

W E L C O M E

**Everard van Kemenade**  
**Quality and Leadership Trainer**



Everyone of you  
can make a difference  
in a person's life....



# TODAY

Motivation

RAMP

Passion

Mission

Calling

Purpose

Claims ... concerns ... issues



## Proposal Program 3 February

Everard van Kemenade, PhD.

- 09.00 Short introduction of the participants (and the trainer)  
(name, position and... what is your passion???)
- 09.45 What motivates people (Dan Pink).  
Working towards your purpose in life, introduction
- 10.15 Step 1: What do I love?  
My passion at work
- 10.45 Coffee break
- 11.00 Step 2: What am I good at?  
Core Qualities (Daniel Ofman)  
Positive feedback
- 11.30 Step 3: Who do I serve and how that changes them?  
My purpose
- 12.00 Leading to: ACTION!!!  
One minute presentations of the PURPOSE QUADRANT by every participant
- 12.30 Lunch break





# YOU

**Name**

**City**

**Activities**

**Your greatest strength in voluntary work**

# Who is Everard?

**Everard van Kemenade**  
**HEd Quality Expert and**  
**Leadership Trainer**

**<http://www.vankemenade-act.nl>**



ME

1953 born





# 1968-1975 hippie





1972 in love  
and  
1978 married





1981 Onno  
and 1983 Nina  
born





Armin: a state of trance





# Mim en Lou







# 1980 first Quality management assignment: Van Kemenade ACT (audit, coaching and training)





2004 first  
assignment  
abroad  
(Quality in a  
university, Viet  
Nam)





# 2008 first visit to fitness centre



# 2009 PhD.







## 2011 First visit to Africa

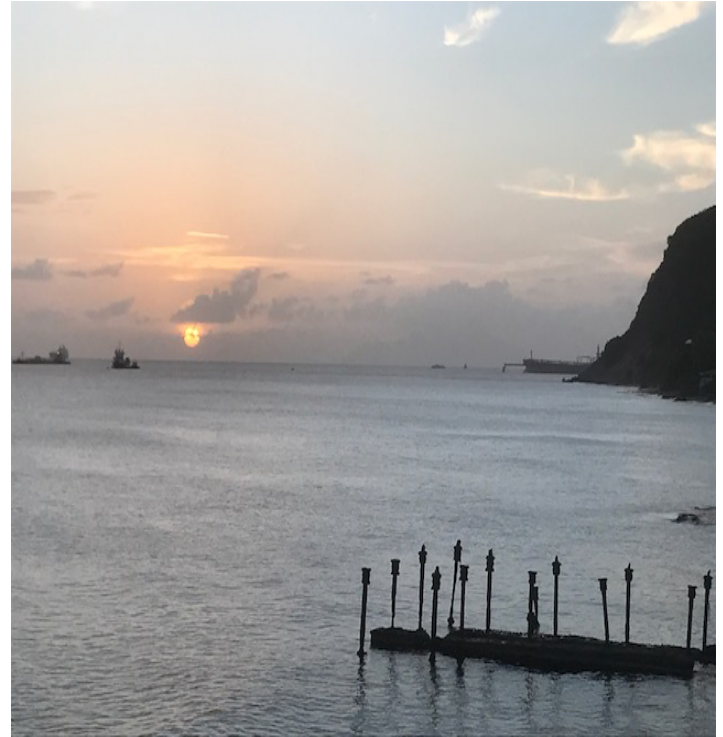




# visit to Caribbean



2015



2017



Tools and processes for cultural change and its evaluation:  
Fourth Generation Evaluation  
(Guba & Lincoln 1989)

- **Claims** – a claim is any **favorable** assertion about the entity being evaluated and its implementation
- **Concerns** – a concern is any **unfavourable** assertion
- **Issues** – are **questions** which reflect what any 'reasonable person' might be asking



# Concerns and issues





# MOTIVATION





# RAMP



- <https://www.youtube.com/watch?v=DQo47jPRmks>



# Motivation

Recognition



Autonomy

Mastery

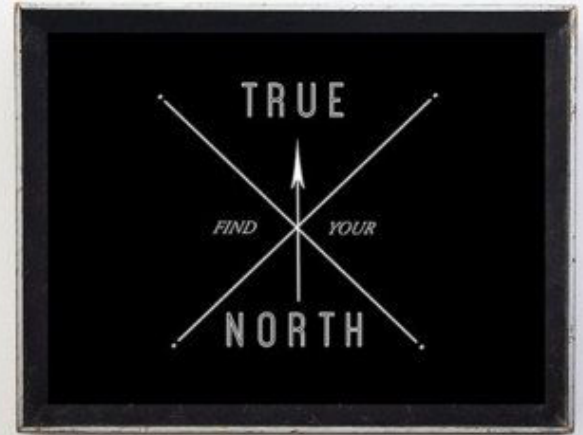


Purpose



There are  
two great days

1. The day that you are born.
  2. The day you know why.
- They have a true North Star.



"IKIGAI" IS JAPANESE  
FOR "REASON FOR  
LIVING." ALSO KNOWN  
AS A "RAISON D'ÊTRE,"  
IT'S THE PASSION THAT  
BRINGS MEANING TO LIFE.

