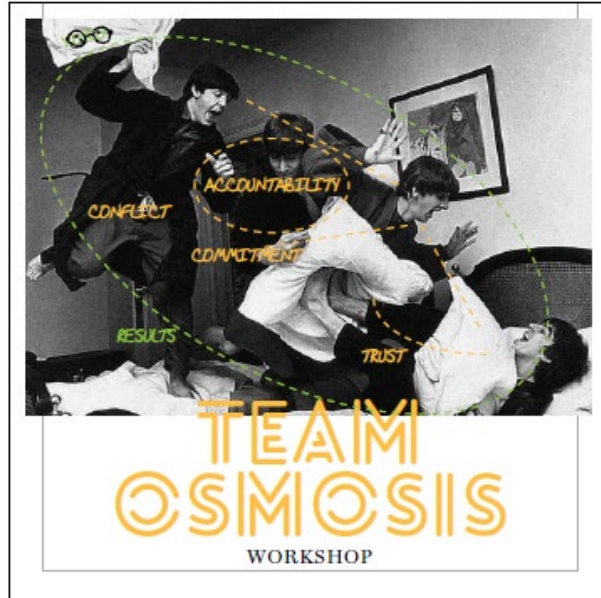
*Personality self
and others
awareness using
one of two
methods: MBTI® or
Colours*



*The art of
purposeful
storytelling in
business and life*



*A tailor-made
case-study for the
everyday strategic
and innovative
mindset, skills and
tools*



TEAM OSMOSIS®

A team journey that reinforces trust and accountability towards collective results

This is not a training workshop. **Team Osmosis®** is a real team journey that concretely breaks silos, increases trust, and induces open productive engagement, from all individual parties moving towards becoming one, agile, collective result-oriented element.

Never have 2 **Team Osmosis®** programs played out the same. Preparation and discussion topics are 100% based on the realities, challenges and opportunities of the specific team, company, industry and geographical positioning at hand.

The developed **team action plan** forward is always unique.

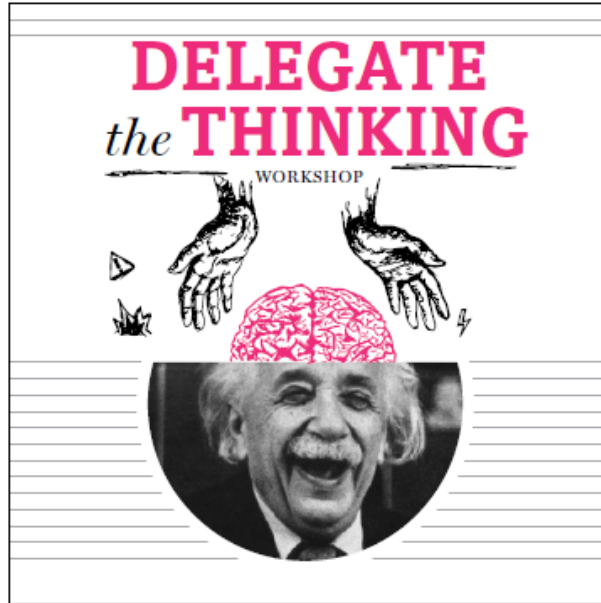
Team Osmosis® is a culmination of a decade of corporate team understanding with tens of organizations and over a spectrum of industries, seniorities and functions.

- **Deep Dive into Trust:** Building genuine bonds, personally and professionally
- **Every Role Matters:** Celebrating the unique contributions of each team role
- **Honest Conversations:** Creating an environment for speaking up and feedback
- **Together We Win:** Prioritizing shared successes over solo victories
- **Future Focused:** Setting and achieving clear, collective team goals

Ask us for the detailed program overview for a much more comprehensive information and explanation.

DELEGATE the THINKING®

Coaching skills, mindset and tools for leaders and managers



Empowerment is a skill and a mindset before being an intention. Organizations are longing to create more empowerment in their culture but they're not preparing and equipping their managerial ranks with the needed mindset and skill and tools for it.

Delegate the Thinking® does exactly that.

