



CATALOG

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MIND TREE COACHING

Mind Tree Coaching is a coaching and professional training provider.

In a fast-paced and always evolving corporate environment, the people, the human element, more than the technical skills, is what sets companies apart and most contributes to their success.

We partner with our clients to develop essential interpersonal skills, enhancing communication, fostering management skills, honing emotional intelligence, improving team dynamics, and ultimately helping their people thrive.

We are strongly committed to customization. We recognize that every company is unique, facing distinct challenges and opportunities. That's why we work closely with our clients to understand their specific needs, tailoring our training programs to address their unique goals and objectives. We adapt the examples, role-play scenarios and simulation exercises, as well as the duration and organisation of the programmes.

Investing in soft skills training isn't just about short-term gains. It's about fostering a culture of continuous improvement that leads to long-term success.

Mind Tree Coaching is committed to achieving the United Nations Sustainable Development Goals through our focus on Quality Education, Good Health and Well-being and Gender Equality.



Mind Tree Coaching is an approved training body and a member of lifelong-learning.lu
Organisme de Formation Professionnelle Continue 10131484/1



PEDAGOGICAL STYLE

01

BUILDING BLOCKS

Just like we can build a multitude of structures and shapes with lego-style blocks, our approach by learning blocks allows the customisation of learning courses and learning journeys, adapted to the individual needs of the learners and companies.

This learner-centered approach empowers participants to be active in the construction of their knowledge and fosters active engagement and lasting learning.

Themes

Resilience

Boundaries to
balance

Stress prevention

02

AWARENESS AND SELF-KNOWLEDGE

We put a particular focus on self-awareness and self-knowledge, as the first step in any personal development journey. Personal assessments and diagnostic tools are used to raise awareness of the participants personal styles, bringing to light their characteristics, blind-spots and strengths.

This increased self-awareness empowers participants to unlock their full potential and become more resilient and effective in their personal growth journey.

Fair Play Method

Procrastination

Time
management

Optimism

Self-efficacy

03

LONG LASTING CHANGE

A key success factor of training is its ability to facilitate long lasting behavioural changes.

Our trainings incorporate the co-creation by the participants of practical tools and the integration of new habits and routines.

We also take great joy in always providing the participants with booklets and tokens related to the training content, as they harness habit change and maintenance.

Agility mindset

Our courses can be delivered in English, French and Portuguese

COURSES



PERSONAL ORGANISATION

Objectives

By the end of the course, participants will be able to better manage their time, their energy, and their work-life balance. Participants will be able to focus and prioritize better, and to get a handle on procrastination. The course will also address building resilience and emotional management.

Content

- Time management
 - Intention vs by-default
 - Time thieves and limiting beliefs around time
- Personal organisation
 - Intention - Focus - Recharge - Reflect
- Procrastination
 - Root causes
 - Perfectionism, self-sabotage, and other pitfalls
- Resilience
 - Charging the batteries
 - Bouncing back and bouncing forward
- Practical tools
 - Personal organisation roadmap



EFFECTIVE COMMUNICATION

Objectives

By the end of the course, participants will be able to identify their preferred communication style, communicate with greater clarity, improve their listening skills, and choose an assertive communication style. Participants will be more aware of cultural differences in communication styles and preferences and will be able to communicate more effectively in a diverse environment.

Content

- What do I communicate?
 - Communication blind spots
 - Ofman quadrant
- Communication styles
 - The 4 communication styles
 - Diagnostic of the favoured style of the participants
 - Advantages and pitfalls of each style
- Assertiveness
 - Assertive communication
 - DESC method
- Active listening
 - OARS model
- Practical tools
 - Communicating across cultures



EFFECTIVE FEEDBACK

Objectives

By the end of the course, participants will be able to provide constructive and valuable feedback to others, and receive feedback gracefully, with an open mind and without being defensive. Participants will understand how cultural differences can influence the way team members give, receive and perceive feedback.

Content

- What is feedback?
 - Different types of feedback
 - Active listening and assertiveness
- Giving feedback
 - Sandwich method
 - Summarizing and reflecting back
- Receiving feedback
 - Growth mindset
 - Reframing and acceptance
- Practical tools
 - Cultural sensitivity
 - Meyer's Cultural differences scale



PROFESSIONAL GROWTH

Objectives

By the end of the course, participants will be able to improve their listening skills, and give and receive constructive feedback gracefully, with an open mind and without being defensive. Participants will learn to transform the feedback received in improvement plans and acquire the tools to develop a growth mindset.

