



Nieuwe  
🌱 Bladzijde

COMMUNICATING  
TO CONNECT

TRANSFORMING FEEDBACK FROM  
**AVOIDANCE TO DIALOGUE**

## Feedback That Connects, Not Divides

Let's be honest: the word "feedback" can make your stomach clench. We brace for awkward conversations that end in painful silence, or we swallow our frustration to keep the peace. We worry about disrupting relationships or being misunderstood, so we often say nothing at all.

But what is the true cost of this silence? Misunderstandings fester, trust erodes, and team morale quietly slips away. Ironically, by avoiding feedback to protect our relationships, we often end up creating the very disconnection we feared.

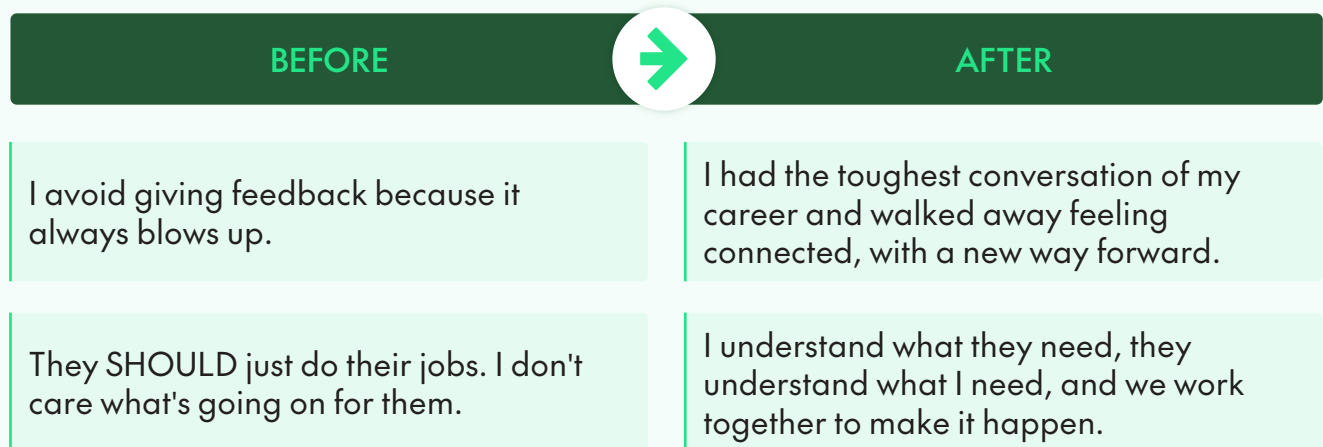
This isn't a personal failing. The truth is, most of us were never shown a better way. As a result, we've developed a deeply unhelpful **relationship with feedback**—treating it as a confrontation to be dreaded rather than a conversation for connection and growth.



## From Tense Silence to Real Dialogue

What if your toughest conversations became your most productive ones? What if you could address issues head-on and strengthen your relationships at the same time?

That's the shift that happens when you learn to **Communicate for Connection**. I've seen people walk into this training braced for conflict and walk out ready to have conversations they've been avoiding for months, or even years. They don't just survive them; they're often surprised at how quickly a resolution can be found.



One executive I worked with admitted he didn't "do" feedback; he just told people what to fix. As he learned to approach these moments with curiosity instead of control, he realized the shift wasn't about being soft—it was about being clear without causing disconnection. His team felt the shift instantly: they started opening up, taking more ownership, and their flow markedly improved.

# A Shift in Mindset, A Change in Outcomes

This training is designed to create a fundamental shift in how you approach communication. You won't just walk away with techniques; you'll leave with a new mindset and communication style that helps you navigate tension, feedback, and conflict with confidence and care.

