

Volume 1

VISUALISE **YOUR** BUSINESS



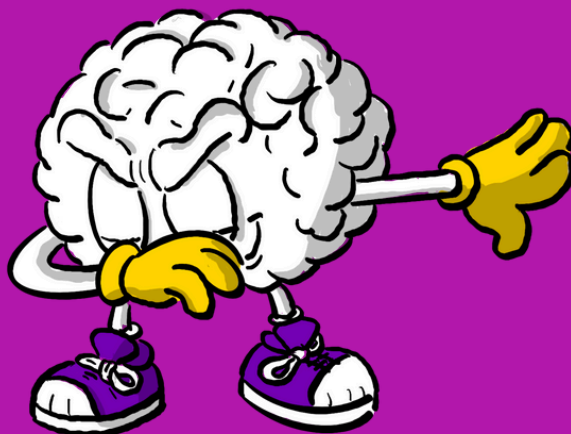
LIVE
WEBINAR

THE WEEK OF VISUAL COACHING

December 1st till December 5th 2025

workvisual.nl

“A picture says more than a thousand words”



INTRODUCTION

The most impactful ideas often come from passion. We're driven by ours—the power of visualization, the art of continuous improvement, and the joy of connecting people and sharing knowledge. It's these passions that led us to create the Week of Visual Coaching.

Close your eyes for a moment and picture your daily work. Are you stuck in micromanagement, with your ideas getting lost? We've all been there. It's time for a change.

Today, the lines between coaching and managing are blurring. The most effective leaders don't just tell people what to do—they empower them.

The Week of Visual Coaching is here to redefine how we work.

In a world increasingly focused on AI and technology, human skills, emotion, and authentic connection are becoming more important than ever. Visual coaching is the bridge that connects these worlds.

We've gathered an incredible lineup of speakers from all over the world. These are not just theorists; they are practitioners who are ready to share their unique experiences, proven ways of working, and best practices with you.

This isn't just another conference. It's an opportunity to learn from the best, connect with a global community, and transform how you work.

Are you ready to join us and unlock your potential? Be part of the first-ever Week of Visual Coaching this December



Henk Wijnands & Karl Mortier



WEEK OF VISUAL COACHING AGENDA

DATE	PROGRAMM
DECEMBER 1ST	<p>7:00 AM FRANCO TORRES Draw your learning self: From blind spots to brave paractices</p> <p>7:00 PM LORENZO GATTI The healthy humor coaching approach</p>
DECEMBER 2ND	<p>7:00 - 8:30 AM HAJNI SAGODI-STURM Beyond bullet points: crafting a shared vision that leaders can see and feel</p> <p>7:00- 8:30 PM GABRIELA BOROWCZYK Unlock the power of archetypes: a webinar on authentic personal branding</p>
DECEMBER 3RD	<p>7:00 AM TAMAS JARDAN Coaching by drawing</p> <p>7:00 PM TIINA JARVETT How visualisation helped me as a recruiter and my clients to stand out in the crowd</p>
DECEMBER 4TH	<p>7:00 AM HENK WIJNANDS Visualisation in coaching-The human connection</p> <p>7:00 PM KARL MORTIER The power of visual coaching in healthcare</p>
DECEMBER 5TH	<p>7:00 AM SPECIAL GUEST Unveiled on the spot</p> <p>7:00 PM CLOSING EVENT</p>

MEET FRANCO TORRES

Master Trainer Certification in Neuro-Linguistic Programming



What if you could see the way you learn? This session invites participants to explore their cognitive and emotional patterns through the lens of visual coaching and psychopedagogy. By drawing your learning self, you'll uncover both your visible strengths and your hidden "shadow values"—the overlooked parts that hold untapped potential.

Through live sketching, reflection tools, and a step-by-step visual mapping method, you'll learn to trace the unique lines of your learning style and turn insight into action. The approach blends psychopedagogy, neuro-linguistic programming, and creative visualization to make self-knowledge practical and visible.

Whether you're a coach, educator, or leader, this workshop offers a playful yet rigorous way to build awareness, curiosity, and compassion into your daily practice. Technology may accelerate how we work, but self-awareness determines how we grow. Come ready to draw, reflect, and design your next brave learning step—one image at a time.

