



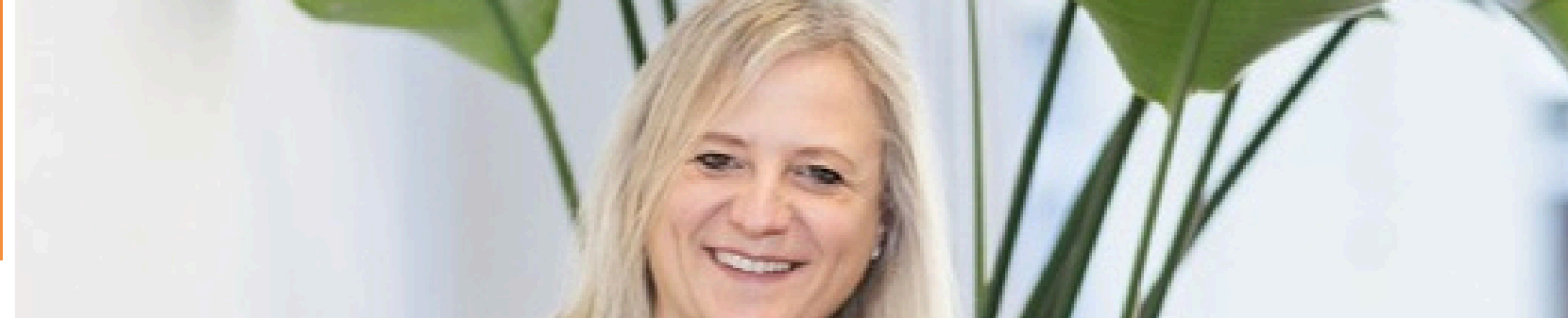
Lead with Energy, Clarity & Purpose in the Era of AI & Overload

An exclusive 12-month coaching journey for
senior leaders ready for measurable
transformation



Murielle Machiels
Regenerative Work Coach • Keynote Speaker





I Was Once in Your Shoes...

Hi, I'm Murielle Machiels, former CEO of an educational publishing company during the turbulence of digital transformation.

From the outside, I looked successful: delivering results, leading teams, meeting expectations. But inside, I felt a growing disconnect. **No matter how hard I worked, real impact kept slipping away.**

Then came a sobering truth: **what had once made me successful was no longer enough.** Working harder wasn't the answer. If I wanted a different outcome, I had to become a different kind of leader.

That meant transforming myself first: questioning the way I led, redefining what success meant, and learning to lead with presence, clarity, and purpose instead of sheer effort.

I decided to shift my focus from output to impact, from control to clarity, from survival to purpose, everything began to change.

And the **results spoke for themselves:**

- A successful digital transformation in a disrupted market
- Double-digit profit growth
- A 50% drop in absenteeism and zero burnouts
- Projects delivered faster, with smoother implementation
- Teams more motivated, balanced, and innovative

And personally? **I achieved more while working less,** with greater clarity, energy, and renewed influence. This journey taught me a crucial truth: extraordinary results require a different way of working and being.

What truly makes the difference is not harder effort, but deeper alignment; not intelligence alone, but presence.

All these principles gave birth to Regenerative Work, which I have been committed to sharing since 2017, principles that are more vital than ever in our fast-changing world shaped by technology and AI.

