

ON. PURPOSE STUDIO
not another leadership program.

BE.
ON PURPOSE

FREE FROM EGO.

CONNECTED TO YOUR TRUE NATURE.

CONSCIOUS OF YOUR RIPPLE EFFECTS.

IN A NUTSHELL.

How you feel & how you see the world affects all your choices, actions, conversations, and your **ripple effects**.

We are living in a world of **'being busy'**, often caught up in the **rat race to own, have & achieve more**, to prove our ego. It is **not sustainable** & it lacks purpose.

Repetitive **habits, stories, and beliefs**, based on fear (ego), drive our **vicious cycles**, negativity in your relationships & 'traumas' across generations. Breaking these cycles starts with **YOU**.

We envision the next generation of **changemakers**. Who are **unbecoming** what they have been told to be & choose a **free, conscious & connected** way of being.



ON.
PURPOSE

WHY IT MATTERS.

YOUR BEST SELF.

Being your best self is when we can **let go of the ego-layers** of who we are supposed to be, **overcome our limiting beliefs** & take care of ourselves first. When we **restore imbalances** in our physical, mental, emotional, spiritual **energy**. As a result, we can be our authentic, conscious & energized selves.

WINNING TEAMS.

We bring our **whole selves** to work (inner child, future self, today's worries, moods, habits) and it (unconsciously) complicates our collaborations. Leading to **toxicity or apathy** over time. When we take time to **see clearly how** we we are in our own way in our daily interactions with others, space for **true connection & growth** arises.

A BETTER WORLD.

Creating **sustainable solutions** starts with **awareness**. Being aware of how everything is **interconnected** & how each decisions or action has its **ripple effects** on others & nature. Not exploiting the natural world around us, starts with **nourishing** ourselves. To **regenerate** ourselves, others & nature in our daily actions.

WE ARE ELENA & CARLIJN.

We **blend business & spirituality** with our Msc's in Engineering, Organizational Sciences & Psychology, a decade of being **entrepreneurs & corporate game-changers**, and our life long passion for & training in Eastern & Western personal development.

In 2019 we integrated **Modern Science & Ancient Wisdom**: Psychology, Behavioural Sciences Physiology, Neuroscience, Buddhism, Taoism, Ayurveda, Stoicism, and Indigenous wisdom into a **next level program** that has **empowered 100+ people** to **BE ON. PURPOSE**





OUR. APPROACH

We empower you to **unlearn habits, beliefs & stories driven by fear** (our ego).

HOW?

- **Observe & understand yourself** & those around you, by asking 21 age-old questions, like “*Who am I? Why am I? How do I choose to live my life? How does my life touch others?*”
- Learn from **ancient wisdom, modern science & mother nature** to choose how to live your life.
 - Ancient wisdom: Buddhism, Taoism, Ayurveda, Stoicism, indigenous peoples.
 - Modern Science: Psychology, Behavioural Sciences, & Neuroscience.
 - Mother Nature: Nature's laws, rhythms, processes & interconnectedness.
- Create the **inner** & the **agenda space** to think & choose differently in the moment. Access your inner wisdom.

HOW. IT WORKS

The **online environment** will guide you step by step, **in your own time**, whenever it suits you best. Everyday of the **28.DAYS** a new day opens giving you access to a **daily theme, a short story, plus a relevant guided meditation or one of our tools**. You will have **weekly live sessions** to dive deeper. Plus we will send you positive reminders to help you stay engaged & committed.

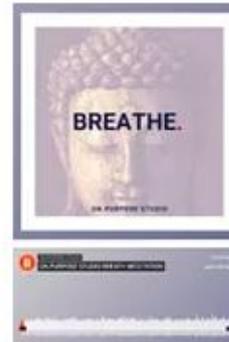
LIVE SESSIONS.



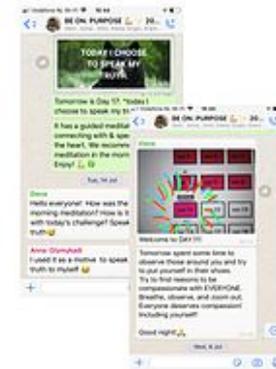
THEMES & STORIES.



GUIDED MEDITATIONS.



WHATSAPP SUPPORT.



ON.
PURPOSE

TOOLS. YOU WILL RECEIVE

We are proud to share with you **12** of our game-changing tools, which are **super simple & practical**, and backed up by modern sciences like Psychology, Behavioural sciences & Neuroscience.

They will be combined with 12 of the 28 days, to dive deeper & empower you to **observe & understand** our action, reactions & conversations, or to empower you to **rewrite** your habits, stories & beliefs.

