

Hans Buster

Living and working in different countries has significantly broadened my view on the world and the way people behave and strive for fulfillment. Insight in cultural differences and experiencing their functionality over time has given me the opportunity to choose what works best. I use this experience in the approach I developed over the years.

Experience

My journey in coaching and training formally started at the age of 17, encouraged by family and friends, when I registered at Utrecht University in the Netherlands to study in the field of human interaction and communication. After a Bachelor in psychology I continued to study for a **Master degree in organisational psychology**. During those master studies I specialized in behavior in teams and organisations, group dynamics and optimization of the working environment. After completing my studies, I worked as business consultant for Capgemini on projects for companies such as Philips, Heineken, Red Bull, and TNT. In the roles of **auditor, change manager and management consultant**, I was responsible for the improvement of business processes in sales and marketing, human resources and operations. Later I worked at Wageningen University on knowledge management in the Dutch dairy industry, **organizing workshops** and involving all stakeholders of the industry. As **MBA lecturer** at the Institute of Management and Entrepreneurship of Southeastern Europe I lectured courses about HRM and management skills and guided students during their theses on subjects such as business planning and HR development. In 2007 I **co-founded Vitaverde**, a thriving Greek company specialized in solutions of building-integrated vegetation such as vertical gardens, roof gardens and interior and exterior planting taking into account the advantages it has for buildings, people and our environment.

Methodology

While working in different environments during the past 15 years I studied and worked with a multitude of methods which have influenced my coaching style. The methods which have been of major importance in the development of my style are NLP, J. Remmerswaal's group dynamics theory and co-active coaching. **NLP** stands for neuro-linguistic programming and is an approach to communication and personal development. It follows a model for gathering information and challenging a client's language and underlying thinking. **Group dynamics** study the field between psychology and sociology, creating a theory and methodology about group processes. It includes subjects such as **decision making, conflict management, crisis interventions, learning processes, leadership and team building**. **Co-Active Coaching** is a unique, **proactive** alliance in which coach and client work together as equals to meet the needs of the client. The basic assumption is that all people are naturally creative and resourceful and therefore they are capable of finding their own answers to whatever challenges they face. The job of a co-active coach is to ask questions, listen, and empower.

This has led to an approach where I believe in the empowerment of the talents that already exist within people and groups of people. **Discovering, developing and sharing those talents create** the potential to both fulfill needs and to contribute to the well being of others. A synergetic approach in all steps ensures achievements beyond personal goals, creating a lasting impact on participants and their surroundings.