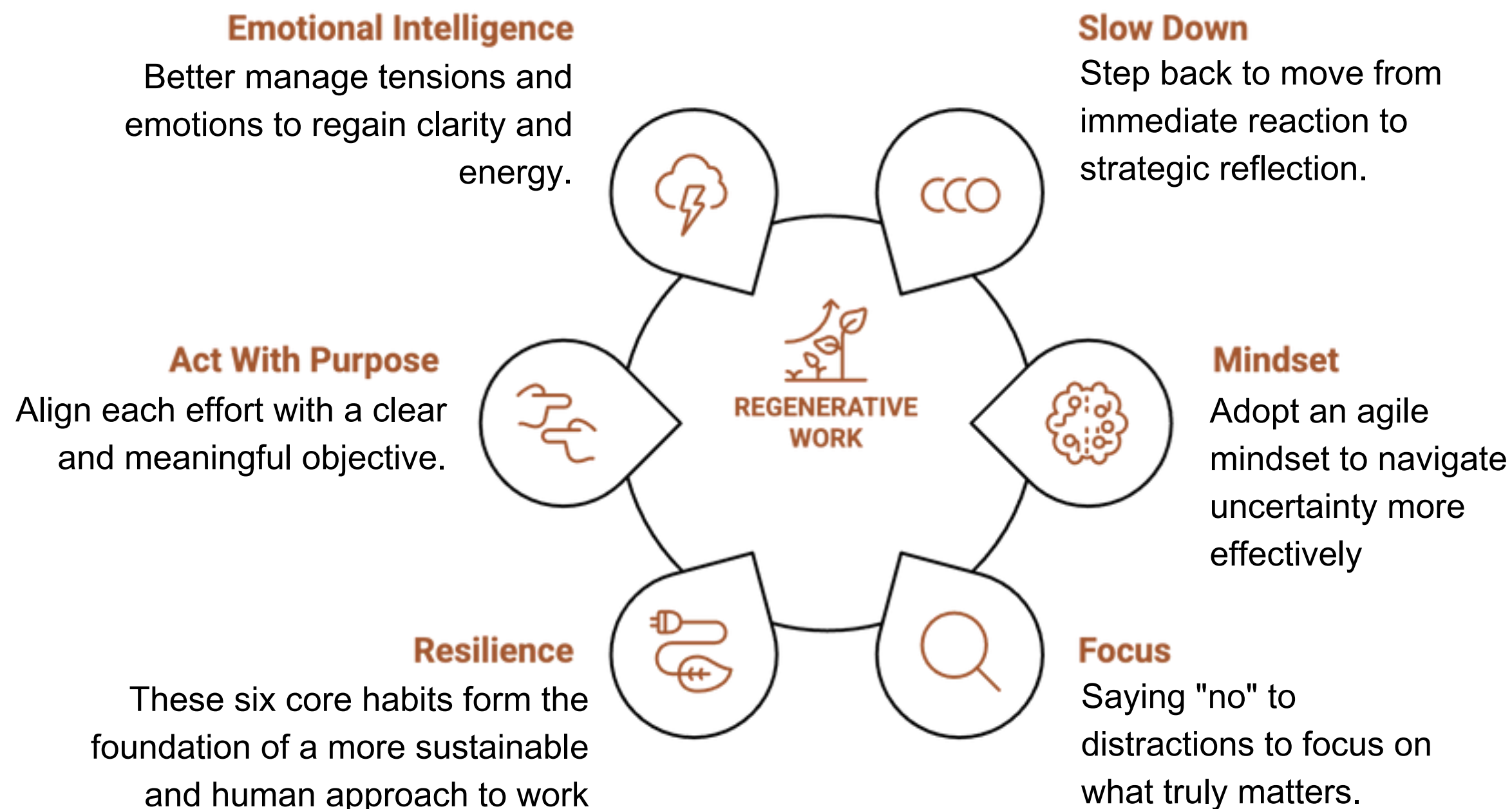




A Coaching Journey Rooted in the Principles of Regenerative Work

Regenerative work is a new way of working that **restores energy, clarity, and purpose instead of draining people**. It's about creating **lasting performance** by shifting how we lead, focus, and respond under pressure.