WHAT'S YOUR IKIGAI?



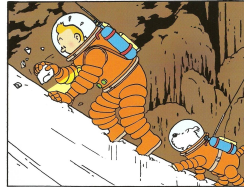
# Your Ikigai (purpose)





# PURPOSE QUADRANT

NAME	
WHAT I LOVE	WHAT I AM GOOD AT
WHAT PEOPLE NEED FROM YOU (how that changes those you do it for)	WHAT I WILL DO



My passion is to ..... And I am good at..... As outcome the clients ....  
And I will do..... to make that happen



## I. What do you love? What moves you?

- What do you dream about?
- When are you in a “flow”
- Why do you do what you do?
- Why did you choose this profession?

**“Let yourself be silently drawn  
by the strange pull of what  
you really love.”**

**Rumi**



### **Sample Dream List**

Go to Norway

Learn to scuba dive

Take tap dance lessons

Learn to speak Chinese

Stand on the shore of every ocean

Build a deck on the house







# The Element

- What do you love?

**II What are you good at?**



## II. You are good at

According to

- Youngsters
- Colleagues
- Supervisor



# How can I find it?

## 2. What are you good at?

- What did you do in your working life you were very proud of?
- Who are / were your examples, gurus, heroes?
  - In art, family, politics, music, society
  - In your past
  - What attracted/attracts you in them?
- Ask the others/the experts who know you well





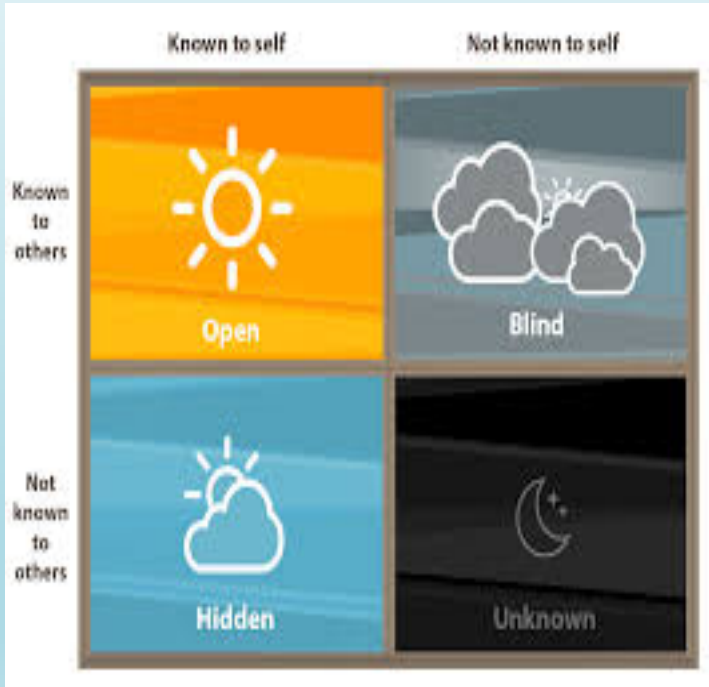
Look in  
the  
mirror



**HELLO, TIGER, I LOVE YOU**



# Johari window



# Where am I good at?

## CORE QUALITIES

**Everard van Kemenade**  
**HEd Quality Expert and**  
**Leadership Trainer**



- Introduction
- Ofman's theory
- Create your core quadrant





# Introduction



# Ofman's theory



# Core Quality

- A core quality is a specific strength that characterises you
- It is a strong and positive personal quality
- It makes you what you are
- It is one of the first things people say about you when they are asked to describe you
- Each person has at least one core quality.