**STRESS LEVEL
INDICATOR.**

**HABIT
TRACKER.**

**THOUGHTS
TRACKER.**

**MOOD
JOURNEY.**

**DISCOVER
DOMINANT
NEGATIVE
THOUGHT
PATTERNS.**

**BE YOUR
OWN BFF.**

**JUST
LIKE
ME.**

**EMOTIONAL
FREEDOM
TECHNIQUE.**

**LEFKOE
BREAKING
LIMITING
BELIEFS.**

**PERSONAL
VISION BOARD.**

**ON. PURPOSE
ROADMAP.**

OBSERVE.

CONSCIOUS
CHANGE
LOOP.

CHOOSE.

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THE IMPACT.

98% experiences **more awareness** of their unconscious behavioural patterns.

92% feels more appreciative, grateful & **meaningful in day to day actions**.

86% feels **less stressed** (feeling overwhelmed/getting frustrated & angry) & calmer mind

79% feels **more energized** (healthy & enthusiastic) due to habit changes.

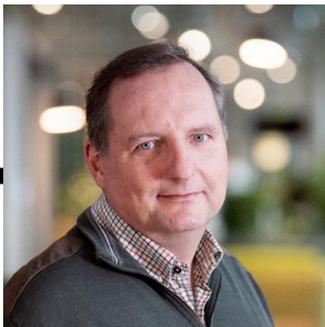
72% experiences **less conflicts & misunderstandings** with those around them.

64% feels **more confident** & risk-taking

58% experiences improved **intuitive decision-making** due to easily accessing **inner wisdom**, clarity on what truly matters to them, as well as their role in the bigger picture.

58% is able to **let go of ego-driven** behaviour & be more free to be their **authentic self**.

** data based on questionnaire filled in by 64 participants, 3 months after the program ended.*

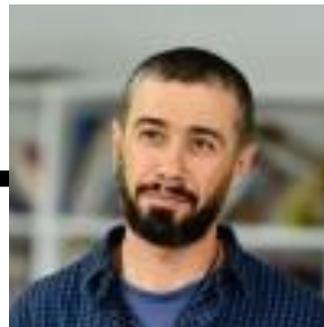


ERIC.

SENIOR EXECUTIVE & GLOBAL HEAD



I was lucky enough to stumble across the On.Purpose Studio almost by accident. I am very happy I did: Carlijn and Elena have developed a **unique approach** and they personally ensures all the participants in her program get **true value** out of it through their dedication, enthusiasm, **deep insights** and true personal commitment to the journeys of the participants. Highly recommended for everyone!



NIKIFOROS.

DIGITAL TRANSFORMATION ADVISOR



It has **nothing to do with ordinary leadership courses** as it is not scratching the surface of it, but dives to the core of it, which is yourself... your habits and your **self-imposed limitations**. As an example On.Purpose **will not advise you** to become a better listener (like everybody does when it comes to leadership) but it will focus on helping you **become aware** and quiet inside, **ditching out your own noise** so that listening can be performed.





JAIMY.

SENIOR INNOVATION CONSULTANT



It has made me **aware** of topics I didn't take the time for on a daily basis. To **reflect** and question things and patterns that became 'normal', but are they? And why? It has helped me become **more calm** and less reactive. As an outcome I was able to finally **break specific (rushing) routines** during the day and replaces them with **new habits** that give me **positive energy** and **a deeper sense of meaning!** I highly recommend this program!



JOCHEM.

SENIOR MANAGEMENT CONSULTANT



It has made me **more aware of my energy and to listen to it.** To think more about my dreams for the long term. To value what I have in the present and how to be **more intentional with my actions and energy (ripple effects).** It has also shown me **the power of standing still and not rush all the time.**





ANNA.

PEOPLE CAPABILITIES TRAINER



This experience was an **eye opener** for me and since today it is an inspiration not only for **professional growth** but also for **personal development**. Carlijn & Elena managed to put a **different perspective** to the dull leadership courses I had attended until then. They managed to make abstract and vague to me concepts **very practical and well-defined**.



ELS.

TENDER MANAGER HOSPITAL



I work with a **team** of 10 people. As a senior member I **influence the spirit**. I changed my habits to ensure I am more energized. Because I feel good, I **step away from my ego more easily**, I laugh about my own mistakes, ask for help, give the floor and the credits to my teammates and celebrate successes together. I recommend this investment in yourself and your organisation to everybody, not only resulting in being the best but also **feel the best**; On Purpose!



THIS IS **NOT** . FOR YOU IF YOU..

- ..want a **quick fix** to perform even better while continuing draining your body & mind?
- ..want to be able to **run even faster** to prove you can do & have it all.
- ..are **not committed** to invest 30 minutes per day for 28 days straight.
- ..are **not ready to confront** the limiting beliefs & habits holding you back.

THIS IS FOR **YOU** . IF YOU..

