

Chris Hoerée



Business &
Leadership Coach

Initiator of EarthWays

Born at the end of summer, I identify with the archetype of the “**Harvester**”; what motivates me is to help people to bring out the best of themselves and I like to gather a diversity of ideas and transform these into something practical. I feel a strong connection and responsibility for the Earth.

Creativity and intuition are talents I have been developing over the years: I trained as a painter & photographer, I integrated the “visual” & “intuitive” side in my work and life, I help people to think creatively, design the future and always take a fresh & optimistic look at so-called problems. I am **passionate about people**, their past & present cultures, their beliefs and the context in which they live. I have learned a lot from indigenous wisdom traditions and integrate a nature inspired worldview in my life.

I studied **Psychology** and obtained a Master in Clinical Psychology at RUG. I continued post-graduate studies in **Management** at UCL and started my career as a consumer psychologist in international marketing research. For 10 years I worked with **Toyota** in the European HQ and I was in charge of consumer research & name creation. I developed a brand strategy for Toyota in Europe and rolled out a culture change program in the European organisation. Even though I loved working in this multi-cultural environment, I left about 15 years ago to start my own business to help organisations define & develop their **Purpose, Identity, Values, Naming & Culture**.

During the last years, I trained as a **Teal & Systemic Constellations coach** and have helped companies integrating Teal principles (purpose, wholeness, self-management). I coached leadership teams in new ways of communicating (U-Theory, Circle talks, Mindfulness) and in becoming conscious of their interaction patterns & group dynamics (Constellations, 4 Directions).

In 2017, I founded **EarthWays**: an ecosystem of likeminded people and co-creators, striving for a more creative, purposeful, and sustainable future. I facilitate **Nature & Leadership retreats** and coach co-creative & change processes. I give Talks about **e-Co Leadership**: a new approach to Leadership for the ecosystems of tomorrow.

I do my best to live according to my values: **creativity, courage and compassion**.
(Chris Hoerée, 24-8-1963)