# Examples

You are e.g. :

decisive

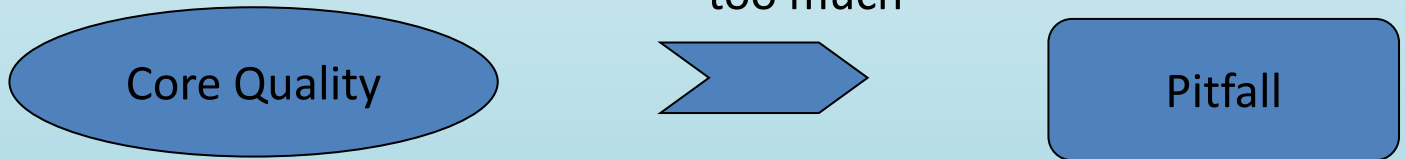
modest

loyal

flexible



With the core quality comes the distortion



**Strength becomes pitfall**



# Pitfall

- Your pitfall goes hand-in-hand with your core quality
- It is the distortion of your core quality when you show too much of it
- It is the reversed side of the medal, your quality becomes a weakness



# Examples

Quality

Pitfall

Decisive

Forcing

Modest

Invisible

Rational

Distant





# Challenge

- Your challenge is the positive opposite of your pitfall
  - It is a positive quality that you should show more often
  - It is a quality you often recognise and admire in others
  - This quality is needed to keep your core quality well-balanced
-



# Examples

Quality

Pitfall

Challenge

Decisive

Forcing

Patience

Modest

Invisible

Expressive

Rational

Distant

Involved



# Allergy

- Your allergy is the negative opposite of your core quality
  - Most people are allergic to their own challenge recognised in other persons.
  - You can get into conflict with people that are in your allergy zone, especially when that person is the personification of that behaviour you detest.
-



# Examples

Quality

Pitfall

Challenge

Allergy

Decisive

Forcing

Patience

Passivity

Modest

Invisible

Expressive

Arrogant

Rational

Distant

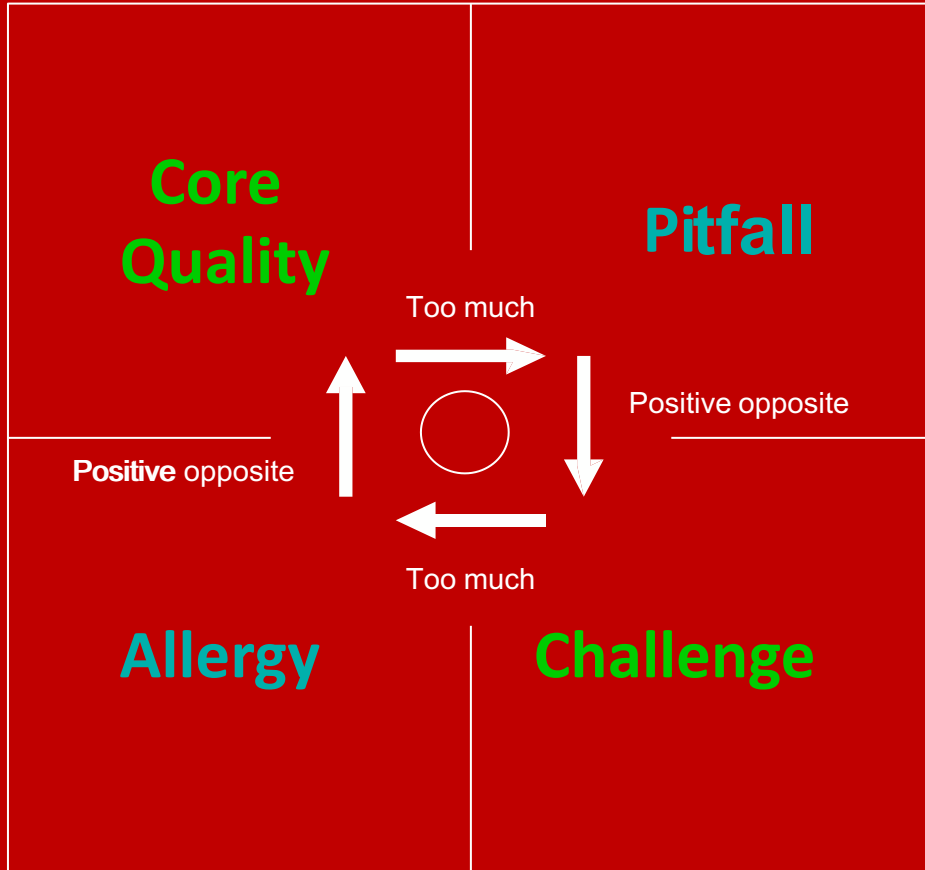
Involved

Thoughtless



# Core Quadrant

- You can visualise your core quality, pitfall, challenge, and allergy in a Core Quadrant