Content

- Effective feedback
 - Active listening and assertiveness
 - Reframing and acceptance
 - Sandwich method for giving feedback
- Growth plan
 - Growth mindset
 - Embracing new challenges
 - Building resilience



1/2 day

COACHING SKILLS FOR MANAGERS

Objectives

By the end of the course, participants will be able to identify the coaching posture, focusing on presence, deep listening and the practice of asking relevant questions.

The aim is not to become a coach, but to acquire coaching skills and tools that participants will be able to apply immediately in their working environment.

Content

- Coaching posture
 - What is coaching?
 - The potential of coaching in business
 - Setting up a coaching relationship
- The coaching relationship
 - Setting objectives
 - Active listening in coaching
 - Formulating powerful questions
 - The power of metaphors in coaching
 - Developing accountability
 - The coaching session - GROW model
- Coaching skills
 - Pitfalls and principles of communication
 - Verbal and non-verbal communication
 - The 4 communication styles
 - Assertiveness - DESC method
 - Ofman's quadrant
 - Motivation drivers
 - Limiting beliefs
 - Activating inner resources
 - Self-confidence



STRESS MANAGEMENT

Objectives

By the end of the course, participants will be able to identify the mechanisms of stress and how to better manage it. The course discusses the brain science behind stress responses, and we will explore strategies, tools and skills for coping with stress.

Disclaimer: The session is for informational or educational purposes only and should not be considered medical advice.

Content

- What is stress?
 - Definition
 - Signs and triggers
- Different types of stress:
 - Acute stress
 - Eustress
 - Distress
 - Chronic stress
- Managing stress
 - Strategies to reduce its negative impact
- Practical tools



STANDING UP TO IMPOSTER SYNDROME

Objectives

By the end of the course, participants will understand imposter syndrome and its impact in their professional and personal lives; have a better understanding of their internal blocks, negative automatic thinking patterns, and develop strategies to overcome these challenges. The course teaches tools to develop self-confidence, self-efficacy and self-esteem.

Content

- What is imposter syndrome
 - Triggers and patterns
- Automatic thought patterns
 - Most common cognitive bias
 - Thought record and reframing
- Inner critic
 - Who is your inner critic
 - Recognize and befriend
- Self-confidence
 - List of achievements
 - Putting things in perspective
 - Developing self-efficacy



SABOTAGE SELF-SABOTAGE

Objectives

By the end of the course, participants will have a better understanding of their self-sabotage behaviours, limiting beliefs and procrastination and perfectionism patterns, and strategies to overcome these challenges, develop self-confidence, self-efficacy and self-esteem.

Content

- What is self-sabotage
 - Identifying patterns and triggers
 - Self-doubt
- Procrastination
 - What are the root causes
 - Strategies to stop procrastinating
- Perfectionism
 - Identify triggers and impacts
 - Perfectionism sliding scale
- Developing self-efficacy
 - Strategies and tools to increase mastery and self-confidence



DEVELOPING PERSONAL IMPACT

Objectives

Personal impact is about leaving a lasting impression, building strong relationships and inspiring confidence. People want to be remembered, convey authenticity and influence both in professional and personal settings

By the end of the course, participants will be able to enhance their personal impact to leave a strong and memorable impression in professional settings, and know themselves better and be able to leverage their strengths and maximise their energy to advance their goals.

Content

- Identify the key elements of personal impact
- Build self-awareness and confidence
- Boost communication skills
- Maximise your unique strengths to create more impact



SELF-KNOWLEDGE AND SELF-AWARENESS

Objectives

By the end of the course, participants will have a better understanding of their qualities, challenges, communication styles, brakes, and development drivers.

A better understanding of our way of functioning, our values, and our unconscious patterns of behavior, thought, and interpretation of the world is the first step toward personal questioning and self-evaluation.

Content

- Getting to know yourself better
 - Unconscious drivers
- Identify limiting beliefs
 - Reframing and giving new meaning
- Ofman quadrant
 - Core qualities
 - Challenges
 - Pitfalls
 - Allergies
- Communication styles
 - Assertiveness tips and tricks
- Development plan for personal growth
 - Developing new habits



BITE-SIZED WORKSHOPS



STRESS AWARENESS

In this session, participants will be able to identify the basics of stress and how to better manage it. What are stress triggers and symptoms, and how to recognise them in ourselves and in others.

