



# Applied Transformational Presence

## Case Story of Becoming a Powerful Change Agent



### Who?

This Applied Transformational Presence case-tory highlights the work of Caroline Veerman. Caroline is a director in a healthcare organization in Holland who is responsible for a team of over 170 care-providers, managers, and team leaders.

### The Context...

The organization where Caroline and her team work teaches people who are hearing and sight impaired how to communicate and function in the world.

Approximately 70% of their clients are children.

Caroline and her team are part of a large 4000 person healthcare provider in the Netherlands. They have been in an organizational restructuring project ("Transformation Project") that has been extremely difficult for the people who care for the clients that the organization exists to serve.





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### ***The Team's Challenge***

The teams that Caroline works with teach children who are sight and hearing impaired how to navigate in a world that often doesn't take them into consideration.

Their work is complex, demanding, stressful, and they love it!

The team is extremely committed to the care of their clients and their families. For the team their clients are their highest priority.

Financial realities brought on by many different factors forced the organization to begin looking closely at how their work could be done more efficiently and profitably.

Consequently, like many organizations in the world today, they moved into an re-organizational transformation program to begin changing the way that work and care was provided by their organization.





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### **We Created a Pilot...**

In Caroline's own words from a recent article that she wrote on LinkedIn (<https://www.linkedin.com/pulse/case-study-transformational-presence-training-health-care-veerman/>):

As a manager in a healthcare organization, I work with a small team of 5 women who have worked together for ten years. These women are highly skilled and wholeheartedly devoted to the children they treat.

Two years ago, in 2016, the way this team used to work and communicate became a problem. Many healthcare organizations in the Netherlands had, and still have, reorganize their way of working because of significant financial and law changes.

As this team of women experienced the system around them adjusting to the changes in finance and law, they found it difficult to stay in step with what was happening, and also work from a place of strength and self-management.

As I watched their dedication and competence with clients, as well as the struggle to adjust to the significant changes that were happening around them in the organization, I realized that they needed practical support to help them in their development as individuals and as a team.





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### **What We Did**

The pilot focused on giving the team practical skills and tools to add to their dedication and competency so that they would be able to transform the challenges that they were having from the inside out.

Our hope as facilitators was to support the team members, the team as a whole, as well as the organization's broader reorganization efforts.

In the six-session pilot through exercises, frameworks, and assignments we taught the team members simple, powerful awareness tools intended to increase individual and team awareness, resilience, and responsibility.

We also equipped the team members with simple tools to be able to transform the day to day stress and pressure that they were feeling, while also continuing to provide high levels of care and service to their clients as well as each other. We taught them how to practically flow with their significant work-challenges and utilize them to create better results individually, as a team, and for their clients.

In between the online sessions the team practiced their new insights, tools, and language in the practical situations that they were in every day with assignments after each class.

Each assignment emerged from the session, was designed by the team, and automatically tailored for their roles, their daily tasks, and their challenges.



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### **What Happened for Caroline in her own words...**

It all started for me the first time that I met Trace Hobson for the start of a year long leadership development and coaching program that he was leading me through.

I remember that he told me that perhaps I had an opportunity to become a powerful change-agent in the organization where I worked in.

At that time I was overworked, overwhelmed, and seriously considering leaving the organization. I thought yeah right! that won't happen.

As the coaching program unfolded I began to learn how to apply Transformational Presence coaching into the practical areas of my life and work. I found my powerful me, and how to work with difficult, stressful situations in a way that was true to who I am, what I believe, and what I am here to do in the world.

By the end of the program I had become the powerful change agent that at the beginning of the program I had a difficult time believing I could be.

I found my inner strength. I wasn't depleted or depressed anymore. When I got home after work I was not exhausted, I felt vital and empowered.

I made a 180 degree turn and a huge shift happened for me in my management and leadership. ***And then even more wanted to happen...***



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### ***The pilot of 6 expands to 170...***

As Caroline and I continued to work together there was a natural expansion that kept wanting to happen and Caroline, to her credit, kept saying Yes!

The pilot team also began to share with their colleagues what they had been experiencing and as result, what started out as a small prototype turned into a division wide leadership program that continues to this day.



### ***What Are the Results for Caroline's Pilot Teams?***

- A distinctive shift from a negative environment and attitude ,to an environment that is more positive and energized about what is going on in their work, their role, and their organization
- They found new new language to start new conversations that moved them, their teams, and their clients into a new more resourceful place
- They recognize instantly when they were in drama or mired in the problems
- They help each other to shift quickly to a more resourceful place that serves them and their clients powerfully
- They have more choices and opportunities
- They move forward rather than being stuck or slowed down
- The work with the clients became easier
- The department is growing not shrinking
- People are engaged and doing what they love rather than being distracted by stress or anxiety





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### ***The Bottom-Line Results?***

- Absenteeism Rate has dropped from: 8.4% to 2.1%
- Rework is down
- Billable time is up
- Organizational KPI's in this department are being met or exceeded
- The net savings of the program is over €1Mil