These **six core habits** form the foundation of a **more sustainable and human approach to work**:





The Regenerative Equation

Your **structured yet deeply personal** path through the Regenerative Equation

The 4 Phases of the Regenerative Equation

Recognize



Release



Realign



Sustain & Multiply



Transforming Leadership at All Levels

TRANSFORMATION



Market

Broader context of clients and stakeholders



Organization

Processes, structures, and culture



Team

Trust, collaboration, and ways of working



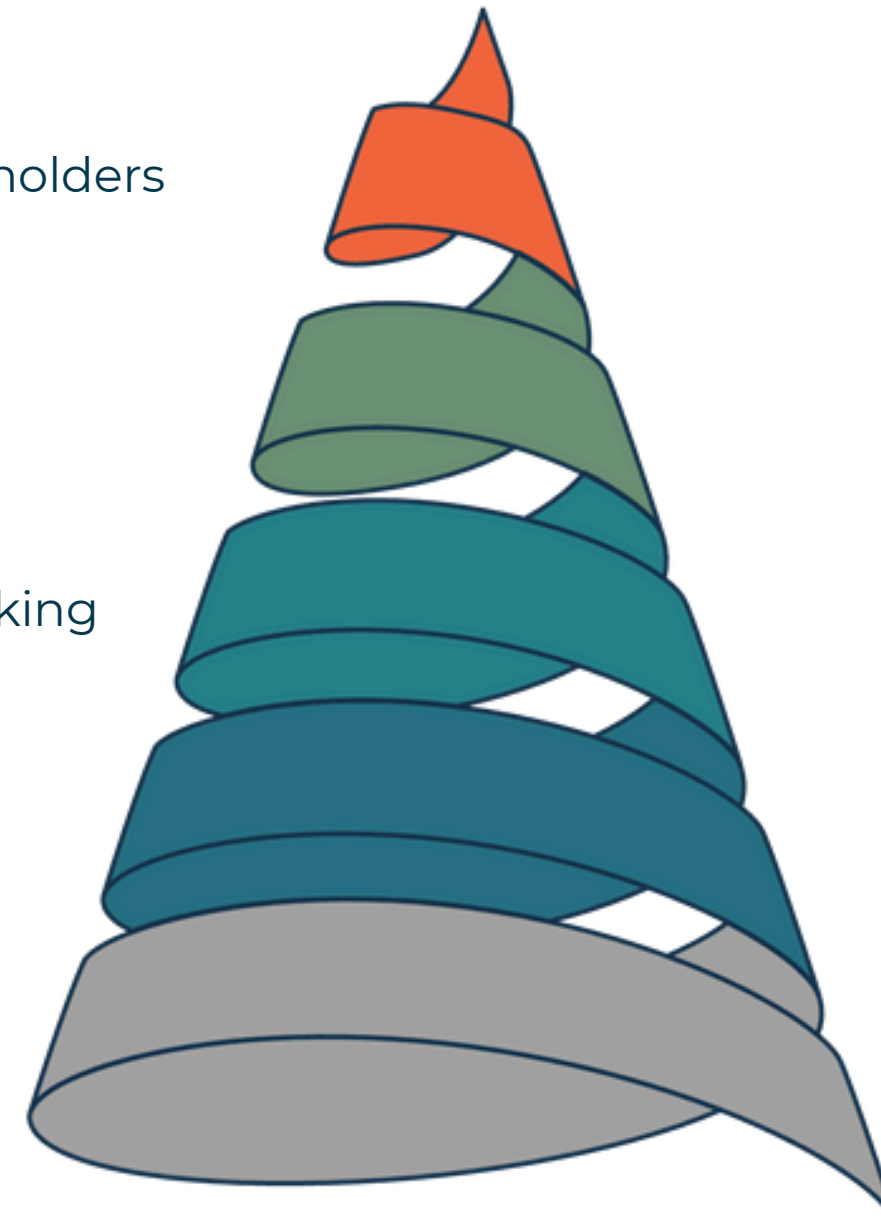
Conscious Self

Values, choices, and identity



Unconscious Self

Blind spots and hidden patterns





Your Tailor-made Transformation Journey

Here is a **proposed 12-month transformation journey** structured in 4 phases. Each pathway is **personalized**, and the **coaching will always be adapted according to the needs and priorities of the moment.**

PHASE 1 (MONTH 1 TO 3)

Recognize



PHASE 2 (MONTH 4 -TO 6)

Release



PHASE 3 (MONTH 7 TO 10)

Realign



PHASE 4 (MONTH 11 TO 12)

Sustain and multiply



Phase 1 — Recognize (Months 1-4)

Awareness as the foundation of change

We start by mapping your leadership world in depth, surfacing blind spots, clarifying values, and building a foundation of awareness that will guide the rest of your journey.