We will explore tools for coping with stress.



90 min.

FAIR PLAY METHOD – MAKE THE INVISIBLE, VISIBLE

The Fair Play Method is a system that sets families, partners or couples up for success in their relationships and parenting. It borrows from proven organizational management principles, that optimize efficiency and focuses on saving time, improving outcomes and reducing stress and anxiety for everyone. It makes the mental load, the invisible work of project management, visible and accountable for every stakeholder. Equity starts at home – and more balanced people are more resilient to burnout!



90 min.

STANDING UP TO IMPOSTER SYNDROME

Overcome imposter syndrome, let go of self-doubt and increase your self-confidence – participants will recognize the signs of imposter syndrome and its impact in their careers and life, identify their inner critic and learn to turn it into a cheerleader and develop tools to increase their self-confidence.



90 min.

SABOTAGE SELF-SABOTAGE

Recognise and stop self-sabotaging behaviours, procrastination and toxic perfectionism – participants will identify their self-sabotaging triggers and behaviours, procrastination vicious cycles and detect when perfectionism crosses the line of being a good thing and becomes a toxic self-sabotaging behaviour. We will identify strategies and tools to overcome these challenges and develop more self-efficacy.



DESC METHOD – ASSERTIVE COMMUNICATION

Assertiveness is a communication style that is direct, open and respectful. It enhances authentic relationships and trust. In this workshop, participants will discover their communication style, and practice assertiveness using the DESC method: Describe the facts, Express emotions and effects, Suggest solutions and agree on the Consequences and conclude a plan forward.



5 UNCONSCIOUS DRIVERS

What hides behind our behaviour, and drives us to action? The 5 unconscious drivers are internalized messages, that can have positive or negative effects in our relationships with others, our approach to work, our thoughts and behaviours. The 5 drivers are Hurry up; Be strong; Please others; Be perfect and Try hard. In this workshop, participants will discover their main drivers, the advantages and pitfalls of each driver and strategies for raised awareness and efficacy.



LET'S PLAY TRAINING!

In this session, participants will up their internal training game by integrating more games and interactivity in their courses, design interactive learning activities in line with every content. The session is very interactive and participants will create games and activities for ice-breakers, debriefing, knowledge integration and closing the session.



CORE QUALITIES

Ofman's core quality quadrant is a powerful tool of self-knowledge and helps us understand what we might be communicating to others, without conscious awareness. It helps us navigate our qualities, challenges, pitfalls and allergies. In the workshop, participants will practice this tool and develop strategies to live their qualities more fully and develop their flexibility.



RESILIENCE

Resilience is often described as someone's ability to "bounce back" from challenges or distress. In this workshop, participants will discover their energy chargers and explore strategies to increase their resilience by working on their stressors, buffer and perception. We will explore tools to increase mental, emotional and physical resilience.



PROCRASTINATE TOMORROW, TAKE ACTION TODAY

In this session, participants will explore their procrastination behaviours and approach to time, and what are the root causes of procrastination. We will reflect on personal organisation strategies for a better productivity and overall balance. Participants will leave the workshop with practical tools for a better time and energy management.



HABITS THAT STICK

Creating a new habit can be challenging, and is often the most important factor in achieving one's goals. In this workshop, we will explore the most common obstacles in the way of sticking to a new habit and work on practical tips and tricks to make a change stick. The workshop is very practical and anchored in neuroscience and intrinsic motivation tools.



DIDN'T FIND WHAT YOU WERE LOOKING FOR?

**GET IN TOUCH AND WE'LL DESIGN A CUSTOM WORKSHOP
FOR YOUR NEEDS.**

LEARNING BLOCKS APPROACH – AN EXAMPLE



SAME CONTENT, DIFFERENT FORMATS

Remember the Assertive Communication course from page 13?

A client approached us for an assertive communication training, but had time and budget constraints.

We proposed the blended format you can find in the next page (see Example 1), with an inverted classroom methodology:

The participants integrate the theory through videos and assessments before the face-to-face session, that is then dedicated to practice and role-play exercises.

This format allows for more flexibility of time for the participants, that can follow the pre-course work at their own pace and in a time that fits their schedule, and reduces the duration of the presential session.

Another approach, as shown in Example 2, is to cut the content in bite-sized portions, and deliver it over a period of a few weeks in a Lunch & Learn format.

