

## The Pedagogical Toolbox

Master the tools of acquisition and transmission  
Optimize your own style of teaching in your organization's culture  
Get into your client's/trainee's shoes to better understand their needs

## Verbal Aikido (Conflict management)

Absorb, blend with and redirect verbal attacks  
Restore a balance in difficult situations or relationships  
Convert the force of an attack into problem-solving energy

## Motivation in Action

Tap into your clients'/students' intrinsic motivations and desires  
Get rid of woolly objectives, turn obstacles into challenges  
Personalize learning goals to increase implication and success

## Managing Generation Y (the internet generation)

Give meaning to a project, provoke enthusiasm, develop mutual respect  
Create a framework with limits, roles and autonomy  
Optimize new-technology, multi-tasking and networking

## Optimizing a group dynamic

Develop a constructive dialogue-based approach  
Valorise transversal projects, encourage initiatives  
Choose the most suitable team-building tools for your group

## The Hero's Journey – A pedagogical discovery

Understand the internal map of human goal-setting  
Facilitate the success of your client/trainee with a powerful tool  
Discover the answers that lie within through empathy and observation

## Maximizing your teaching creativity and innovation

Uncover the power of emotional goals  
Ascertain your innovation potential through visualization techniques  
Optimize collaborative creativity

## Maieutic coaching

Create a learner-driven coaching module  
Explore self-development tools and *adaptive* learning approaches  
Develop self-dependency and inter-dependency for your clients/trainees

**Contact : Luke ARCHER**

**Tél : 04.72.91.69.23 — Email : [info@betterflyfrance.com](mailto:info@betterflyfrance.com)**

**[www.betterflyfrance.com](http://www.betterflyfrance.com)**

## Formation de Formateurs

**Pôle Formation Santé, Lyon**—[Dominique Dujardin \(Responsable Formation\)](#)

**Gill Dean Management, Toulouse**—[Gill Dean \(Directrice\)](#)

**April Mobilité, Paris** - [Vincent De Meyer \(Directeur Général Adjoint\)](#)

**Business English Coaching, Canterbury** - [Ravi Meneses \(Directeur\)](#)

**SB Ingénierie, Bron**—[Séverine Mercier \(Directrice\)](#)

**Birdwell Institute, Lyon**—[William Birdwell \(PDG\)](#)

[Caterina Casiello, Lyon \(Ingénieur\)](#)

## Coaching / Développement Stratégique

**OPRH, Lyon**—[Florent Gauthier \(Directeur\)](#)

**Sigma Béton, Isle d'Abeau**—[Damien Rogat \(Directeur Recherche & Développement\)](#)

**April Iberia, Madrid**—[Vincent De Meyer \(Directeur Général\)](#)

**Marie-Philippe GERMAIN, Lyon** (Traductrice indépendante)