True leaders inspire their people to think deeper, identify and seize opportunities, and solve problems on their own.

The real challenge, though, is to ditch old habits of dictating people what needs to be done all the time, as opposed to offering a platform of creative and independent thinking when the situation allows for it, in order to prepare them to grow.

Delegate the Thinking® is a leadership coaching skills program that transforms managerial direction to bring the best out of the talent pool, especially in a time of growing generation gaps.

[*Ask us for the detailed program overview for a much more comprehensive information and explanation.*](#)

I LIKE YOU AND I AM NOT LIKE YOU®

Personality self and others awareness and emotional intelligence



I Like You and I Am Not Like You® is an opportunity to explore self and others' awareness.

This program brings about an appreciation of real diversity based on judgment-free understanding and higher productivity.

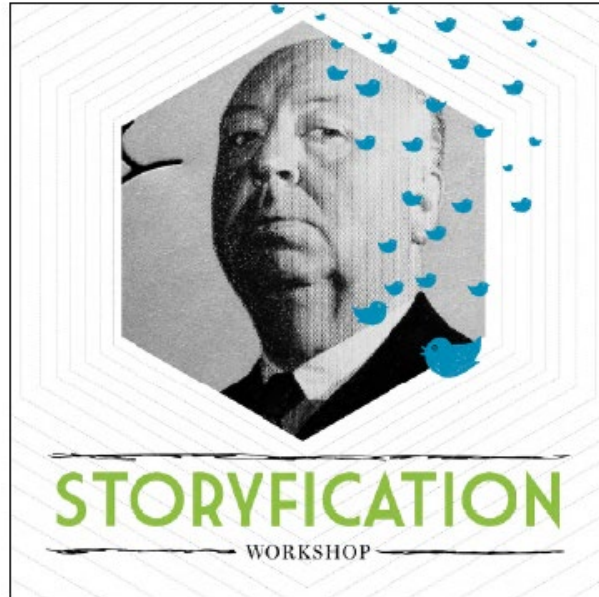
Some previous participants have called the workshop: ***“Awareness on Steroids”***.

According to the objectives, the context, and sometimes the partner's global preference of using one tool or another, we use the ***MBTI***® or the ***Insights Discovery***® tool.



An enlightening journey, reshaping not just how people see others but also themselves.

Ask us for the detailed program overview for a much more comprehensive information and explanation.



STORYFICATION®

The art of purposeful storytelling for business and life

Humans have a love affair with stories. Whether we like it or not, we buy stories rather than products, ideas and services.

Unlock the transformative power of storytelling with **Storyfication®**: the art of merging purpose into tales both in business and life. There is a rising awareness of the effect of storytelling in the corporate world, especially in influencing, leading and selling.

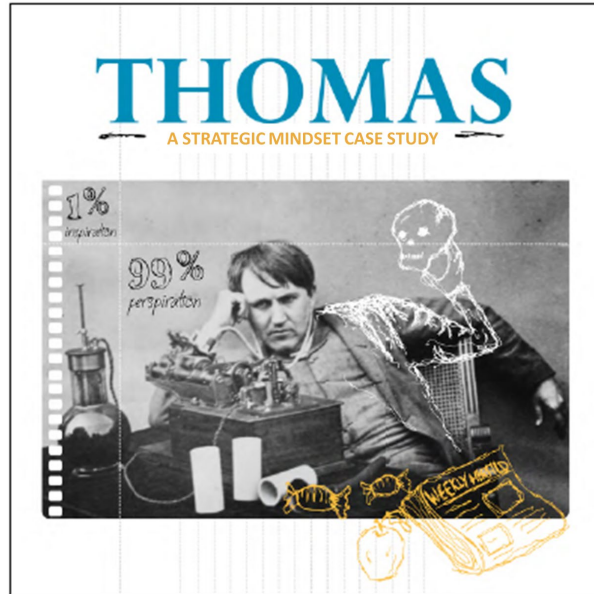
mynditude® has developed the **Storyfication®** workshop aiming to make way for the storyteller within each one of us, to solidify its impact across sales, leadership, management and more.