This allows for minimal disturbance to the regular working hours and creates a more informal atmosphere for the training.

Besides that, the fact that the training is spread through more days allows participants to better integrate the learning, and bring their experiences to the sessions.

All the modules from the courses and from the bite-sized workshops can be adapted for this format. In this example, that was the case for the Lunch and Learn on active listening.

We are happy to sit down and explore your circumstances and create together the optimal format for your specific needs.

ASSERTIVE COMMUNICATION

EXAMPLE 1

Objectives

By the end of the course, participants will be able to recognise their communication style, its advantages and pitfalls, and which style is more appropriate for each situation. The course will address tools for giving and receiving effective feedback, and train assertiveness techniques.

Content

Theoretical part - videos and diagnostic questionnaire

1. Communication styles
2. Assertiveness
3. DESC method
4. Receiving feedback
5. Giving feedback

The videos and supporting material are made available to participants 10 days before the face-to-face training. The 5 videos last approximately 35 minutes and are in English with French subtitles.

Practical part - face-to-face session

Review of theoretical concepts and Q&A

Practical application of assertive communication :

1. The DESC method in practice
2. Giving and receiving feedback
3. The rules of assertive communication
4. Pitfalls to avoid and good practices to develop

Integration - post-training coaching

Individual coaching session per participant 2 weeks after the training to reinforce the integration of the training and the practice of assertiveness in a professional context.



ASSERTIVE COMMUNICATION LUNCH AND LEARN EXAMPLE 2

Objectives

By the end of the series of bite-sized workshops, participants will be able to recognise their communication style, its advantages and pitfalls, and which style is more appropriate for each situation. The program will address tools for giving and receiving effective feedback, and train assertiveness techniques.

Content

Session 1 – 90 minutes

- Communication blind spots
- Johari window

Session 2 – 90 minutes

- Ofman quadrant

Session 3 – 90 minutes

- Communication styles

Session 4 – 90 minutes

- Assertiveness
- DESC method

Session 5 – 90 minutes

- Receiving feedback

Session 6 – 90 minutes

- Active listening
- OARS model

Session 7 – 90 minutes

- Giving feedback

FAIR PLAY METHOD



THE FAIR PLAY METHOD

What is Fair Play?

A system that sets families, partners and couples up for success in their relationships and parenting. It's about finding sustainable balance in your life.

The Fair Play system borrows from proven organizational management principles, that optimize efficiency and focuses on saving time, improving outcomes and reducing stress and anxiety for everyone.

It was created by Eve Rodsky, following the question "What would happen if we treated our homes as our most important organizations?"

What's in it for you?

Who would you hire?



Raise awareness and reduce unconscious bias

Equality at work starts with equity at home:

- Reduce burnout and voluntary attrition
- Attract and retain top talent
- Improved end-to-end people experience
- Culture of inclusion, recognition, and well-being
- Create stronger brand lift through internal trust and transparency
- Be recognized as a great place to work and a pioneer in caregiver's health

THE FAIR PLAY METHOD

How does it work?

The system is built on the tenets of a healthy organization:

1. Explicitly defined expectations
2. Fairness and transparency
3. Accountability and trust
4. Knowing your and your team's roles

A gamified life-management system that helps partners rebalance their domestic workload and reimagine their relationship:

- 100 cards (i.e. tasks) for most households;
- Makes the invisible, visible;
- Establishes FULL Ownership and defines minimum standards.



- Revisit your values – what is important to you, and how you express those values.
- Define what is needed to run your home, parenting, and family and create a deck of cards – each card represents a task or activity.
- Define for each card what it takes in terms of Conception, Planning and Execution (CPE).
- Define for each card a Minimum Standard of Care (MSC).
- Deal the cards – not all cards are created equal. The goal is equity, not 50/50.
- Re-deal the cards regularly.
- Enjoy free time, free mental space and flourish as a person, a couple and a family!

THE FAIR PLAY METHOD

What can I help you with?