- ..are **ready to slow down and reconnect** with yourself & your state of being.
- ..**live more from the heart** & less from an already burdened mind.
- ..want to **walk your path consciously**, boldly, and driven by something greater than your ego.
- ..**seek to break free** from old beliefs, habits & patterns so you can **be your true self**: energetic, authentic, wise, and connected.

TRUSTED BY PEOPLE AT.



**& MANY
MORE.**

DESIGN. YOUR PROGRAM

THE 28.DAYS

€389

- **28** daily themes, stories & exercises.
- **11** guided meditations by Elena
- **6** live group workshops (60min)
- **12** unique transformational tools
- **1** WhatsApp group with all members

OR

1-1. DIVE DEEPER

€1249

- The **28.DAYS Program** +
- **4** personal sessions (45min)
- **8** holistic personality tests
- **1** personal roadmap
- **2** sets of Bach remedies
- **24/7** support via WhatsApp

UPCOMING 28.DAYS

4.NOV.2021

NEW MOON.

- The 1st live session 'prepare' is on Thursday **28 October**.
- The last live session 'reflect' is on Thursday **9 December**.

1.FEB.2022

NEW MOON.

- The 1st live session 'prepare' is on Tuesday **25 January**.
- The last live session 'reflect' is on Tuesday **8 March**.

NOTES:

- The 28.DAYS program always kicks off on the **new moon**.
- Total duration is **6 weeks** (1 week prep + 1 week reflect)
- Needed investment is **20 min p/day** for 28 days straight.



WHAT YOU MIGHT WONDER.

“I am so busy, maybe I won’t have time to do this.”

To be honest, the busier you are, the more valuable this program will be to you. Nevertheless, we know you have many responsibilities, that’s why we set up the program super **simple & practical way**, so you only need to **invest 20 minutes per day**, that will benefit you that day directly.

“I am worried I will lose motivation?”

Sticking with new habits is tough. It takes 21 days to start a **new habits**. That’s why you do this program on our own, but **within a group**. Plus we send you **daily reminders** via Whatsapp, and there is a weekly live session as well as a short **weekly reflection** (2 questions) to push you stay on top.

“It’s only 28 days, how much impact can it have?”

It is short, yet intense & transformational by it’s setup. Because of the **Conscious Change Method** a lot shifts in how you feel & how you see the world. We have the **testimonials** proving it. Because we don’t want you to feel rushed, you will be able to gain access to all the the daily themes, exercises, tools & meditations **until 3 months after** your program ended.

“I don’t like ‘woohoo’ spiritual stuff, or am unfamiliar with meditation, is it for me?”

YES YES YES! We feel exactly the same! We are open to the **magical**, but we keep it **practical**, and back it up with science. Plus, Elena’s meditations **easily guide you** like no other!

WHAT YOU MIGHT WONDER.

“I am not sure who has joined so far, is it for me?”

If you want to be more on purpose in your daily life then this is for you. Feel you are **stuck in loops** of thoughts, habits & beliefs holding you back? Want to become more aware of your unconscious patterns? Want more **clarity on existential questions** & your bold next move? Then this is for you.

Our clients are not 'boxed' by age or title. They range from **24-72 years** old & from **entrepreneur, to executive, to retired**, as well as from Amsterdam, to Cape Town, to India. Why?

Because the **challenges & questions** we touch upon are **universal**. Fear, limiting beliefs & emotional reactions that are in our way, are **human nature**. Realizing we all struggle in a similar way & sharing that, is the **added value** of our Tribe.

“Is it worth the money? What if it disappoints me?”

We want you to get the most of the program. Through hands-on experience we understand what drives people & how to **give nudges & inspiration** to stick with it.

Our program has received amazing testimonials and on average our participants rate the program a **8.9 out of 10**. Plus the **measurable impact** it has made after 3 months (slide 8) like breaking toxic habits & addictions, or making that bold next move.

Therefore we feel confident to give you a **100% refund guarantee**, in case you are disappointed with the program.



JORINE.

JOURNALIST & WRITER

“

Change is hard and I overestimate my capacity for it (this also came back in my tests). This program helped me to look more clearly at who I am and helped me to **accept, rather than change**. When I realized that the only way to change anything was to **stop fighting the problem**, things became so much easier.

”



CHRISTIANA.

AGILE, INNOVATION & TRANSFORMATION COACH

“

Everything **starts with ourselves** and this program really opens one's eyes regarding this fact. It creates **awareness, motivates** you, **energizes** you, changes you but only if you are ready for it, if you welcome it, if you embrace it. Brilliant idea and **brilliant set up**. One can only learn from following this program.

”

GET IN TOUCH.

We are excited to start this journey together.

If you have any questions, or would like more details & examples of the program, I am more than happy to **jump on a call** to discuss them, so you feel confident to start.

CARLIJN

CO-FOUNDER & FACILITATOR

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