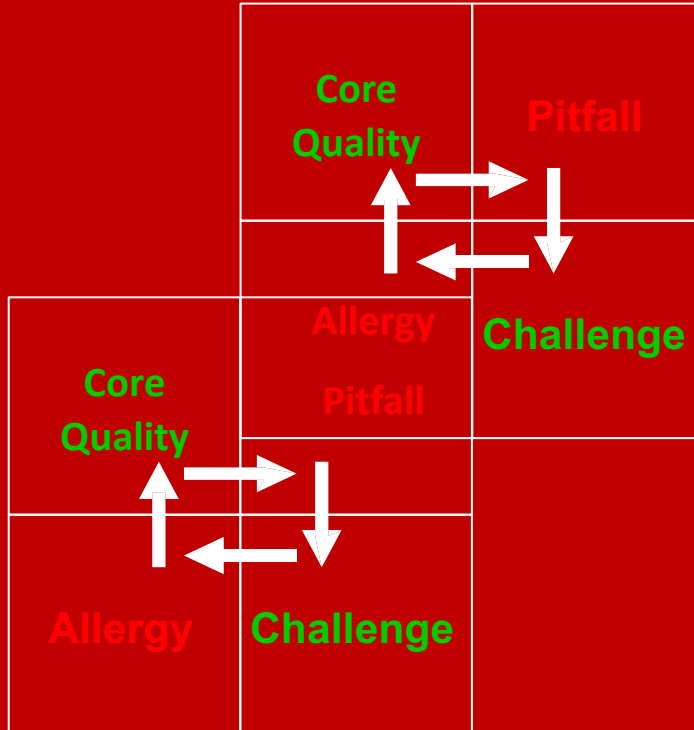




# Relation with others

- Everybody has core qualities, therefore everybody has pitfalls
  - Your allergy is the other person's pitfall!
  - So if you are allergic to somebody's behaviour, consider it as the other person's pitfall. Then try finding the quality behind it. You might be able to improve your relationship with that person
-

The other



You



# Relation with others

- Try showing more of your challenge when you notice somebody is allergic to your behaviour.

- What I consider to be normal about myself
- What others appreciate in me
- What I expect on or demand from others

- What I would loathe about myself
- What others advise me to put into perspective
- What I despise in others



- What I am willing to forgive others
- What others blame me for
- What I tend to justify about myself

- What I miss in myself
- What others wish me
- What I admire in others



# Exercise

- Work in pairs
- Use your first language if you prefer
- Work out one of your core qualities in a quadrant and discuss with your partner
- Try working out a quadrant about somebody you dislike (allergy)