Storyfication® takes communication to a whole new level. With it, your teams discover how stories are essential tools to **bridge gaps, persuade effectively, and fortify connections.**

Ask us for the detailed program overview for a much more comprehensive information and explanation.

THOMAS

Everyday strategic thinking mindset and tools for decision making and innovation



Strategic thinking isn't merely a boardroom buzzword—it's a daily discipline, the pulse behind every impactful decision.

While organizations aim for a strategy-focused culture, many miss equipping teams with the vital mindset and tangible tools of day-to-day strategic navigation.

Meet **THOMAS**.

Inspired by visionary Thomas Edison, this workshop instills the art of planning with purpose and anticipating challenges.

Tailor-made case-study on every delivery. Every session is crafted with a bespoke case-study, tailored to resonate with the client's unique industry and challenges.

THOMAS believes strategic thinking isn't just for top-tier management - it's a practical tool for all. It's about turning challenges into growth opportunities, and decisions into strategic steps forward.

Ask us for the detailed program overview for a much more comprehensive information and explanation.

3- SITCOM-BASED MANAGEMENT PROGRAM

MANAGEMENT TRAINING has its **HOLLYWOOD** moment!

Step into the ground-breaking world of the **first-ever sitcom-based management** training!

mynditude® have developed, written the screenplay and produced an HD sitcom for its program **'Being A Manager'**.

Dive into Maya's authentic management journey, navigating modern team dynamics, challenges, and raw emotions.

This isn't just another workshop; it's an innovative experience bridging entertainment with essential lessons. We redefined management training with the story of Maya and her team.



3- SITCOM-BASED MANAGEMENT PROGRAM

Literally *binge through a management workshop with 7 gripping episodes*, not just videos but a dive into the corporate realm. Follow Maya and her team as they navigate the real, raw, and relatable challenges of today's business world.

- *Explore Maya's daily hurdles*, each episode bringing a new managerial lesson and tools
- *Post-episode discussions* spark insights and reflections (episodes overviews available in the detailed overview)
- *Meet diverse characters*, shedding light on team dynamics and personality clashes
- *Uncover mynditude's leadership metaphor*, The Torch, and delve into styles from Managing to Delegating
- **Grasp essential tools**: feedback, commitment, accountability, and result-focus
- **Experience** the evolution of Maya's department *from a group of individuals into a high-performing-team*
- **End with a tailored 100-day-plan.**



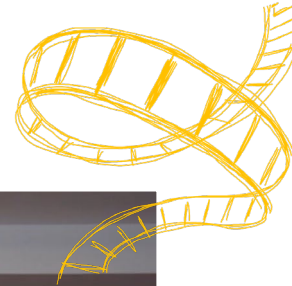
“Being A Manager” program is more than training - it's an experience.

Choose between a 2-day face to face workshop, or 5 x 1-hour live interactive online sessions, or a hybrid program.

Ask us for the detailed program overview for a much more comprehensive information and explanation.

NEW

3- SITCOM-BASED MANAGEMENT PROGRAM



*click or scan
to watch the trailer*



4- KICKOFF AND TEAM BUILDING EVENTS

mynditude® holds ideation, engagement and relevance as the most important principles when creating a team event.

For kick-off meetings, trust building and other objectives, we always *deliver an event that is new, out of the ordinary, memorable and surely effective, that will fire up the participants and get the message across.*

Next is a list of some of our tailor-made events.

Ask us for the detailed program overview for a much more comprehensive information and explanation.