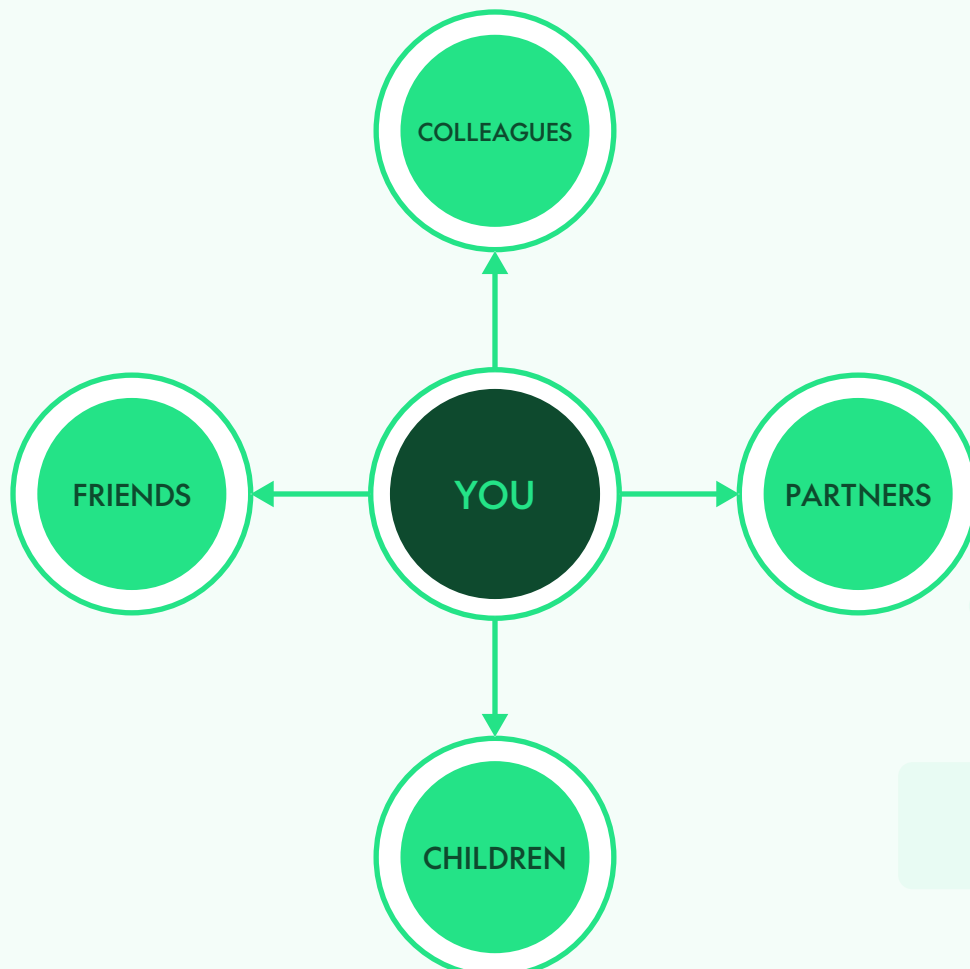
This shift in mindset creates tangible results. **You will be able to:**

- Give feedback that's clear, compassionate, and builds trust—not tension.
- Receive feedback without shutting down or bracing for impact.
- Turn tense moments into real dialogue and shared solutions.
- Make feedback part of everyday culture—not a dreaded exception.



## SKILLS THAT TRAVEL

Same practices. Different relationships



# Choose Your Journey

Whether you need a **foundational** workshop (1 day variant) or a **program** (2 or 3 day variant) to create a deep, lasting culture shift, there's a path that's right for you. Each training day is designed to be highly interactive and grounded in real-world challenges.



## DAY 1 THE FOUNDATION

Perfect for individuals and teams looking to build a solid, confident base in giving and receiving feedback. You'll leave with practical tools you can use immediately to make your conversations clearer and more constructive.

### In this session you will:

- Explore your own relationship with feedback and how it shapes your conversations.
- Identify what creates connection, and what causes disconnection in conversations.
- Understand the difference between judgments and observations — and why it matters.
- Discover how to give appreciation that feels genuine, not routine.
- Practice to calibrate the intensity of your feedback to match the specific situation.
- Take the first steps toward building a stronger feedback culture in your team or organization.



## DAY 2 THE DEEP DIVE

This is for those ready to navigate complex, high-stakes conversations with presence and care. We go beyond the basics and immerse you in the **Nonviolent Communication (NVC) framework**, practicing with your own challenges.