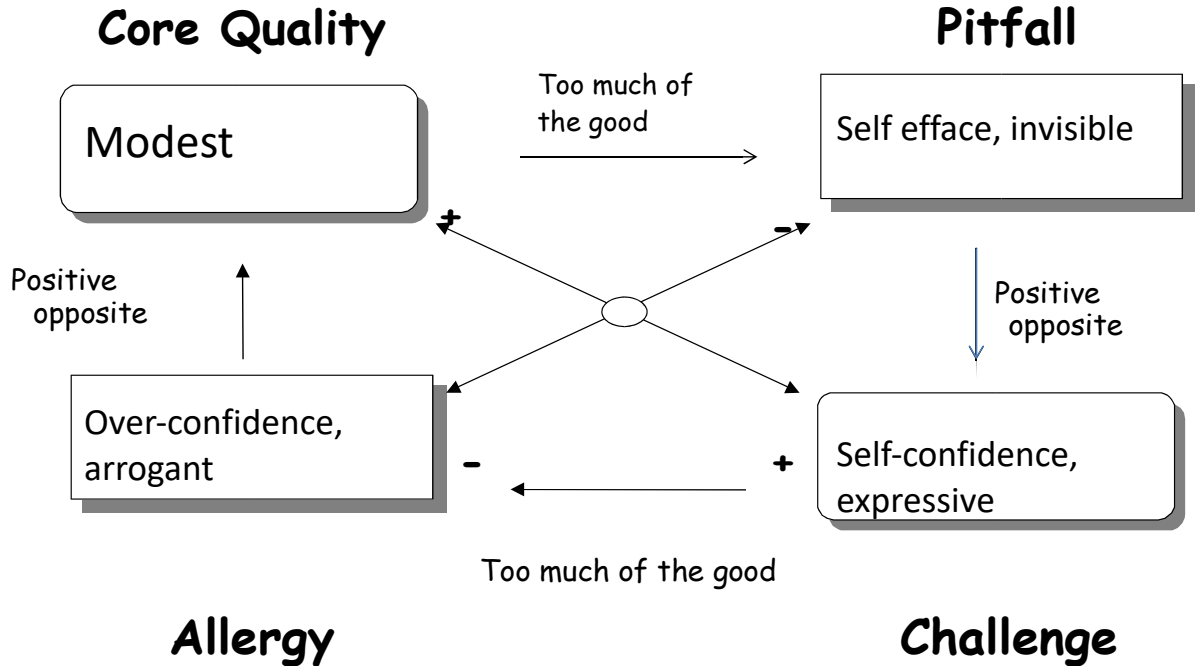




# Using your core quadrant

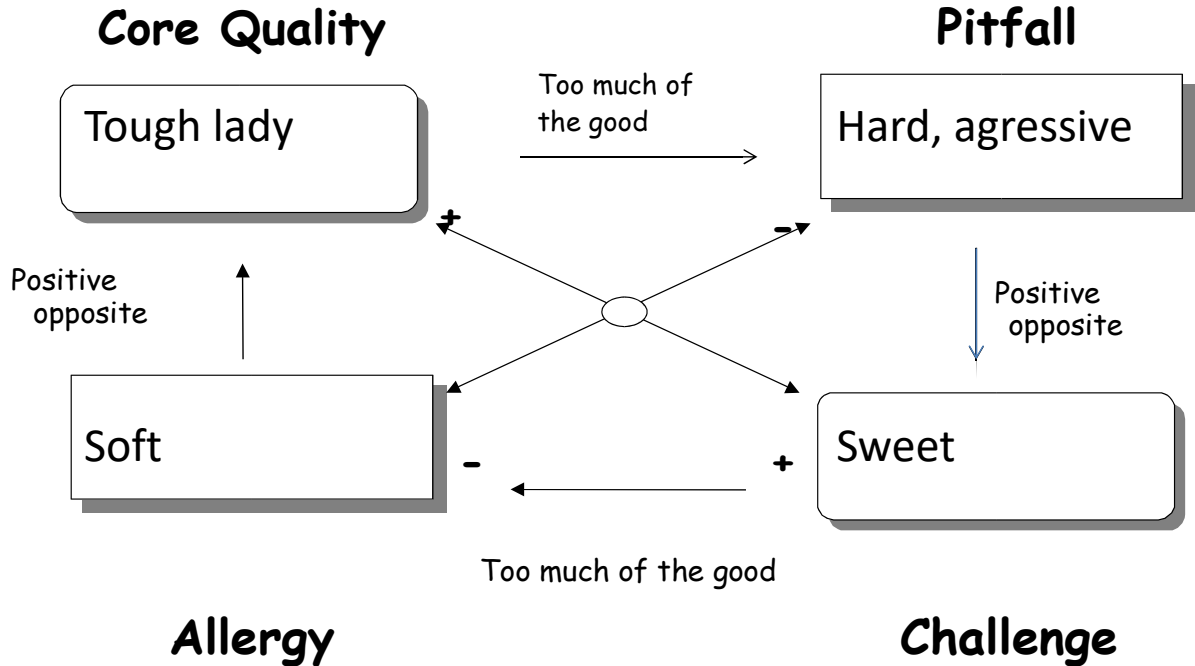
- Put your own behaviour and that of others into perspective
  - Improve your relationship with colleagues
  - Prepare yourself for job interviews
  - Define challenges to improve these qualities, for instance for your personal development plan
-