4- KICKOFF AND TEAM BUILDING EVENTS

click or scan to watch



SERIOUSPLAY™

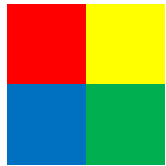
LEGO® SERIOUS PLAY® – 2 or more hours, 12 to 60 participants

Fun and depth combined in one activity where creativity and collaboration are central in the “literally” hands-on brick-building challenges and immersive group discussions



BASKETBALL for ALL – 2 hours, 20 to 80 participants

Basketball-themed event, featuring 5 stations and a grand finale game where everyone competes – a perfect blend of collaboration, competition, and camaraderie



COLOUR ENERGIES – 2 to 4 hours, 8 to 120 participants

The four colour personalities is one of the most popular activities for teams, offering fun, insights, strong bonds, and eye-opening moments in a simple, engaging way



DANCE IT – 2 hours, 25 to 120 participants

In this high energy dance team event, participants get energized, learn basic steps, design simple choreography, then compete with their own dance routines on stage



ACT IT – ½ or full day, 20 to 60 participants

Participants learn performance acting skills, story creation, and musical sound effects, then create plays, design costumes and compete onstage for fun Oscar-style awards



FIT for BUSINESS, ½ or full day, 12 to 60 participants

Jump into a wellness fiesta! Circuit train, prepare healthy snacks, dive into own values, and burst into laughter, covering physical, mental, spiritual and emotional wellness



5- ONE-ON-ONE COACHING

A recent wave of neo-coaching approaches has stripped 'coaching' of its real meaning.

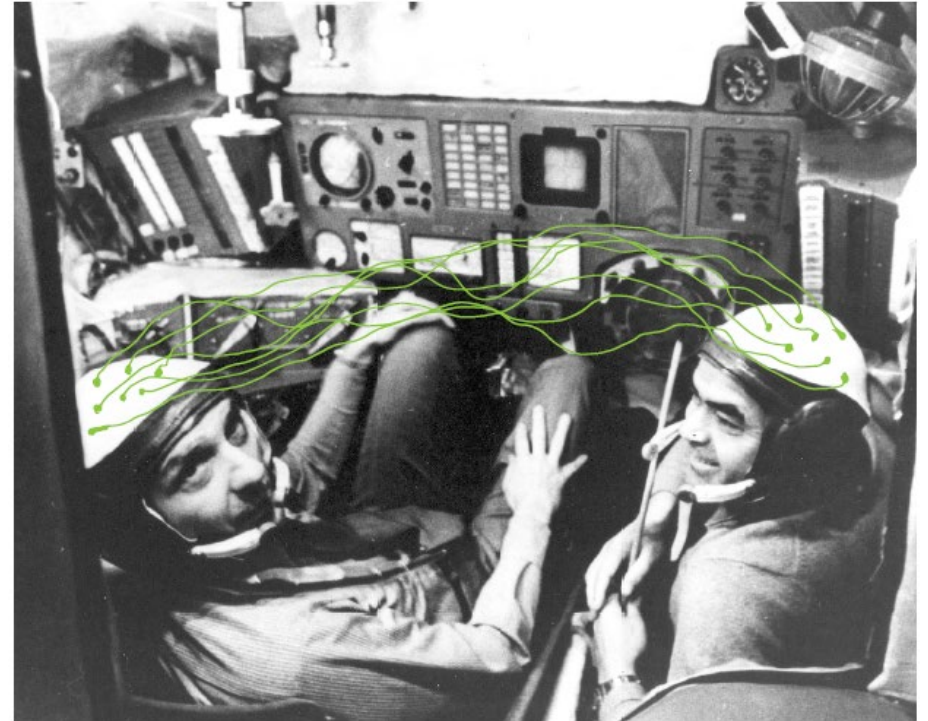
One of the main challenges that persists today, is **focus**.

Priorities have succumbed to distraction and we have developed a longing for personalized individual focus.

mynditude's **performance-focused** one-on-one coaching brings back a much-needed emphasis on organizational and individual goals, challenges and aspirations through a deep-structured journey to actually achieve set objectives.

Our coaching journeys stands at times on their own journey, and other times as part of a more comprehensive leadership program.

"What doesn't challenge you, doesn't change you."

