

New insights / Change / Art / Communication / Visual /

Introduction AimAtArt

AimAtArt uses art as an instrument for teambuilding, personal development and overcoming business issues. Artists have a creative and alternative view on the world so by approaching a specific theme in an artistic way, your outcome will be very different and will lead to new insights and unexpected solutions.

Another interesting aspect of art is that it is visual. Business communications are mostly textual and AimAtArt aims to add a visual element to this. This will complement your textual communication. These two aspects combined, make art a useful instrument for the business environment.

'AimAtArt convinced us that art and business are a good combination which leads you to new insights.' - **Deloitte**

New insights by visualising subjects
Office AimAtArt



Use art to realise unexpected solutions

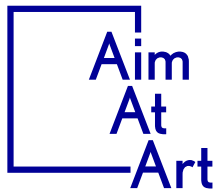
AimAtArt has expertise in art as well as a broad experience in the business world. We have the knowledge to make the right connection between art and your company!

Why AimAtArt?

- * Artistic thinking leads to new insights on business topics
- * Visual communication will complement your textual communication
- * AimAtArt has knowhow of both art and business

In this brochure you will find information about our programs and our tailor made possibilities. To participate in any of our programs, no previous knowledge of art is required.

Have a look at our **clients**. Curious about what we could do for you? Here you will find our **contact details** to get in touch with us.



AimAtTalent improves team results

Do you want a motivated team and utilise their individual capabilities as well as possible? Are you looking to improve collaboration within the team?

AimAtTalent is an interactive programme where colleagues aim to visualise each other. After an inspiring introduction on portraiture in art, the team members are challenged to visualise each others talents as well as their role within the team. The photos will clarify the dynamics of the team and the discussion about this will then be more open as it is associative. The team will then formulate concrete points of attention and possible changes.

'An inspiring workshop and a challenging assignment. The results: a great day and more feeling and bonding with the team.' - **Initiative**

Cooperation is necessary for the photoassignment



Visualise each other in an artistic way

Result: A diverse team at the Olympic top



Presentation and discussion about the photos

AimAtTalent gives your team members the feeling that they are noticed. It gives a better insight in the team and the different roles and capabilities. AimAtTalent helps teams to perform better.

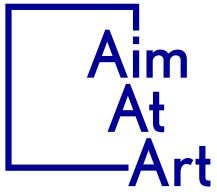
Why AimAtTalent?

- * Insight in the team and the individual roles and capabilities
- * Concrete points of attention by discussing the portraits
- * Positive instrument to investigate collaboration within the team

Clients of AimAtTalent are: Ahold, Dura Vermeer, Ebbinge & Company and Initiative.

Contact us for an informal offer for your team.

Focus on talent / Deepening /
Working better together /



AimAtOne leads to new insights

Is there a need to approach hot topics from a totally different perspective?

The aim of AimAtOne is to enable your people to discuss hot topics, which are inconvenient and difficult to talk about, like a restructure or a new strategy. To realise this we take people out of their comfort zone by bringing them to a museum or gallery where we offer a tailor made tour. This tour will have a focus on the similarity between art and the theme you are looking to discuss. We will then ask questions about this subject in combination with particular works of art. This will lead to a very open conversation and will create new insights regarding the matter in hand. The additional assignments of AimAtOne will focus to deliver concrete results and action points to take away.

Out of the comfort zone: People leave their usual patterns



Art offers a multisided perspective

'While looking at art we talked about what motivates and connects us, how we work and what we can improve. A real present!' - **VUmc**

Examples of topics for AimAtOne are: Strategy, Business identity, Team culture & collaboration.

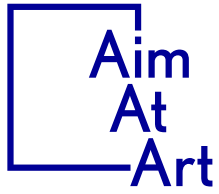
Why AimAtOne?

- * Art offers a multisided perspective which leads to new insights
- * People leave their usual patterns behind because they have stepped out of their comfort zone
- * People feel heard and involved

Clients of AimAtOne are: Deloitte, Menzis and VUmc.

Contact us for an informal offer for AimAtOne.

A different perspective /
Hot topics / Open /



Tailor made programmes

Does your leadership program need an innovative element? Are you looking for a surprising component for your development programme?

AimAtArt offers unique tailor made components and interventions for learning and development programmes. Our interventions are innovative and flexible in length and in implementation. We compose them on behalf of your specific needs.

"AimAtArt delivered a very succesful session for our international leadership programme. The in-depth intake made sure it was a perfect match with our needs and the relevant assignments led to sharp reflections." — **ING Business School**

Result: Focus on the new strategy



Create a different approach by using art

AimAtArt as unexpected component of a training



Component of training: Making a self portrait by using attributes

AimAtArt collaborates with certified coaches and trainers like the MBTI-methodology amongst others. We are also able to work with the coaches of your company.

Our tailor made interventions are suitable for:

- * Leadership programs and Management Development
- * Internal training and coaching
- * Team coaching

AimAtArt has already provide tailor made programmes for: De Brauw Blackstone Westbroek, ING Business School, KPMG and the Young Professional Congres.

Contact us for our tailor made possibilities.

Tailor made for your company/
Flexible / Original /