Individual Regenerative Work Assessment: diagnostic of your energy, mindset, and leadership patterns.

Team & Organizational Assessment: insights into culture, performance, and resilience.

In-Depth Interview: confidential exploration of your environment, challenges, objectives, and dreams.

Values Mapping: uncover your personal drivers.

Personal Purpose Prototype: shape a first draft of your leadership purpose.

Mindset Module (Solvay Brussels School): sharpen awareness of your mental models and shift limiting patterns.

Desired Outcomes Definition: identify and articulate clear goals for yourself, your team, and your organization — creating a measurable horizon for your transformation.

1:1 Coaching Sessions: begin personal reflection and guided exploration of assessment results, values, and purpose in your leadership context

Using all insights from this phase, we create your **Personal GPT Regenerative Coach** — a tailor-made AI assistant nourished with regenerative leadership principles and your 360° leadership map (confidentially, without names).

OUTCOME

Clarity on your current patterns, values, and emerging purpose; defined outcomes across self, team, organization, and market; and the creation of your personalized GPT leadership partner.



Phase 2 — Release (Months 3–6)

Letting go for more clarity, to free up energy and close the knowing–doing gap

This phase is about creating capacity by removing what no longer serves you, your team, or your organization. By letting go of outdated beliefs, practices, and processes, you free up the energy and focus needed to achieve meaningful outcomes.

1:1 Coaching Sessions: identify limiting beliefs, unproductive habits, and blind spots that reduce leadership effectiveness.

Identity Work: challenge outdated assumptions about leadership, authority, and performance.

Systemic Exploration: surface recurring patterns in yourself, your team, and your environment that create inefficiencies or resistance.

Emotional Agility: develop emotional intelligence and practical tools to manage stress, reduce frustration, and release the Emotional Magnetic Load (the build-up of unresolved pressure that undermines clarity).

Team Dimension: review team practices and ways of working; let go of routines, meeting structures, or collaboration habits that consume energy without delivering results.

Organizational Dimension: identify products, processes, or procedures that drain resources without generating impact — and prepare the ground for smarter focus and innovation.

Focus Module (Solvay Brussels School Regenerative Leadership): sharpen your ability to prioritize, ensuring both personal and organizational energy is concentrated on high-impact areas.

OUTCOME

A leaner, clearer, and more focused way of leading. You and your team stop investing energy in what doesn't deliver value, and you create space for more effective practices. At the organizational level, low-impact processes and products are questioned, helping to close the knowing–doing gap and ensuring alignment between effort and results.



Phase 3 — Realign (Months 7–10)

Building new patterns of leadership for greater impact

After creating space by letting go, this phase is about deliberately realigning your identity, practices, and strategies with your purpose and desired outcomes.

1:1 Coaching Sessions: strengthen leadership presence, align behaviors with values and purpose, and translate insights into consistent action.

Decision-Making Clarity: develop structured ways of making decisions under pressure and uncertainty — balancing purpose, data, systemic impact, and market realities.

Team Realignment: introduce new ways of working, build trust, and empower your team to succeed in hybrid and high-pressure environments.

Organizational Realignment: ensure decisions, priorities, and practices contribute to a more adaptive, resilient, and impactful organization.

Leading Through Empowerment for Hybrid Teams Module (Solvay Brussels School): practical tools for mobilizing, empowering, and sustaining engagement across distributed or hybrid teams.

Your Personal GPT Leadership Partner: continue to support daily application, reflection, and practice, ensuring insights become consistent habits.