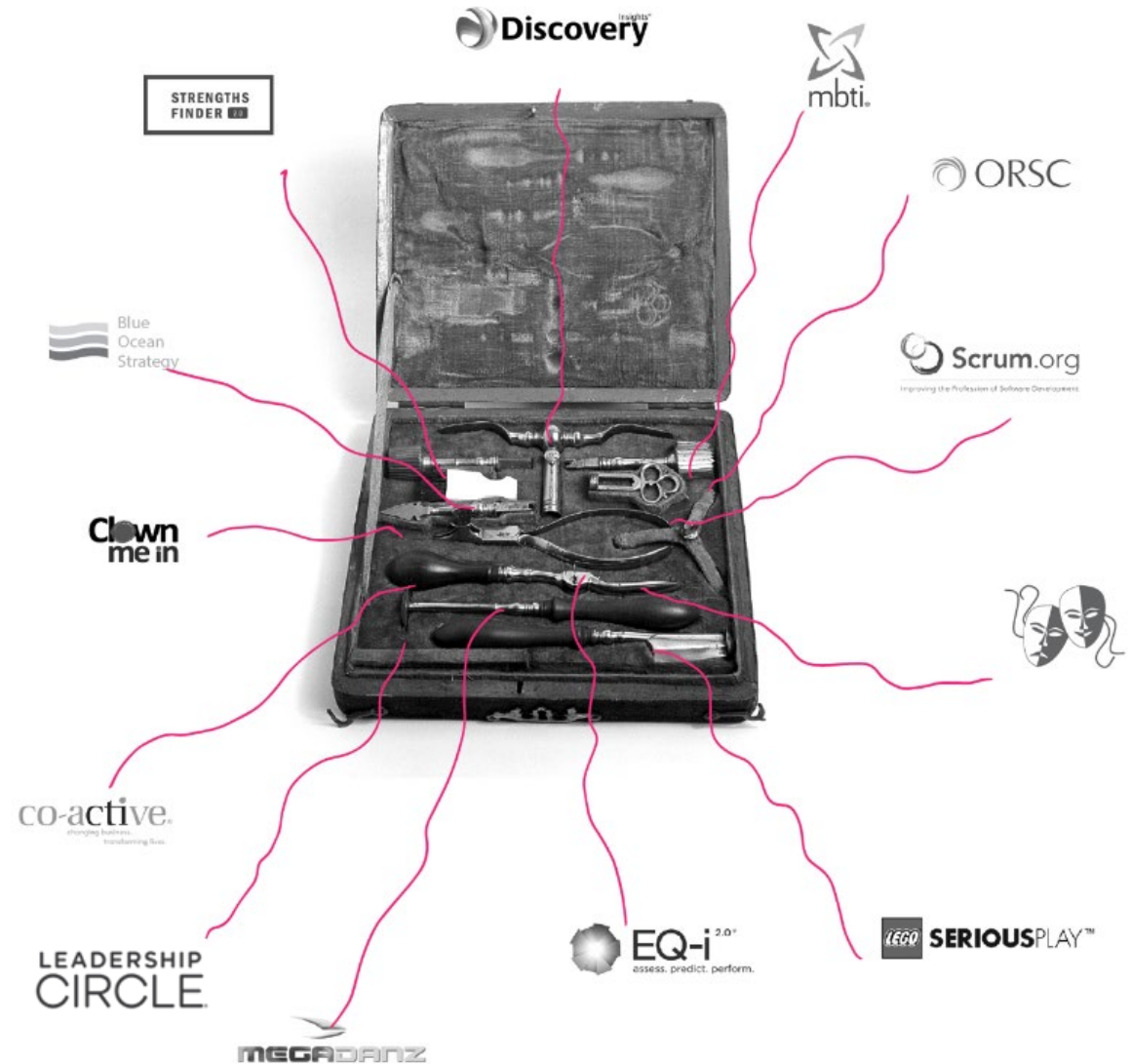


*"I cannot teach anybody anything.
I can only make them think." - Socrates*

THE mynditude®
TOOLBOX

As one of our core values is “versatility” **mynditude®** researchers never stop creating and searching for new resources and tools.

Our toolbox complements the participatory approach, and facilitates our adaptability to the needs of every partner.



