

Change the industry
mindset.

Masterclass courses

The focus of our masterclass courses is to deliver impactful sessions that will lead you take wise decisions for yourself, your organisation and the planet.

Whysebird supports you on both leadership & technical development. The session format is of 1 hour long with Q and A.

#01 Yourself Individual learning

Be the leader you want to be

#02 Your organisation Group learning

High performance organisation

#03 Our planet Sustainability awareness

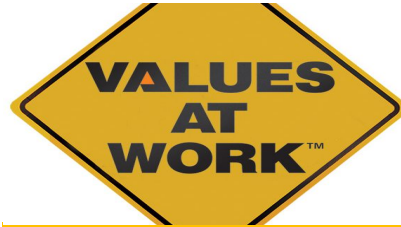
Make an impact on our planet

NB: if you want to get more in depth and put in practice those masterclass courses, whysebird can offer you a tailor made support to make a durable impact and lead change for yourself, your team and your organisation. Format of 1 hour / 2 weeks during 3 months for Individuals & teams

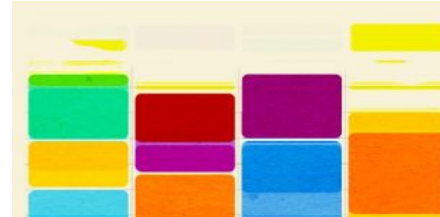
#01 | Be the leader you want to be



01 | Be inclusive in your communication



02 | Values = your business compass



03 | Run effective meetings



04 | Lead discussions with impact



05 | Develop your career path



06 | Boost your interview skills

#02 | High performance organisation



07 | Build your Business basics right now!



08 | Everything starts with trust



09 | Collaboration is not a given!



10 | Boost your people | set a mentoring culture



11 | Elevate your branding

#03 | Make an impact on our Planet



12 | Navigate sustainability



13 | Source lower impact materials



14 | Be at ease with the world of laboratories

01 | Be inclusive in your communication, make an impact!

You remember this professor at school that was not inspiring, those draining conversations with your colleagues, your team members who don't seem engaged... Maybe it's time to reinvent your communication approach?

Make sure you are inclusive in your communication and talk to everybody, so people receive, acknowledge and action in the best manner possible your message. You will understand your preferred way of communicating, then you will learn how to build rapport and trust faster with people.

You will put this in perspective with business practical cases and you will get a 3 steps approach to boost your communication.

Make an impact now!



“Thank you so much for your class and I am very keen to get my team to do this - It's a great bonding experience too!” Feb 23 | Zara Wech, Head of HomeWork Putney



“Thanks for today's meeting, mind blowing. I definitely start looking at language patterns and learn how to approach my communication and engagement with people”
March 23 | Numawon Bababunmi, Data analytic, LBHF

02 | Values = your business compass

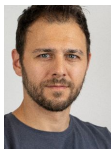
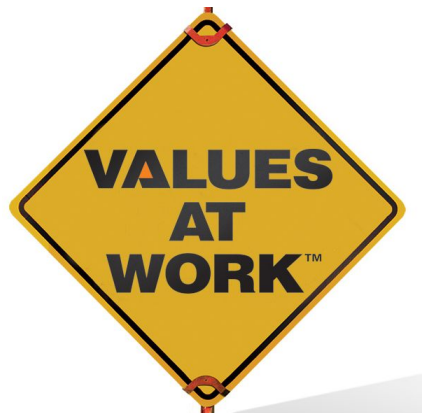
Values are hot buttons you press and they make you highly motivated or disengaged.

You understand how important it is to be aware of your values so you can make wise choices for your career and you really don't want to look back in a few years time and ask yourself this question “if only I did that ?”.

In this module, we will raise awareness on what are your values, how to elicit them and prioritize them.

You will practice how values can be useful while dealing with conflicts, building a team, motivating your team members (reviews, objectives), managing change (new job)...

Start making wise choices for your future now!



“It’s a good session, it helps me to think of what I want. Choosing has always been an issue for me, it’s hard to give up & prioritize.” March 2023, Alberto Calderari, Software engineer
JP Morgan



“This session helped me to ask myself questions about what is important in my career, understand myself better and help to get a clearer picture of my situation and understand my mistakes. It has also boosted my confidence, help me find motivation and figure out what’s the next step for my career” March 23 | Pierre Clair, Chef de culture, Domaine Marquis D'Angerville

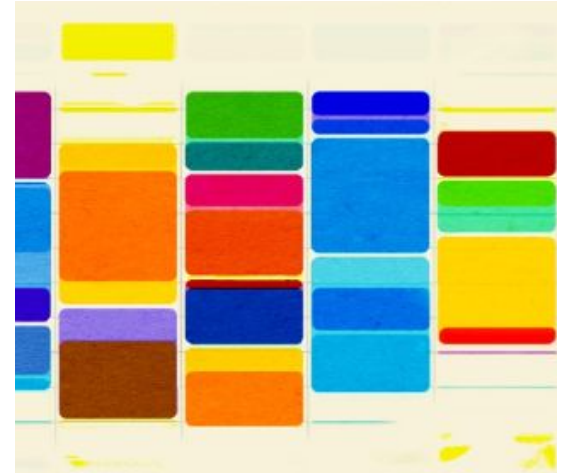
03 | Run effective meetings

In the US alone – Organisations have over 55 million meetings per day and stats on meetings show that 30-40% of time in meetings isn't productive and 75% of people admit to doing other work in meetings.