OUTCOME

A purposeful and empowering leadership style. You gain clarity in your decision-making, embody influence and focus, while your team adopts more effective ways of working, and your organization becomes more strategically aligned with market challenges and opportunities.



Phase 4 — Sustain & Multiply (Months 11–12 and beyond)

From transformation to long-term integration and ripple effects

The final phase ensures your transformation is embedded and continues to generate value well beyond the program.

Weekly Micro-Lessons (9 months): sustain new habits, helping you integrate regenerative practices into everyday leadership.

Final Assessments: repeat the Individual Regenerative Work Assessment and the Team & Organizational Assessment to measure tangible progress and ROI.

Resilience Module (Solvay Brussels School): strengthen your ability to maintain energy, adaptability, and performance under long-term pressure.

Closing Reflection: a structured review of your journey — what has shifted, what is measurable, and how to sustain momentum.

Future Roadmap: define your long-term leadership path, ensuring your renewed clarity, focus, and purpose continue to influence your team, organization, and wider market.

OUTCOME

Sustainable transformation. You achieve your defined outcomes and multiply your impact across self, team, organization, and market. With reinforced habits, measurable ROI, and renewed resilience, you are equipped to lead regeneratively in an ever-changing environment.

About Your Coach

Murielle Machiels is the founder of QiLeader and **former CEO of a publishing company**. She now accompanies leaders and organizations as they shift from surviving to thriving in the AI era

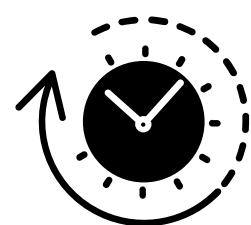
- Academic Director at Solvay Brussels School
- Founder and CEO of QiLeader
- International keynote speaker
- Host of the “Rebel Leader With A Heart” Podcast
- Author of the book “Regenerative Work Revolution”
- Certified Organizational Design Coach



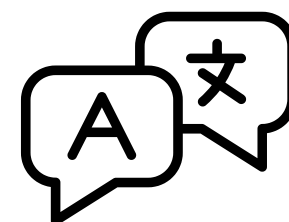
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I am more aware and have more confidence. The program helped me to feel better and to remain motivated in my job. It made my colleagues curious, gave them energy and hope that things could change. I believe that if everyone would follow this program, the world would change.

(Tatiana Goetghebuer - Head of Business at ADE)



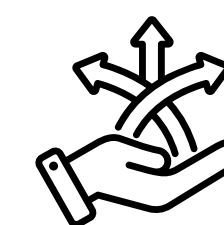
**12 months (+ 9
months of micro-
content**



EN - FR - NL



**Online or live (to be
determined)**



100% tailor-made



This program is a gift. You become another person at the end of the training. Our people actually better cope with all the changes & feel better.
It is part of our recurrent training to shift our culture.

(Olivier BLANC, HR Director @Nestlé)



Investment

This "Executive Coaching" program for Senior Leaders includes:

- **10-12 individual coaching sessions** (in French, Dutch, or English)
- **Ad-hoc coaching calls for immediate support** when needed.
- **Assessments** (individual, team, organization) before/after, with full reports
- A concrete **action plan**
- **Full access to QiLeader online programs** "Regenerative Leadership – Foundations" and "Leading Through Empowerment", certified by Solvay Lifelong Learning (English with subtitles)
- **9 months of micro-content** to anchor lasting change
- Your **100% personalized Regenerative Leadership GPT Coach** (AI available 24/7)