### This includes everything in The Foundation, plus you will:

- Learn to navigate conversations using the four core components of NVC: Observations, Feelings, Needs, and Requests.
- Make clear, **doable** requests that connect to a core need, inspiring a genuine willingness to contribute.
- Recognize genuine feelings vs. "pseudo-feelings" that fuel conflict.
- Practice with real feedback cases from your own work or life.
- Recognize that conflict happens at the level of competing **strategies**, not on the level of **needs**, and learn how to identify core needs to find creative solutions that work for all.



## DAY 3

### THE POWER OF BEING HEARD

For leaders and organizations committed to making connected communication a core part of how they operate. This immersive experience is focused on deeply integrating the skills of connected communication and building your capacity to stay connected under pressure.

This includes everything in The Deep Dive, plus you will:

- Learn to meet resistance with empathy, turning moments of pushback or a "no" into opportunities for deeper connection and understanding.
- Build the capacity to stay grounded and present during emotionally charged conversations, even when you feel triggered.
- Receive coaching through your most challenging, real-world feedback cases.
- Deepen your practice of empathic listening so that others feel truly seen and heard, supporting the psychological safety needed for honest dialogue.



This program is delivered as three separate, full-day sessions. The time between each session is designed to support long-term integration, allowing you to practice in your own environment and receive coaching on what you discover.

## Why This Approach Works

Great feedback isn't about memorizing the "perfect" words or following a rigid script. It's about learning how to be real: grounded, present, and connected to what matters for everyone involved.

This training is a hands-on lab, not a theory lecture. While the principles are rooted in the proven **Nonviolent Communication (NVC) framework**, the focus is on deliberate practice. We create a space where you can unlearn the defensive habits that create disconnection and build the muscle for communication that supports clarity, trust, and accountability — even when the pressure is on.

Once you learn how to understand the needs driving the conversation, you stop reacting to the words and start connecting with the person. That changes the quality and outcome of every professional conversation you have—from a simple check-in to a crucial team discussion.



**The shift from disconnection to dialogue creates a powerful ripple effect. But don't just take our word for it:**

This changed the way I lead — and the way I parent.  
*- Leader about cultural Change*

We resolved a 2-year team conflict in 30 minutes.  
*- Professional*

I had the toughest conversation of my career and walked away feeling connected and with a new way forward.  
*- Role*

## Who It's For

This training is for anyone ready to transform the quality of their communication and relationships, both at work and beyond. It's designed for:



**Leaders** looking to drive performance by replacing a culture of fear and avoidance with clarity, compassion, and accountability.



**Professionals** ready to stop avoiding difficult feedback and start handling their most challenging conversations with confidence, strengthening relationships and making a greater impact.



**Teams** tired of navigating tension and unclear expectations, ready to build a foundation of genuine collaboration, shared ownership, and psychological safety.

## About the Trainer



**My name is James,**

and I believe our success and well-being at work depend on the quality of our conversations—from critical one-on-ones to team-wide discussions. For a decade, I've guided teams to discover what becomes possible when they learn to communicate openly about what's really happening for them. That transformation is what drives my work.

As a certified coach and certified team coach, my approach combines practical clarity with compassion. Everything we do is rooted in the principles of Nonviolent Communication, a powerful framework for shifting from tension and disconnection to genuine dialogue. I've had the privilege of guiding hundreds of leaders and professionals through this work at organizations like Coolblue and the Postcode Lottery Group.

My goal is simple: to help you have the conversations that matter most, so you can build a culture that not only delivers value but also helps people thrive—at work and beyond.



## To Start the Dialogue

If you're ready to build a culture where feedback is a tool for growth instead of a source of fear, let's talk. We can explore your unique challenges and goals to see how this work can support you.

The Communicating to Connect training can be delivered in-house and is always tailored to your specific context. Each session is highly interactive and grounded in solving the real-world communication challenges you're facing right now.

### TO START THE CONVERSATION

Send me an email or connect with me on LinkedIn.



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