# Core Quadrants

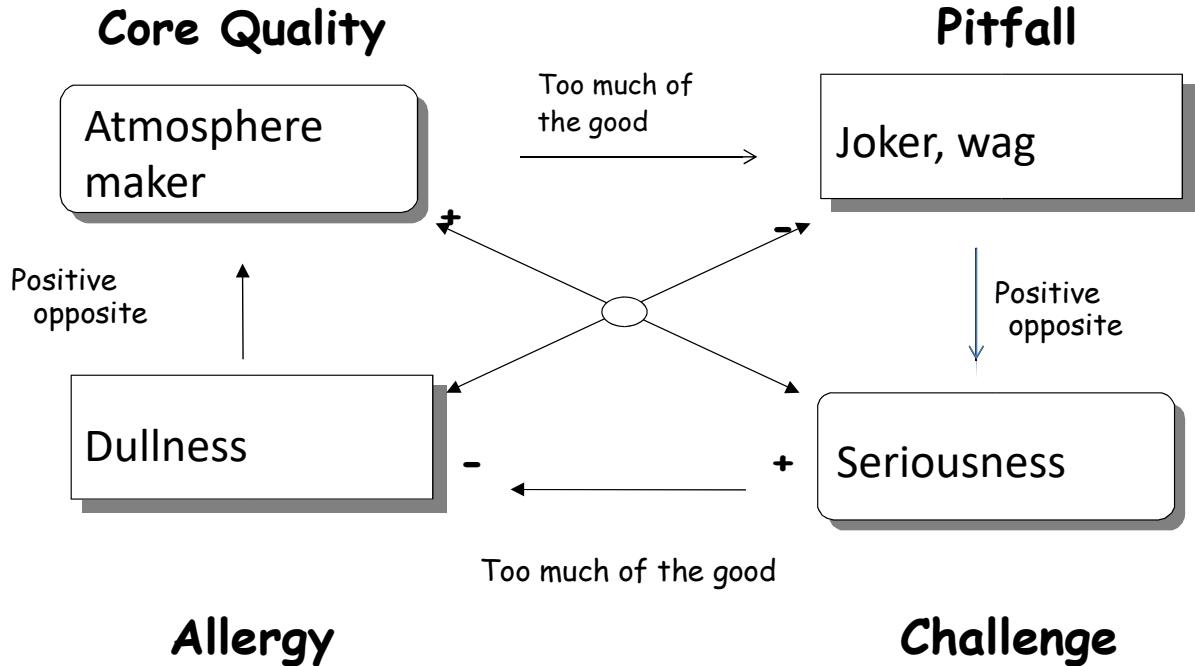




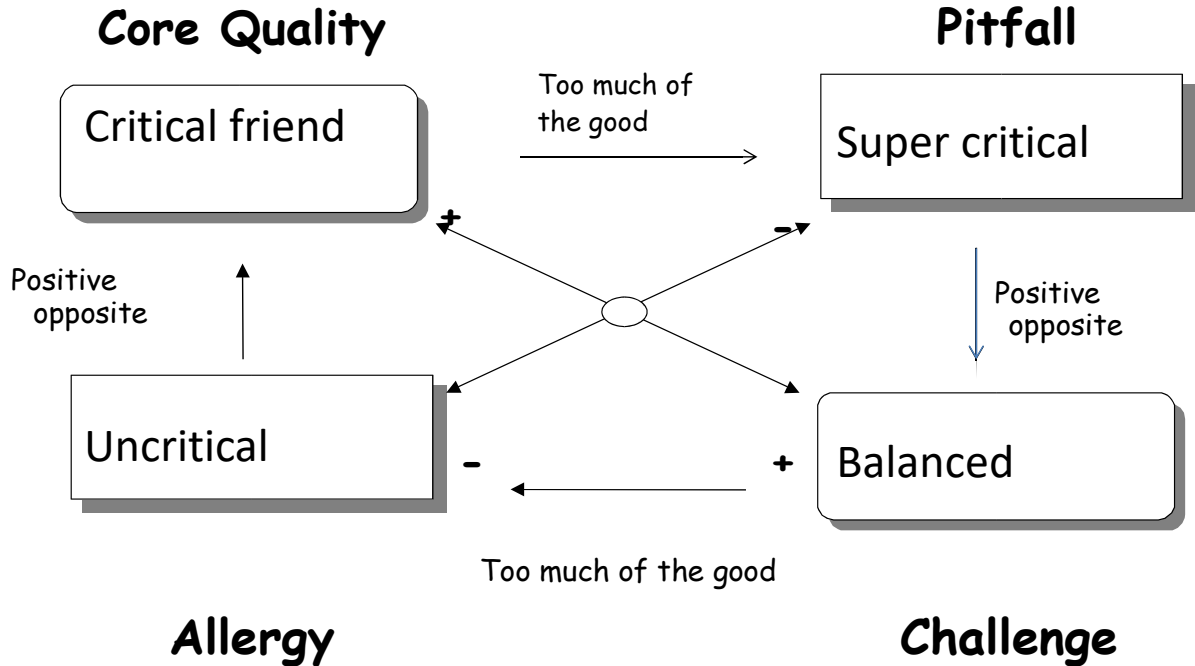
# Core Quadrants



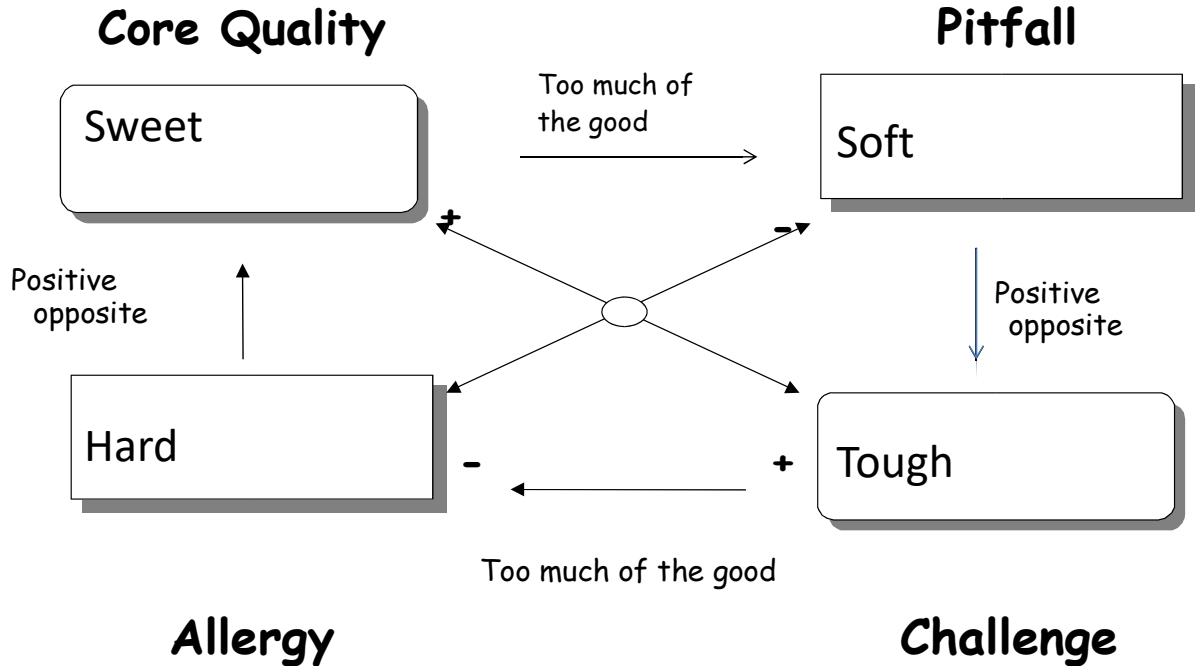
# Core Quadrants



# Core Quadrants



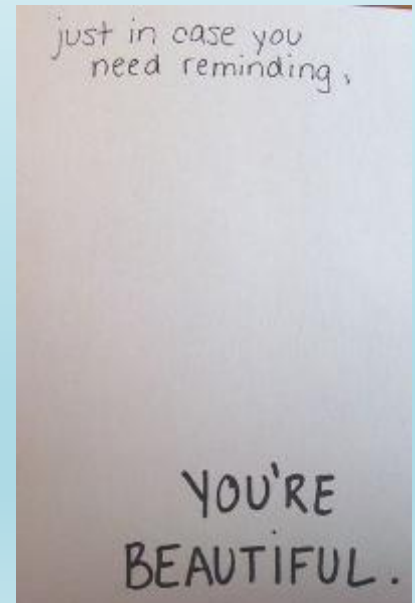
# Core Quadrants





# Conclusion

I am good at .....





<https://www.youtube.com/watch?v=DefL-oJpjo8>

I am good, you are loved  
I am good, you are loved  
Don't forget it  
I am good, you are loved  
Don't forget  
That I am good, you are loved  
Oh, I am good



# What is your passion?

“The word passion means basically ‘to be affected’, and passion is the essential energy of the soul”.