- Understand the messages we've internalized that cause one gender to take on most of the unpaid labour and caregiving responsibilities and the other gender to be almost excluded from the experience of parenting and homemaking
- Free ourselves from unhelpful societal messages and inherited cultural stereotypes that prevent us from being our true self
- Reframe our boundaries to give ourselves permission to be unavailable and to find our voice
- Reframe our boundaries to give ourselves permission to assert our legitimacy and right to occupy the space we crave – be it at the office or at home
- Reduce our own mental load by "redealing" how work, domestic and caregiving tasks and responsibilities are managed
- Support you through the onboarding, implementation, and ongoing practice of the Fair Play system
- Reduce burnout by creating more equity in your home

Transfer the skills to your workplace

- Developing an ownership and accountability mindset
- Communicating your needs and establishing boundaries
- Ease the mental load and improve focus
- Reduce burnout by achieving more balance
- Master the Conception, Planning and Execution framework and apply it to your project management

Teach your employees the Fair Play Method to meet gender equity initiatives, curb burnout, address stress and overwhelm through communication strategies, boundaries, and structured decision making.

These skills are transferable and applicable in both work and personal life.

PERSONALITY ASSESSMENT

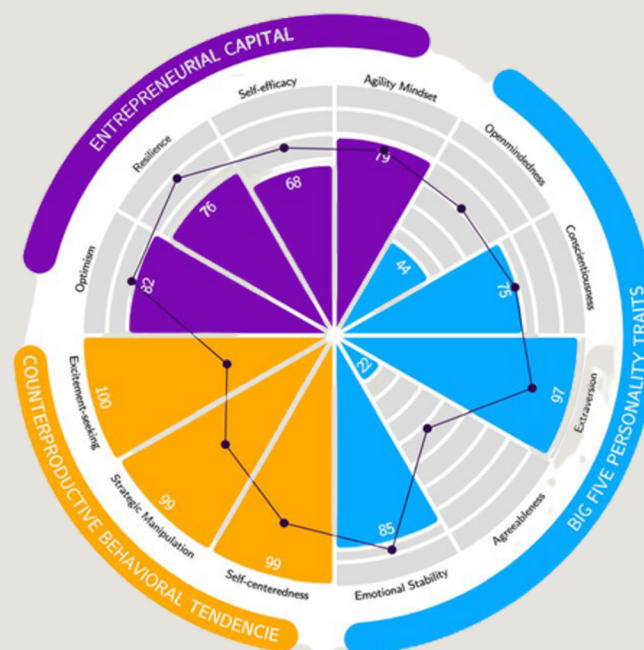


ZORTIFY PERSONALITY ASSESSMENT

The Zortify Personality Assessment is a measure of normal personality and is used to predict job performance and professional success. With its unique combination of quantitative close-ended survey questions and qualitative open-ended questions, it adopts a multi-trait multi-method approach to analyzing a range of personality traits and states linked to success in the workplace.

More specifically, the assessment measures the Big Five factors of personality (Extraversion, Agreeableness, Conscientiousness, Open-mindedness, and Emotional Stability), Entrepreneurial Capital (Resilience, Optimism, Self-efficacy, and Agility Mindset) and Counterproductive Behavioral Tendencies (Self-centeredness, Strategic Manipulation, and Impulsive Excitement-seeking).

Psychology distinguishes between personality traits and personality states. Traits are personality characteristics that are stable and are expected to change only in the long term, such as the Big Five and Counterproductive Behavioral Tendencies personality traits. States can change rapidly, are malleable and trainable, thereby providing an emotional snapshot of an individual at a given point in time. Zortify measures states with the Entrepreneurial Capital personality model.



ZORTIFY PERSONALITY ASSESSMENT

Two Reports:

**zortify
SELECT** We help you select the right people!

**zortify
GROW** We support you in the development of your talent and executives!

Personality traits that are linked to job and organisational performance and more decision making

- Using a unique combination of:
 - **Big Five** personality traits
 - **Entrepreneurial Capital** personality states
 - and the **Counterproductive behavioral** tendencies
- The assessment utilizes a unique combination of **quantitative close-ended** survey questions and **qualitative open-ended** questions
- Exclusively developed in Luxembourg for Europe
- Based on 4 different reference groups: Young professionals, talents, executives and top executives
- Available in **English** and **French**

1. The online assessment takes around 45 minutes to complete.

2. The participant receives the report.

3. Debriefing session by a certified Zortify assessment coach (2 hours).

4. Personalised development plan.

COACHING



COACHING

Introduction

Executive coaching is a personalized development process designed to help executives and leaders unlock their full potential, enhance performance, develop personal competencies and drive organizational success. It offers a confidential, one-on-one partnership between the executive and a professional coach, focusing on achieving specific personal, professional, and organizational goals.

