

# A Transformational Systems Learning innovation framework

- Boutique Team Coaching Consultancy supporting management teams of fast-growing start-ups crossing the Death Valley from TRL 5-9.
- 15+ years of experience, coaching 100+ Scaleups across Europe with EIC Accelerator, BlueInvest PwC Accelerator and private clients.

## What is the problem BC Team Coaching is trying to solve?

1. Only 5% of Series A funded start-ups go on to scale-up but they are Europe's job creation champions. (Startup Europe Partnership)
2. 23% of start-ups fail due to matters of co-founding teams or 14-18% due to team problems (CB Insights 2021)
3. Research states that Leadership has a 10 to 15% impact on financial performance and a 25 to 30% impact on market valuation. (Ulrich & Allen HBR 2017)



**BC TEAM  
COACHING**  
Releasing Untapped Resources in People and Organisation



# Our Business Acceleration Services

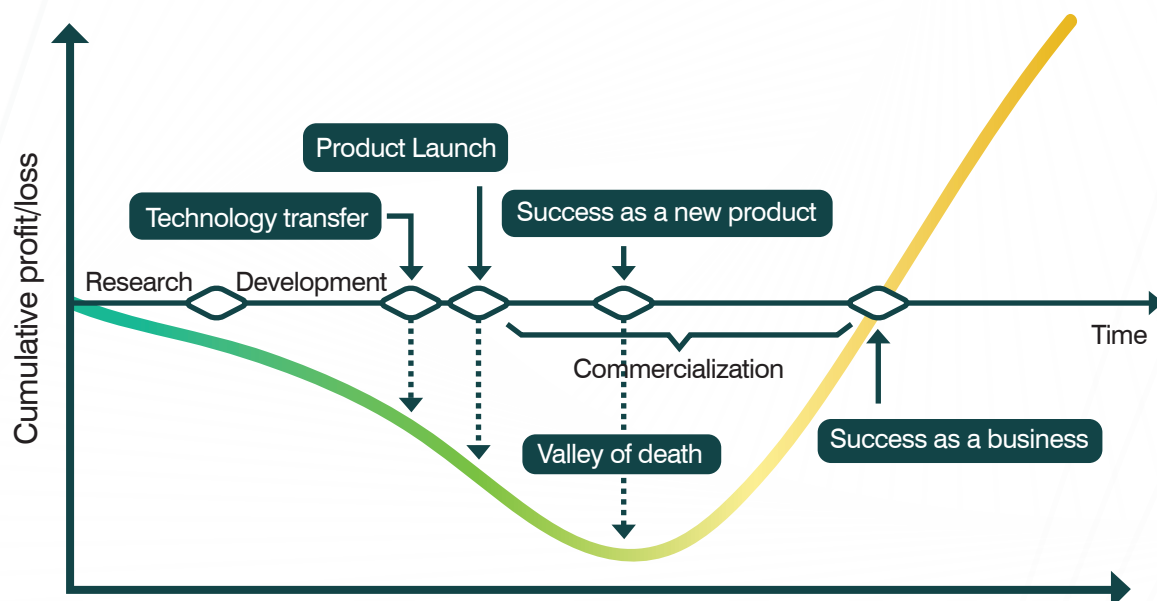
## What is BC Team Coaching opportunity?

We partner with Seed - early-stage Series A, TRL 5-9, Startups who are facing challenges of growing productivity crossing the product-market fit or commercialisation valley of death, by increasing their transfer of learning by 20%.

We believe that the effectiveness of organisational learning is the most important competitive advantage for all organisations and, as organisational environments change faster, so the rate of learning must increase. Startups that have helpful coach-mentors, track performance metrics effectively, and learn from startup thought leaders, raise 7x more money and have 3.5x better user growth. (Genome Report 2011)

Our solutions are better because we use coaching as the main adult learning channel “give a man a fish you feed him for a day. Teach a man to fish and you feed him for a lifetime.” (Chinese proverb)

We work at the Intersection of organisational dynamics, systems thinking, entrepreneurial leadership and integral psychology, and help you challenge everything - revealing the core purpose of how and why you do business.



Source: Osawa and Miyazaki, 2006

| 0-2                                                           | 3-6                                   | 7                                                     | 8                                                      | 9                                                 |
|---------------------------------------------------------------|---------------------------------------|-------------------------------------------------------|--------------------------------------------------------|---------------------------------------------------|
| Stage 1                                                       | Stage 2                               | Stage 3                                               | Stage 4                                                | Stage 5                                           |
| Research & Development                                        | Proof of Concept and Prototypes MVP   | Demonstration and Deployment                          | Project by project commercial system                   | Commercial Maturity                               |
| Fundamental and Applied Research / generate idea to create IP | Design and test Prototype /Improve IP | Pre-Commercial proven technical validity in the field | Product/service is complete, qualified and operational | Large Scale Roll out of proven technology/service |
| Valley of Death Technological                                 | Product Lab Fit                       | Valley of Death Commercialisation/ Product-market Fit |                                                        |                                                   |
| Pre-Seed/Seed Business Angels (EIC Pathfinder)                | Venture Capital                       | (EIC Transition/Accelerator)                          |                                                        | Public Market Listing / IPO                       |

Technology Readiness Level

Finance Source

# Our Services



**Target market start-up**



**Fortune 1000**



**121 coaching**



**Team Coaching**



**Systemic whole system transformation**

## Our Transformational Systems Change Map

Change in any one quadrant or the external context, impacts all quadrants.