Price (excl. VAT) : 10 950€ / leader

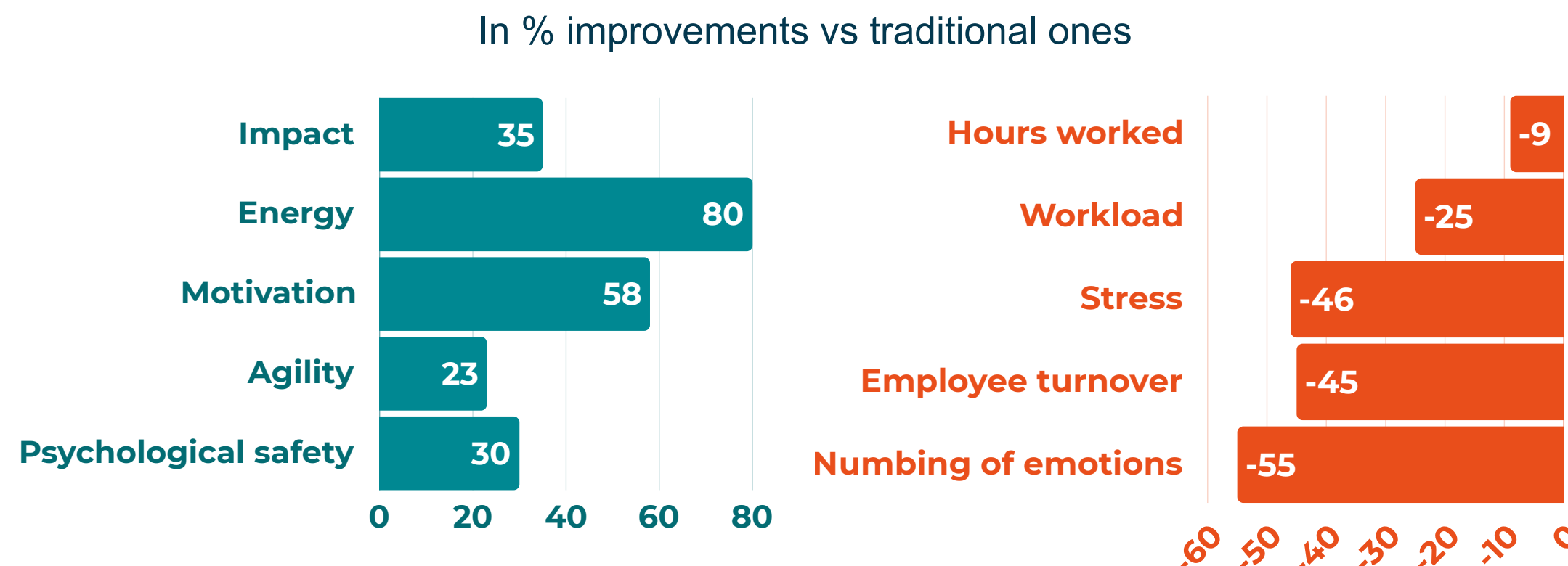


How Regenerative Coaching Differs From Other Programs

	Typical Executive Coaching	Executive Regenerative Coaching Journey
Scope	✗ Focus mainly on the individual leader	★ Systemic: works across self, team, organization & market
Approach	✗ Unstructured conversations	★ Clear transformation path from Recognize to Sustain
Assessments	○ Maybe 360° feedback	★ Regenerative Assessments (self, team, organization) with before/after ROI
Methodology	○ Leadership theory & best practices	★ Neuroscience + regenerative leadership (impact & output)
Content	✗ Coaching sessions only	★ Blended: Coaching + Solvay certified modules + Micro-lessons + Personalized GPT Coach
Results	○ Personal growth focus	★ Measured outcomes: +35% impact, −9% hours worked, +80% energy
Exclusivité	○ Personal growth focus	★ Limited to 10 leaders per year
Investment	€8,000–€25,000 (unclear ROI)	★ 10 950€ all-inclusive with measurable ROI



Regenerative Leaders Have Shown Amazing Results



* Based on a study conducted by QiLeader & Solvay Brussels School with over 750 participants in the research



**I am excited to begin this
Executive Coaching journey with
you**

Muriel Machiels

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Almost everything in this program was new for me. The program brought a lot of peacefulness in my leadership, in my private life and in my relationships with my colleagues. I suddenly see more possibilities and options to choose from than before.

(Gretel Schrijvers, Managing Director at Mensura)