Coaching your employees and leaders and creating a coaching culture in your organisation will increase employee engagement, enhance collaboration, achieve change management success, and improve both employee and team performances

What is Coaching

The International Coaching Federation (ICF) defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.

It is a structured yet flexible development approach that empowers individuals to explore their strengths, address challenges, and achieve meaningful outcomes. Unlike training or consulting, coaching focuses on unlocking an individual's potential through guided conversations, reflective practices, and actionable strategies. It emphasizes self-discovery, accountability, and long-term change, fostering leadership excellence and adaptability.

Example of themes treated in coaching

- Managing stress and anxiety around work performance
- Starting and maintaining healthy habits
- Creating a professional development plan
- Addressing conflicts in teams
- Emotional intelligence

THE COACHING PROCESS

1.Initial Assessment

The process begins with a thorough understanding of the executive's goals, challenges, and organizational context.

This may build on the Zortify assessment (page 28), 360-degree feedback, self-assessments, or input from key stakeholders.

2.Discovery session

The coaching discovery session is an initial meeting designed to establish rapport, clarify the executive's goals, and explore the alignment between their needs and the coaching process. This session allows the coach and executive to discuss expectations, assess compatibility, and set the foundation for a successful coaching partnership.

3.Initial Tripartite Meeting

A foundational step in the coaching process involves a three-way meeting between the coach, the executive, and the executive's key stakeholder (often their manager or HR representative).

This meeting establishes alignment on the coaching objectives, expectations, and outcomes, ensuring all parties are committed to the executive's success.

THE COACHING PROCESS

4. Personalized Coaching Sessions

The sessions are based on the GROW model and designed to guide executives through defining clear Goals, exploring their current Reality, identifying Options, and committing to a clear Way forward, fostering actionable progress. By integrating NLP tools, these sessions enhance self-awareness and communication, enabling executives to reframe limiting beliefs and adopt growth strategies.

Based on insights from the tripartite meeting and assessments, the coach and executive define clear, measurable objectives that align personal aspirations with organizational priorities. The sessions focus on exploring challenges, brainstorming solutions, and implementing strategies.

Sessions are confidential, fostering a safe space for candid discussions and deep self-reflection.

Progress is reviewed regularly, with measurable outcomes assessed against initial goals.

5. Final Tripartite Meeting

The final tripartite meeting brings together the executive, coach, and key stakeholder to review progress, celebrate achievements, and align on strategies for sustaining growth and future development beyond the coaching engagement.

ABOUT THE FOUNDER

ALEXANDRA NEVES



Alexandra is an ICF accredited ACC coach and is also a certified NLP Master Practitioner. She is a Social and Occupational Psychologist and has a Master II in Human Resources Management.

Alexandra is experienced in Cognitive Behavioural Therapy and a certified Brain Coach. She is also a certified Fair Play Method facilitator, helping companies and clients find more quality time in their lives, more balance and an equitable distribution of the mental load.

With more than 500 coaching hours and clients from a very diverse and multicultural background, Alexandra's coaching focuses on professional and career advancement, managing personal and professional transitions, developing self-confidence, personal organisation, communication and soft skills.

Prior to moving into professional coaching, Alexandra worked for more than 20 years in the corporate sector, mainly in the field of professional services in the financial sector, and lifelong learning and education. She has a solid experience in designing, implementing, and evaluating training programmes, both in classroom and digital.

Alexandra is the founder of Mind Tree Coaching, a training and professional coaching provider focused on professional and personal development.

Alexandra is the President of ICF Luxembourg (International Coaching Federation).



FEEDBACK

Excellent course! Full of different techniques of self knowledge and self improvement which give useful and often surprising insight. Indeed like a mirror but one where you can see yourself from all angles including hidden ones. Will definitely implement a lot from this course in my life and can already feel a level of understanding and acceptance of myself I didn't feel before. Highly recommended!

This workshop has helped me put a face on a problem I didn't know I had. The tools Alex provides are key for everyone who wants to kick-off a project, accomplish a goal or simply allow the best version of yourself to shine. Thank you so much!

The facilitator was very engaging and took on our practical examples well. Her experience with consulting firms was great

COMPANIES IMPACTED

WRK/360



**MODERN
HEALTH**

LEG^GUP

mazars



zortify

FESTROGEN



T.RowePrice



**RBS
International**



LUXINNOVATION

caritas
L U X E M B O U R G



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