

Chris Hoérée



Organization & e-Co
Leadership Coach
Co-creative Facilitator

Founder of EarthWays

Born end of August, I sometimes see myself as a 'Harvester'. What motivates me is to help people to bring out the best of themselves, gathering a diversity of ideas and helping the process of transformation. I am in love with nature and feel a strong responsibility for our beautiful planet.

Creativity and intuition are gifts I had the chance to develop throughout my life. I can inspire people to dream and design their future and take a fresh look at things. I activate the energy & collective intelligence in groups so that the magic happens and 1+1 becomes 3 or more. I am passionate about people, their cultures & beliefs. I learned to view human reality from multiple perspectives, among which non-Western & indigenous ways. I have integrated a holistic, systemic & nature inspired worldview in my life.

After my Master in Clinical Psychology at RUG, I continued post-graduate studies in management & business administration at UCL and started my career as a consumer psychologist in international market research. For 10 years I worked with Toyota in the European HQ and was responsible for consumer research, name creation, brand strategy and culture change. In 2001, I started my own business to help organizations define & develop their vision, mission, identity, branding & company culture. In the last 5 years, I coached several companies integrating purpose, wholeness, & self-management - the so-called Teal principles - into the deep fabric of their organization and trained leadership teams in new ways of interacting & working together. I described "e-Co Leadership" as a new leadership concept for the ecosystems of the future. I teach organizations to communicate in talking circles & dialogue (instead of debate) and facilitate participative & transformative processes. I immerse leaders into nature and guide them on their quest for renewed vision and personal transformation.



In 2017 we started EarthWays, dreaming it would become an ecosystem of likeminded people and co-creators, striving for a more creative, purposeful and sustainable future for the planet and the generations to come. In 2020 we help organizations to integrate ethical values and sustainability into the foundation of their business by offering Common Good consulting. We help our clients transform these principles into actions & facts on the level of governance, accountancy, company culture and eco-leadership.