So, If you have already asked yourself those questions “why should I attend this meeting”, “What’s the agenda” and also experienced frustration when you discover the content of the meeting and why you don't bring any value by attending it, this session is for you.

We will share key tips to effectively structure your meetings with a 3 steps approach: preparation, lead and and follow up. And we will explain you how to better engage an audience digitally.

So let's be take control of your meetings now!



new!

04 | Lead discussions with impact

You wonder how you can be that leader that inspires others to have more engaged and creative discussions.

This won't happen by chance, you will learn one of the tools great communicators and motivational speakers use in conversations, meetings and everyday situation to unlock potential and possibilities.

The **GROW model** is a powerful tool for any problem solving, goal setting and performance improvement. It's also a great tool to let people express themselves and bring them to deliver actions at the same time.

It's time to change gears!



new!

05 | Develop your career path

Are you like most leaders spending more time on planning your summer holidays rather than your career path and the development of your team?

Or maybe you're just afraid of starting conversations and promising things out of your control?

Well, if you don't start now you might lose motivation and disengage your team members.

In this module, you'll benefit from our great tool the IDP (Individual Development Plan) to co-create a growth strategy for yourself and your team.

You'll understand the uniqueness of each individual, their expectations and co create a strategy to help them address and fill the gaps to their destination.

It's a great tool to nurture dialogue, engagement and get more loyal people.



new!

06 | Boost your interview

If you are like some people thinking that you are terrible at interview, you're always downgrading yourself after an interview, you don't ask the right questions...we have a solution for you to be ready for the interview you don't want to miss!

We will share with you our experience of being interviewed and being the one that interviews and how both sides have a lot at stake. You will also be able to understand what job makes sense for you and how to recognise a job that isn't a good fit for you.

And with our 3 step approach you will learn how to prepare, drive and debrief an interview.

Set yourself up for success and get the job that is right for you!



new!

07 | Build your business basics right now!

What do you want to achieve? What is your north star? Why do you exist?

Whether you are start up, an established company, a leadership team, there are basic questions in business that you need to address and work on as a priority.

Imagine you drive a bus, who should get on and get off the bus, at what seat should you put people and where do you drive the bus to? What are the behaviours accepted & promoted within this bus?

This won't happen by chance, this is the leadership team role to make sure we define those elements. We will explore and give you tips to answer those basic questions that will set up the frame and build the foundations of your business.



“Dear Sébastien, a very big thank you for your great module. You have helped me opening my mind and reflecting on the core of my business. Your passion was so communicative: thank you. An amazing class.”

Feb 2023 | Aude Gimonet, AVA Hospitality, Managing director

08 | Everything starts with trust

If you're like most leaders I've met, your focus for your team is on accountability & results...well this is a consequence of the work you have already done as a leader to create a safe environment for your people.

The good news is that we have a plan for you to set up the right conditions for developing trust as the foundation of any group and team.

You will learn what trust is made of, how trust is fragile and how to measure and develop it.

Trust is the starting point of any high performance team leading to better discussions, engagement and accountability to results.

Based on the book "the 5 dysfunctions of a high performance team" (P. Leccioni), we will take you through the Trust model to start lifting off your team and your business!



"Thanks for all of your facilitation last week. I think the conversations were the needed catalyst for change. It's been very positive and help bring cohesion". August 2022, He/Him VP Global Innovation, American leading sports company

09 | Collaboration is not a given!

It's one of the buzz word every leaders scores high for their team expectations and across businesses: collaboration!.

You are all requested to do it, often, everyday and wait... when did you learn to collaborate?

In this module, you will explore collaboration skills & behaviours and get the right mindset for a win/win collaboration.

Others count too!



new!

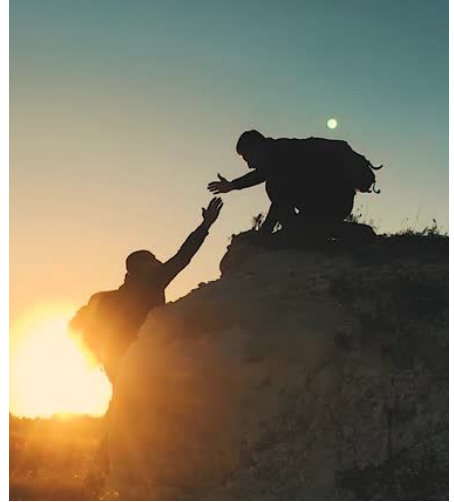
10 | Boost your people | Set a mentoring culture

“How can I help you?” I’ve been in your shoes before, so why not using my expertise, advise and experience to fast track your journey?

