

Claudine Knop



E-Co Leadership
Coach & Common
Good Consultant

Co-initiator of
EarthWays

I identify with the combined archetypes of the 'caretaker' and the 'leader', bringing order in the chaos in a very humane way, with attention to all stakeholders. In the animal world, I feel very close to the 'deer', with its charismatic presence and alertness, using the power of silence, grace and innocence.

My talents are empathic leadership and organizational skills. While listening to multiple perspectives, I give attention to all stakeholders, the ones present and the absent ones. I create synchronicity and thus make it possible for a team to take decisions and to run projects in a balanced way. I like to help getting the work done and I practiced to do so within self-managing teams. I have an optimistic worldview and belief that 'yes, we can'.

I gained my professional experience in the world of data management in which I started 30 years ago as a master in Modern History & American Studies (KUL). I had the opportunity to learn account, project and process management skills and to take up people and general management roles in companies like Bisnode, MyShopi and BBDO. Within the data world I guided teams and companies through the changing reality of digitalization and privacy awareness. I invited traditional organizations to change into self managing teams. I focused on partnerships & collaboration models and was aware that the role of market leader came with a large responsibility for the complete sector of data management. It was the single focused view of the shareholders on growth and financial profit that pushed me towards a new story. Next to my role as co-founder of LeyQi , Legal Intelligence I joined the EarthWays ecosystem as Business coach where I learned to transform my talents as empathic leader into the ones of e-Co leadership coach.



EarthWays was founded in 2017 by Chris Hoérée and in 2018 I joined the EarthWays ecosystem. In 2020 I gained the certificate of Common Good consultant (as we speak) and together with other Common Good experts we created an approach to help organizations & teams integrate the Common Good ideas in their professional and personal purpose and way of working and acting.