**OUR
CORE**

Our core purpose: ↗

“CREATE EXPERIENCES TO GROW BEYOND”

Our values:



VERSATILITY



REAL PLAY



BEYOND



BELIEF

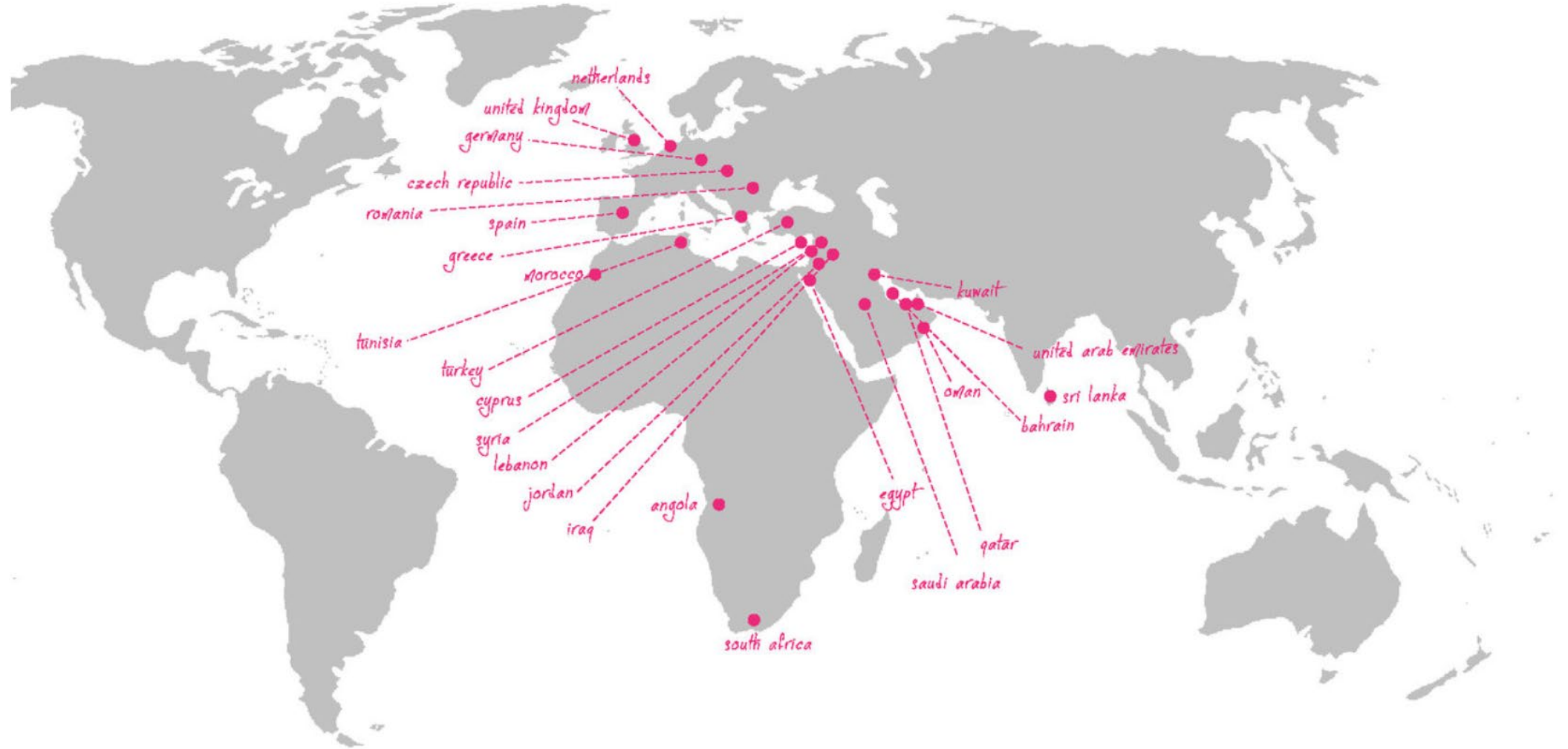


OUR
PARTNERS



WHERE
WE DELIVER(ED)

Over the last 13 years, we have delivered our programs in over 30 countries and are open and available anywhere in the world.



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