Therefore, successful organisation development calls for work simultaneously on all four quadrants in response to what is emerging in the external context.

We coach in three dimensions – the individual (I/IT quadrants); the collective - team (WE) and the operational engine (ITS)

### I- Consciousness

- Inner Self
- Values, Belief, Attitude Insights
- Intuition, Desire, Purpose
- Aspirations, Feelings, Motivations
- Intra-Personal Skills
- Cognitive - Emotional Capacity
- Self-awareness
- Mental Constructs

### Pain

**Cognitive complexity, ego self, competing commitments**

### SUBJECTIVE

**BEING How and what we think**

### INTERIOR

**ABSTRACT**  
Intangible, Invisible, Feminine

### WE - Culture

- Organizational Culture
- Informal Systems
- Team norms
- Unwritten rules, collective beliefs
- Politics, Power, Dynamics
- Employee morale
- Purpose/Vision
- Myths and Legends

### Pain

**Political Behaviour, trust, elephant in the room, team Performance cycle**

### IT - Leadership Competencies

- Outer Self
- Inter-Personal Skills
- Experience, Knowledge, Skills
- Leadership Behaviours
- Job Performance
- Learning
- Accountability, Decision Making

### Pain

**Organisational Role and Task Complexity, Lack of productivity efficiencies**

### OBJECTIVE

**DOING How we act**

### EXTERIOR

**CONCRETE**  
Tangible, visible, Masculine

### ITS - Systems

- Organizational structure and design
- Lean Processes, Operating technologies
- Reporting lines
- Policies, rules, regulations rewards, Measures, KPIs
- Stated Values
- Strategies

### Pain

**VUCA external market strategic miss alignment**



Adapted from Wilber's Integral Model



For example, at the individual level we partner with entrepreneurs aligning their inner-self mindset (I - Consciousness) with their outer-self leadership competency behaviours (IT Leadership Competencies).

**We Focus less on competencies, more on complex and adaptive thinking abilities.**

*"To be successful, the leader's thinking must be equal or superior to the complexity of the environment."* **Nick Petrie, Centre for Creative Leadership**

At the collective level, we seek to understand the linkage between leadership team performance (WE - Culture) and organizational performance (ITS - Systems). We take a scientific, data-driven process approach, evaluating the senior team.

*"Not finance. Not strategy. Not technology. It is teamwork that remains the ultimate competitive advantage, both because it is so powerful and rare."* **Patrick Lencioni**

## Testimonials



**Maria Fátima Lucas**

Co-founder and CEO at ZYMVOL,  
EU Prize for Women Innovators  
2020 winner.

We worked with Bernard when our company was rapidly growing which alone is a huge strain but for us it was particularly difficult because we were mostly scientists with no previous business experience. We were a set of effective individuals working together but we were not a proper team. Bernard helped us see our strengths but also identified our weaknesses so we could overcome them effectively. I can only say thank you, Bernard, for the support and all the learnings.



**Alan Healy**

Co-founder & President at Exergyn

Bernard has a great way of helping individuals and organisations to see their weaknesses and gaps, and to come up with practical solutions through greater self-awareness and/or through taking specific actions. Bernard worked with our company over the course of a year and we benefited as individuals and as an organisation from his coaching. I'd recommend him to any company looking for a strategically-minded coach.



**Gregor Zupin**

CEO Microbium

It is easier to work now as we are much better aware of our strengths and weaknesses and it helps us to plan how our future team members will fill the existing gaps. In the meantime we are mitigating our weakness through collaboration internally and also with external co-workers. All of these was possible with a two day team facilitation meeting with Bernard. Thus, our responsiveness to the customer need has improved as well as team communication, planning and execution.



**Manu Lubrano**

CEO & Co-Founder at INVOLI

Bernard has an incredible talent for understanding the different roles of team members and the dynamics that occur between them. In just two days of coaching, not only he was able to show us our strength and weaknesses, but he also increased dialog and structure between us and let us understand what kind of profile are we missing to increase our team effectiveness. I strongly recommend Bernard's coaching for any company that wants to better understand and improve their leadership dynamics, and for startup that wants to scale up effectively.



**Marko Guček**  
CEO at GoOpti

In last almost two years since we started working with Bernard, big changes happened to our company and team. We transformed from poorly organised start up to decently organised semi mature company. Our meetings became productive, our org chart became meaningful, communication is clear and all of us got back again the passion to make our company international star in passenger mobility. Without Bernard this would not be possible.

Bernard was with us for 2 management retreats and gave one2one coaching to members of senior management team. On each retreat he managed to get out of our team the best and worst. He made us understand ourselves and each other better and pushed us to talk less the non important stuff and talk more the important stuff we were pushing aside. With regular follow ups, he took care we followed the agreed path of our team and personal development.

Bernard is a great person and coach, who I like working with.



**Sveinbjorn Hoskuldsson**  
Chief Technology Officer  
at Nox Medical

We in the management team of Nox Medical have enjoyed coaching of Bernard Chanliau over the last few months. He has proven to be a resourceful and analytically thinking, reading the skills, strengths and weakness of the team members correctly along with the dynamic of the team. He is direct and straight to the point and provided us with feedback that triggered both organizational and structural improvements that has made our management team stronger and the company better.

## Fortune 1000 / TRL 9 ScaleUps



**Microsoft**

**Boston  
Scientific**



**EQUINIX**

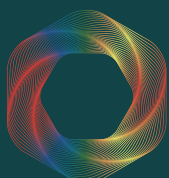
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Power to Fly Now



**PIONEER  
Investments®**

**dyson**



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