

## Coaching & Advisory Overview

No matter what phase your organisation is in, Brilliant Work helps you reach your goal: a more enjoyable, professional and profitable company.

**This can even be (co-)funded with subsidies.**

## Starting a business

*Is your company less than 5 years old? Then you probably have many questions, or you could use some support.*

*Our coaches are happy to get you on your way with practical coaching and advice.*

## Business coach as a sparring partner

*Looking for an experienced coach who can help you with your business by challenging you and giving you advice?*

*We can help you make the right decisions.*

## Marketing advice

*Whether you need help drafting a marketing plan, defining your target audience, or having a website built. Our coaches and experts are here for you.*

## Leadership

*Leading and managing people is complex and requires a broad skill set. We enhance your leadership skills and/or those of the (aspiring) managers in your company with coaching, practical advice or training.*

## Engage and retain employees

*You want to keep your valuable people on board as long as possible. We help you with a plan and hands-on execution.*

*So you have the right people in the right roles, with the knowledge, experience and motivation your company, clients and people need.*

## Process optimisation & AI

*Optimise processes with AI or prepare your company for certifications such as ISO and VCA.*

*Our specialists support you with process optimisation and help you improve. We also prepare you for certification trajectories, as well as improvements through practical AI implementation.*

## Improve sales

*Sales training, sales advice, setting up a sales department or implementing a CRM to track your pipeline. Everything is possible!*

## Change management

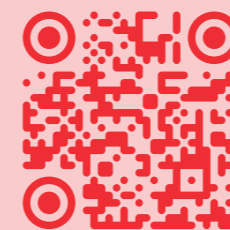
*How do you get the whole team on board if you want to change their behavior or attitude? We can help you and your team.*

*Whether it's about improving collaboration, increasing digitalisation, or any other positive change.*



**Our team is here for you!**

**Check our website to find the most up-to-date overview of our services.**



Scan the QR code or visit [brilliantwork.nl/en/](https://brilliantwork.nl/en/)



## Export coaching

*Expanding abroad is more complex than at home: different laws and regulations, culture, languages and networks. Plus finding distributors or agents, and determining which countries fit your product or service.*

*Our export consultants are highly experienced and guide you through the process.*

## Organisation consulting / strategy

*For a resilient company you need the right strategy and management team.*

*Sometimes you need clarity or a new course, because you're starting a new department, or things simply aren't running smoothly. With our sharp eye and experience, we provide insight and solutions.*

## Grants and funds

*Curious which grants are available for your company, or which funds exist for your business or foundation?*

*We explore the options for business growth or professionalisation. For specialistic grants we work closely with our partners.*

## Investor-ready / get company ready for sale

*You need capital or advice for your company, a loan, business angel, fund or venture capitalist? Or perhaps you're considering selling the whole business at a later time?*

*We help you get investor or sale ready to demonstrate that your company is a solid investment.*

## Cash flow

*A healthy business stands or falls with liquidity. We coach you on cash flow: how to get a grip on receivables, payables, and when outside funding may be needed, we will help you with loan/funding options.*

## Training Overview

No matter what stage your organisation is in, Brilliant Work's training overview will help you develop all the skills you need for your business.

**This is often even possible on a subsidised basis!**

## Sales pitches

*How do you approach a sales pitch the right way?  
With our sales training you'll walk into every meeting with confidence and close far more deals.*

## Leadership

*Improve your own leadership skills, or those of the (aspiring) managers in your company to bring out the best in your people.*

*Follow a leadership training with our experts.*

## Team trainings, team outings & brainstorm sessions

*Make sure your team works well together. By getting to know each other, you can leverage one's strengths.*

*Our team outings and team trainings make it happen.*

## Assertiveness training & conflict management

*How do you set boundaries in a polite yet firm way?  
You'll get practical tools to stand up for what matters, positively and constructively.*

## Delivering bad news

*After this training you'll know how to give employees, customers or other stakeholders the clarity they need.*

*And help them maintain a good feeling despite difficult or bad news.*

## Dealing with stress

*When you can handle everything your day and organisation throws at you in a relaxed way, your business can grow!*

*We teach you practical ways to deal with the inevitable stress that comes with life and work.*

## Training ethical influencing

*How to influence people in an ethical way without overstepping boundaries?*

*This training will show you how to get things done in a positive and ethical way.*

## Dealing with demanding behaviour & aggression

*Patients, their families and customers are increasingly outspoken and demanding.*

*That can even lead to aggression. We teach you how to prevent escalation and safeguard your boundaries.*

## Receiving feedback & communicating

*How do you give constructive feedback to employees or colleagues? In this training you'll learn how to have truly effective conversations in this area.*

## DISC training

*The DISC model helps you deal with the different types of people you'll meet at work. How are you wired? How do others differ from you? And how do you best work together?*

*You will get life changing insights from this training*

## Personal appearance & body language

*How can you come across the way you intend? First impressions count, as well to customers, employees or investors.*

*We provide personal image training so your appearance and body language align with your message.*

## Customer focus

*Enable your people to truly help customers, and keep them loyal to your company for as long as possible.*

*The result? Optimal revenue and customer satisfaction.*

## Training or presentation skills

*Sweaty palms before presenting? Shaky knees before every pitch?*

*That's history after our training. Stand confidently and present like a pro!*

## Time management

*How do you make the best use of your time and actually stick to your schedule or to-do list?*

*This training teaches you how to manage your time, and much more.*

*This is the best investment in your time you'll ever do!*

## Entrepreneurial skills

*Do you and/or your team have all the entrepreneurial skills you'd like and need?*

*We provide tailored training, one-on-one or in-company.*