**Thomas Moore, Care of the Soul: Guide for Cultivating Depth and Sacredness in Everyday Life**





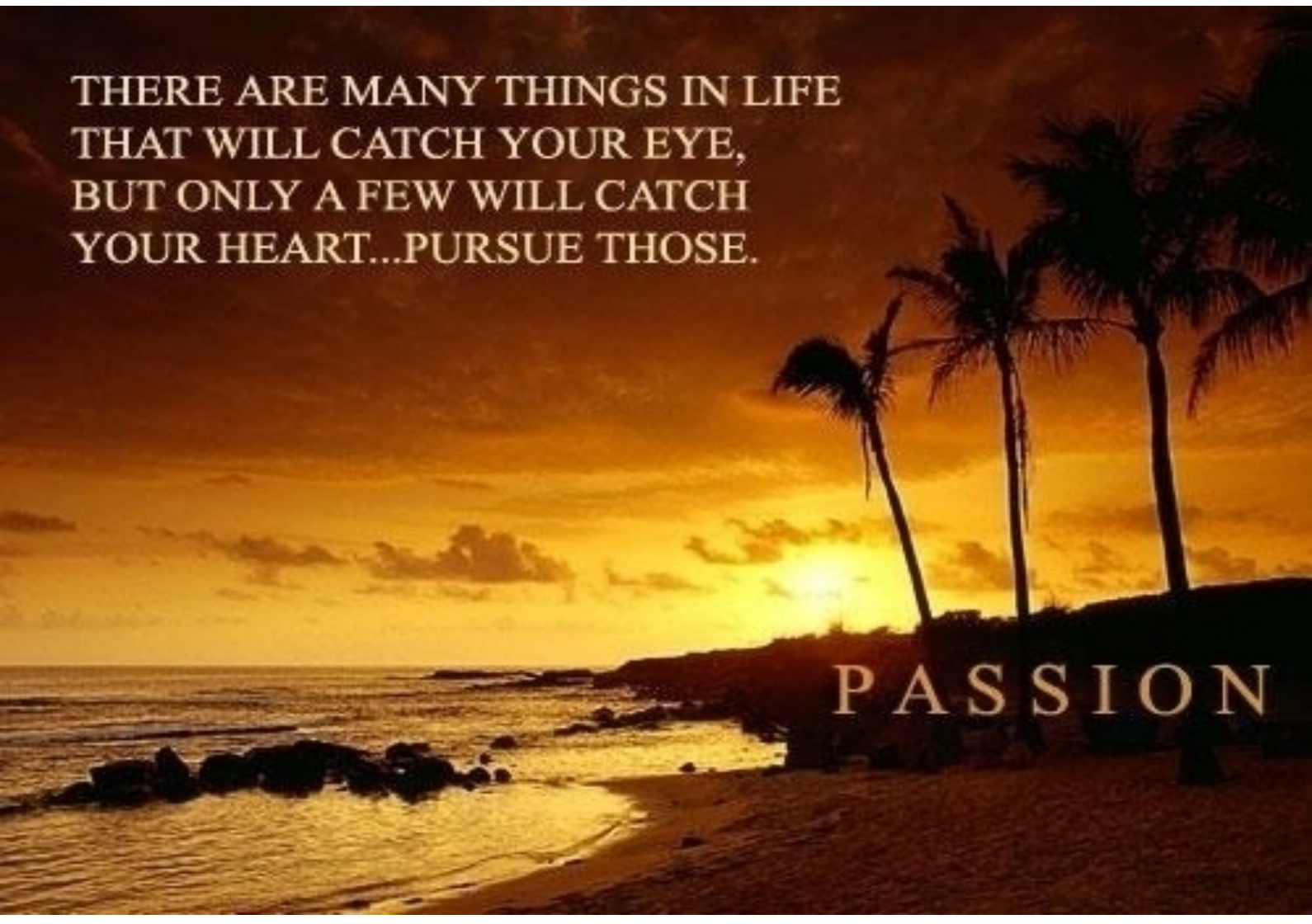
*“There’s not a day that goes by without finding a new track that I’m totally in love with. Passion”.*

*Armin van Buuren, Dutch 5 times world best Trance DJ*



THERE ARE MANY THINGS IN LIFE  
THAT WILL CATCH YOUR EYE,  
BUT ONLY A FEW WILL CATCH  
YOUR HEART...PURSUE THOSE.

PASSION

A tropical beach scene at sunset. The sky is a vibrant orange and yellow, with the sun low on the horizon. Several palm trees are silhouetted against the bright sky. The ocean is visible on the left, with waves washing onto a sandy beach. The word "PASSION" is written in large, white, serif capital letters in the lower right corner of the image.



“ Once you have stopped fighting for what you want, what you do not want will automatically take over” .



*“ Passion is the suffering you want to endure to achieve something you believe in.”*

Marius Buiting, MD





# Passion can be too much of the good

Passionate worker	Workaholic
Productive	Always busy
Enough = enough	Always more
Know their quality	Always ask for more recognition
Pro-active	Reactive
Focus on reality	Focus on endless results



# Too much passion or none

- Falling on the sofa after work, exhausted
  - Finally its Friday
    - Burn out



However,

real passion, working in a 'flow', makes you relaxed  
IN your work, not just AFTER.





# Flow







FINDING YOUR PASSION IS HARD WORK  
TAKES TIME AND EFFORT,

but is so rewarding! !!!!



How to know your life purpose?





- Who are you?
  - What do you do?
  - Who do you do it for?
  - How do they change as a result?
- 
- What difference do you want to make for whom?



# The toilet cleaner at NASA



Kennedy:

“And, what is your job?”

Toilet cleaner:

“Mr. President, I’m helping  
put a man on the moon”.



# What is your job?

- Example Everard



# What the world needs

- What do you love?
  - Where are you good at?
- } the element
- Who do you do it for?
    - How do they change as a result?

# Purpose or Soul





# How can I find it?

## 3. What does the world need? YOUR CALLING

- Who do you work for?
- What do these people want or need?
- How does it change them as a result?
- What difference do you make for whom?
  
- Why do you get out of bed every morning?
- Why do you do what you do?
- What is your purpose in life?







If you are not making someone else's life better, you are wasting your time.



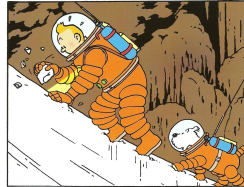
# I will

- Do ...
- to make it happen.



# PURPOSE QUADRANT

NAME	
WHAT I LOVE	WHAT I AM GOOD AT
WHAT PEOPLE NEED FROM YOU (how that changes those you do it for)	WHAT I WILL DO



My passion is to ..... And I am good at..... As outcome the clients ....  
And I will do..... to make that happen