- Learning Coaching



DRAW YOUR LEARNING SELF: FROM BLIND SPOTS TO BRAVE PRACTICES

MEET LORENZO GATTI

Creator of the “Healthy Humor Coaching” approach, blending emotional intelligence and well-being



This talk explores how Neuro-Linguistic Programming (NLP) models and modeling can be creatively combined with humour to support patients’ recovery and well-being. Drawing from the Healthy Humour Coaching framework, it presents innovative ways to integrate humour with NLP’s main patterns—anchoring, reframing, and perceptual positions—to enhance emotional resilience and engagement during the healing process.

The session focuses on how these techniques can complement official therapies and medical protocols, providing healthcare professionals with practical tools to foster more compassionate, motivating, and effective communication with patients recovering from surgical operations, accidents, or long-term treatments. Participants will discover how humour—used ethically and empathetically—can activate positive states, reduce stress, and strengthen the therapeutic alliance. Combining scientific insights with experiential demonstrations, this talk highlights how NLP-based humour interventions can transform the recovery journey into a more human, participative, and resourceful experience—where patients reconnect with their own capacity for healing and optimism.

- Healthcare coaching



HEALTHY HUMOUR COACHING

MEET HAJNI SAGODI

Author of the book series “Me Map WeMap”
and president of ICF Netherlands



In this energizing 60-minute session, Hajni Sagodi shares how visual tools can transform leadership team coaching and strategic facilitation. Explore how visuals make complexity accessible, foster alignment across diverse teams, and spark co-creation in high-stakes environments. Drawing from her experience supporting dozens of teams across the globe, Hajni introduces a proven approach to crafting shared vision—one that turns abstract strategy into something leaders can actually see, feel, and act on together. She'll walk you through both the what and the how of this methodology, leaving you with practical templates and design ideas to bring clarity, energy, and impact to your own sessions.

- Leadership coaching
- Team coaching
- Business coaching



**BEYOND BULLET POINTS: CRAFTING A SHARED
VISION THAT LEADERS CAN SEE AND FEEL**

GABRIELA BOROWCZYK

Trainer, Graphic Facilitator,
Brand Archetypes Passionate



Discover the transformative energy of archetypes and how they shape your actions, communication, and identity. In this webinar, you'll explore the foundational concept of archetypes — deep, universal patterns rooted in human psychology. You'll learn about the four core axes of human needs and how understanding where you stand helps you make better choices and connect more meaningfully with others.

We'll introduce you to the concept of your Personal Archetype Map — a practical tool to access your natural strengths, identify patterns that hinder your growth, and build a brand that truly reflects who you are. You'll also discover how to speak your brand's unique language — one that resonates authentically with your audience and amplifies your presence.

Whether you're a creator, a mentor, a rebel, or a caregiver — your archetypes are a source of focus, energy, and alignment. It's time to tap into them consciously. Join us and begin designing a personal brand that's not only powerful but deeply aligned with your true self.

- Leadership coaching
- Team coaching
- Career coaching
- Talent coaching



**UNLOCK THE POWER OF ARCHETYPES: A
WEBINAR ON AUTHENTIC PERSONAL BRANDING**

MEET TAMAS JARDAN

Author of the book “Coaching by drawing”



In a world flooded with words, Coaching by Drawing™ offers a refreshing shift: a visual methodology that brings clarity, depth, and creativity to coaching conversations. This approach leverages simple hand-drawn metaphors to help clients externalize complex thoughts, make invisible patterns visible, and unlock new perspectives.

This session introduces the main principles and tools of the method—including visual metaphors like the Lighthouse, the Pillar of Self-Esteem, and the Solution Dragon. These tools are designed to work across various coaching areas (life, business, team) and support a wide range of coaching topics, from personal resources and mapping goals to decision-making and managing change.

You'll discover how drawing—even without artistic skill—can deepen presence, enhance co-creation, and create memorable shifts in thinking. Whether you're an experienced coach or just starting your journey, this visual approach invites you to think with your pen, listen with your eyes, and coach with creative courage. Join us to explore how visuals can transform not only your coaching sessions but also the way your clients see themselves, their goals, and their potential.

- Leadership coaching
- Team coaching
- Life coaching
- Business coaching



COACHING BY DRAWING

MEET HENK WIJNANDS

Visual Strategist and author of “How to draw icons for professionals” and “Visual Selling™ “



In his presentation, Henk Wijnands will show us exactly how visuals and coaching can influence and strengthen the quality and impact of your most important meetings—whether they are with your coachees, colleagues, or employees.

This isn't just about drawing and clarifying: the true power of the pen lies in it being an active invitation. An invitation to collaboration, honest exchange, and open discussion about complex or even sensitive topics.