You will learn about how to set up a mentoring culture in your organisation, understand the benefits and the uniqueness of this approach. You will create and develop a pool of mentors and mentees.

You'll get the keys to define a bespoke process from the allocation phase, the mentoring session and also how to define a sustainable model by turning mentees into mentors!

Get prepared to have unique conversations with your people, It’s so rare in the business world to be supported, challenged and to learn for your own benefit!



“Sébastien, thanks for leading us with the culture of mentoring, very good presentation.”

December 2019, Nicole Yeh, Product lead, RALPH LAUREN

11 | Elevate your brand

Understand what's luxury and its codes and how to better engage stakeholders.

Be mindful of your company DNA and core specificities.

Reflect on what is your brand purpose, vision and strategy.

Define your ideal state and we'll help you identify and fill the gaps to reach your desired destination.

You'll benefit from our experience of the Luxury world and codes, you'll be clearer on how to pitch & meet your clients expectations!



“Sebastien, thanks so much for participating in my class today! It was a great presentation and my students were really grateful.” Feb 21 | Ana Maria Garcia,

Former Marketing Director & Country Manager at Johnson & Johnson,
Professor International Marketing, Universidad de Montevideo



Sebastien it's the person you want work with. A mix of knowledge, programming skills and vision. His knowhow on materials and sustainability today are really key for the luxury industry: a must for every single company. Luca Sburlati, CEO Pattern SpA

12 | Navigate sustainability

It's so easy to get lost when talking about sustainability!

You will understand each aspects to consider to understand your ecosystem, put in action your strategy & make an impact:

- * How the concept of sustainability has evolved over time and the different ways we can think about sustainability today,
- * What sustainability means to different generations
- * Why carbon is only one factor to consider when talking about sustainability,
- * use a framework with questions to better engage others when talking about sustainability,
- * Some of the top sustainability trends today,
- * Top 3 tips for anyone keen to build their knowledge & understanding of sustainability



“Great session, well planned and very insightful”

Feb 2023 | Laura Caccia, NZTE, International strategy and commercial advisor, export/market entry & growth and sustainability - Europe & New Zealand



“Sebastien – merci beaucoup for a riveting, thought-provoking session!” Feb 23 | Zak Cole, NZTE, Head of services - Europe

13 | Source lower impact materials

Material extraction & transformation is the biggest contributor to your company footprint.

You will understand raw material strategies adopted by industry leaders for sourcing lower impact materials.

What are the existing options and alternatives, the current certifications (organic, recycling and responsible materials).

Understand the importance of data to back up any commercial claims and storytelling for your final customer.



“We have collaborated 6 months with Sebastien, mainly focusing on sustainable raw materials training and product compliance assessment. We did receive many good feedbacks from the +100 people that did attend to his training : easy-going, top energy, humor and sense of service. Especially when it comes to tricky questions and vulgarization, Sebastien has been very good to help our teams to strive in the eco-design capabilities. Recommendable.” Christophe Bocquet, Director Sustainability & quality, Chloe

14 | Be at ease with the world of laboratories

I know that the world of laboratories (testing, inspection, audit) can be difficult to understand and you may feel sometimes that you speak a different language.

In this module, you will understand how labs are set up, learn more about their language and how they can help you manage risk for your raw materials and products.

You will build up confidence by understanding the basic services they can offer you, how to leverage them and develop a real partnership to create business growth opportunities.

This includes how they can help you to build your quality system and measure the effectiveness of your cooperation.

It's time to know more about each others!



new!

Meet Sebastien

Sebastien is the CEO and Founder of Whysebird (2020) sustainability consultancy, with a focus on people (leadership and growth mindset), planet (sustainability advisor) and business (economic growth).

Sebastien helps companies to develop and execute a sustainability strategy. His personal goal is to help put an end to greenwashing & eradicate burnout. Examples of clients include Chloe, Richemont, Tiffany, Burberry, Barclays, HSBC, Adidas, and Intertek.

Sebastien has worked for large multinationals (Carrefour for 6 years, Burberry for 7 years) and SMEs where he led international teams covering Asia, Turkey, Morocco, Italy, France & the UK. Sebastien is also a business executive coach and mentor, podcaster and speaker. He holds a diploma in NLP and has followed the ILM7 program applied to business (level 7, eq. Master level). His leadership style is based on building rapport easily, giving space to think, listening deeply and challenging clients' thought processes for their benefit — all of which with a dose of humor.





Sebastien speaks French, English and Italian fluently. Born in France, Sebastien is now based in the UK and has played rugby for 15 years at a semi-professional level.



Together we can make it happen

Sebastien Barillot

CEO and Founder

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Thank you.