

STEPHEN VAN BASTEN

TRANSFORMING LIVES

Dear HR Manager

Only 1 in 9 South African employees are actively engaged at work

A 2013 study by Gallup indicated that only 9% of South African employees are psychologically committed to their jobs, making positive contributions to their organisations.¹ This means a staggering 91% of people are unmotivated to perform in their jobs, or worse, are openly spreading negativity amongst co-workers.

People Leave Managers, Not Companies

This is the assertion made by Victor Lipman in his new book, *“The Type B Manager: Leading Successfully in a Type A World”*.

The good news: this is a golden opportunity to improve business outcomes

Entrepreneur Richard Branson was quoted as saying, “Clients do not come first. Employees come first. If you take care of your employees, they will take care of the clients.” He practises what he preaches and it most certainly has reaped rewards.²

YOU can be instrumental in improving your company’s business outcomes, by investing in your employees’ all-round wellness. By this I’m not talking about their physical health, but their mental and emotional states. I’m inviting you to invest in your employees by giving them the chance of attending a powerful 2-hour engagement that I could offer your company, in-house; an address aimed at bringing out the best in people and helping them lead more fulfilled lives at home and in the office.

The Fulfilment-Factor: Moving from bogged-down to bolstered

The F-Factor is a riveting, 120-minute engagement in which I help employees to unravel some of the mysteries of life, accept the card they have been dealt, understand and accept diversity, and build up to an inner knowing of what is truly important to them personally. This helps them to see how their current situation is the perfect place for them to be in right now, as well as a stepping stone to future growth and enhanced fulfilment.

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IMM Graduate | Trained Demartini Method Facilitator | Certified NLP Life and Business Coach
Certified Participlan Facilitator | Advanced Toastmaster | Certified T Harv Eker Trainer
Head Relationship Coach for the Success Club and Real Entrepreneur Institute
Associate member of the International Institute of Coaches and Mentors
President of Melrose Arch Toastmasters Club | Trained in Eye Pattern Recognition

Some of the key topics discussed include:

- Insights into human behaviour and why we make the decisions we do
- Engaging human diversity and its myriad benefits
- Accepting the hand you have been dealt
- Axiology – understanding how *your own* hierarchy of needs drives you
- Connecting personal needs to company values and job descriptions to bring higher levels of productivity, engagement and career fulfilment
- Includes a 30-minute intense PEOPLE MASTERY module on creating instant rapport with important role players and initiating long lasting, productive relationships

How does this insight benefit your company?

You may wonder how imparting this type of insight to your employees will profit your business. Again, in the words of Richard Branson: “Train people well enough so they can leave; treat them well enough so they don’t want to.” If you are seen to value your employees; to care about them beyond just their input at work, your credibility will go up in their perception, and they’ll feel appreciated. “If you take care of your employees, they will take care of the clients”. Therein lies the secret of investing in your employees by offering them a shot at becoming whole people, and at living rich, satisfying lives; especially at work. Finally, it is a well-documented fact that fulfilled people are more productive in the workplace. They give far more of themselves than unhappy, dissatisfied people to.

Your investment in your staff

I do not charge R15 000 (or even R25 000) per hour like many of my counterparts. In fact, my client appreciation fee is designed to suit most corporate budgets at R10 000 for the full two-hour engagement. I assure you, the gratitude your employees will express and feel, will be well worth my fee.

**I would love to pop in to introduce myself and explore ways to assist your company.
Please reply via email or give me a call.**

Kind regards

STEPHEN VAN BASTEN

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PS: If you're wondering who I am and what my credentials are, here is a brief overview:

Stephen van Basten is a published author, speaker, edu-tainer and extraordinary teacher. A trained Demartini Method Facilitator and certified NLP Life and Business Coach. He is part of a very successful marriage which has produced an amazing kid.

Stephen is the Head Relationship Coach for The Real Entrepreneur Institute and a successful Advanced Toastmaster.

His live addresses touch over 20 000 people annually, while his written and recorded work uplift those he cannot reach physically.

Testimonials

Dear Stephen

Thank you for your talk today at Worley Parsons.

I would like you to work directly with my team in the near future.

Luc Herwin – Worley Parsons

Dear Stephen

Thank you for your talk today at the Hirsch's Networking Meeting.

I have sat through hundreds of presentations and *yours* today stood head and shoulders above the rest. Thank you! Your insights into human behaviour and especially 'rapport' are amazing.

Christine Joubert – Hirsch's Relationship Manager Fourways

Hi Stephen

Thanks for your mail.

I loved your talk, could listen to that a *million* times.

Your material will improve my game by 20 to 40%. Thank you.

Justin – In Vino

Dear Stephen

You were fantastic!

We've had excellent feedback after the event.

People really enjoyed the talk; they found it informative & entertaining.

Many people have asked us for your slides.

Thank you for helping make our BNI event a huge success!

Jayne Verity - BNI Legacy

Hi Stephen

Just a short note to say a *huge big* 'Thank You' for this morning's talk on People Mastery. I have had such excellent feedback from the Networkers – all found your talk most insightful. The way you presented the material makes it easy to practically apply when dealing with people. Your listeners were hanging on your lips and were left wanting for more!

Joanne Brunette – Hirsch's Relationship Manager Centurion

Stephen

Thank you for your 2 hour presentation last week.

The members really enjoyed it – evidenced by the *excellent survey results* which I will share later. Hopefully we can look at other types of speaking engagements in the near future.

It is much appreciated

Nazeer Patel – SAICA Northern Region

Good morning Stephen

Your presentation was *absolutely fantastic*; we're still compiling all the feedback and will share with you as soon as we are done.

Frances Zowa – SAICA Northern Region

Stephen

Thank you for your talk today. Usually I arrange the speakers and then sit at the back of the room with my laptop, doing my work. Today you kept me spellbound for 90 minutes. From the comments thus far, our delegates loved it too.

Wela Swana – SAICA Northern Region

Good Morning Stephen

I thoroughly enjoyed your talk, I didn't want it to finish. Anyone who has not heard you is really missing out! The feedback we had from our members was all very positive with comments like "thoroughly enjoyed", "thought provoking stuff", "thank you for a wonderful morning" and "enjoyable presentation". I very happy to say, we'll be knocking on your door again very soon. Thank you so much for the book you gave me, I started reading it this past weekend, excellent stuff!!!!

Ayanda Kanana – SAICA Northern Region

"Wow – He sure is passionate!!

Please invite Stephen to talk at all of our networking events"

Margaret Hirsch – Hirsch's Home Stores

References:

1. <http://www.gallup.com/poll/165269/worldwide-employees-engaged-work.aspx>
2. <http://www.inc.com/oscar-raymundo/richard-branson-companies-should-put-employees-first.html>
3. <http://www.forbes.com/sites/victorlipman/2015/08/04/people-leave-managers-not-companies/#1337a63216f3>