Prepare to discover how simple visual tools can help you not only create clarity but also build genuine connections and shared understanding.

- Leadership coaching
- Team coaching
- Healthcare coaching
- Career coaching
- Talent coaching
- Life coaching
- Innovation coaching
- Business coaching



VISUALISATION IN COACHING- THE HUMAN CONNECTION



MEET ESTHER LOUBRADOU

Graphic Facilitator with a PhD in
communication and social psychology



Some people prefer silence—especially when they have lived through the unthinkable. Drawing can reveal what words cannot... and gently transform what once felt stuck. Drawing can make things visible, raise awareness, and spark action. It can shed light and thereby transform, because it creates a space for dialogue and connection—with oneself and with others.

The “ELLE” project is a European initiative aimed at strengthening the capacity for action of women who are victims of violence and coercive control, as well as the organizations that support them, by exploring women’s entrepreneurship as a key to empowerment. Visuals play a role at many stages of the project: to raise awareness, create impact, support, evolve, and transmit.

This experience brings together women, stakeholders, organizations, and communities around a shared goal: strengthening capacities, fostering inclusion, experimenting with new tools, and collectively developing innovative and sustainable solutions to violence and reconstruction.

DRAW FOR CHANGE is an opportunity to use the power of drawing to create social impact. Drawing to raise awareness. Illustrating together to amplify. On the agenda: a collective moment, inspiring conversations on the role of visuals in social transformation, and creations to be shared!

When you make things visible, change becomes possible!



DRAW FOR CHANGE : MAKING THE INVISIBLE VISIBLE- THE “ELLE PROJECT”

MEET KARL MORTIER

NLP Certified Master Trainer & Facilitator
and author of the book “Help my daddy is
a coach”



A visual story about prostate cancer, NLP, and the power of humor and visualization
What if life suddenly forced you into a conversation you never asked for?
That is exactly what happened to Karl Mortier when he was confronted with the
diagnosis of prostate cancer. In this deeply human and honest conference-testimony,
Karl shares his journey from the shocking moment of diagnosis to the operation, and
the many thoughts, fears, and insights along the way.

What makes his story unique is the way he tells it: not only with words, but also with his
own drawings and cartoons. These visuals, sometimes lighthearted and humorous,
sometimes dark and confronting, form the red thread of his narrative. They give form
to the unspeakable, invite laughter in unexpected moments, and create space for
reflection, emotion, and hope.

Karl integrates techniques from NLP (Neuro-Linguistic Programming) and Allan Paivio's
Dual Coding Theory, showing how the combination of images and language can help us
process, understand, and even reframe life's most challenging experiences.

With clarity, kindness, and a dose of self-mockery, Karl's mission is to support men
facing prostate cancer — before, during, and after treatment — and to inspire everyone
to discover the resilience of humor, imagination, and human connection.

- Healthcare coaching



THE POWER OF VISUAL COACHING IN HEALTHCARE

TIINA JARVETT

International Recruitment
Specialist & Headhunter



Tiina's talk will focus on LinkedIn Recruiter and how the search function operates, offering key insights on optimizing your profile to be more effectively found by those you wish to influence. This presentation is highly relevant for job seekers, entrepreneurs, and professionals in corporate careers who aim to enhance their digital presence and better position themselves.

Tiina, who actively uses visualisation in her daily job and communication, will demystify the LinkedIn Recruiter search function, revealing the key steps to make your profile irresistibly discoverable.

When we talk about "visualisation," we don't mean art! Visuals make information easier to digest, lead to better memorisation, and invite action—essential for a standout profile.

Key Takeaways:

- Skills Optimization: Learn to optimize your profile with the most relevant skills for your dream role.
- Active Talent Visibility: Discover strategies to appear on recruiters' first results page.
- "Open to Work" Strategies: Master how to effectively signal your availability, whether you choose the open or stealth mode.

Don't just wait to be found—learn how to position yourself to be the top search result!

- Career coaching



**HOW VISUALISATION HELPED ME AS A RECRUITER
AND MY CLIENTS TO STAND OUT IN THE CROWD**

MORE THAN JUST AN EVENT



The Collective: Working, Learning, and Growing Together.

Building the Visual Coaching Community

We're moving beyond a single event! While the Week of Visual Coaching is our exciting kickoff, our vision is to cultivate a lasting community where learning and growth happen on a regular basis.

Connecting in 2026

Based on how the community and event develop, we would love to organize an in-person event in 2026! This will allow everybody to connect, enjoy the human connection, and experience the joy of being together face-to-face.



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