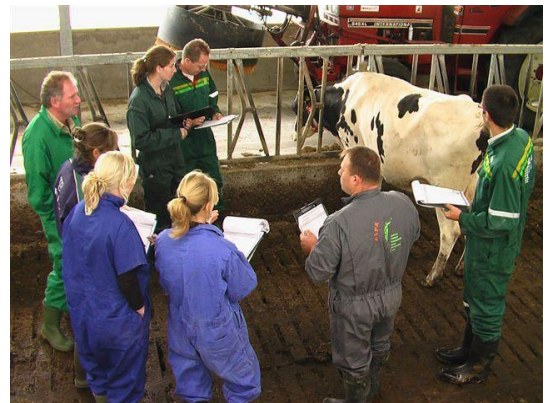


# CowSignals Certified Trainer Course in Holland

Tuesday 12 – Friday 15 March 2019

## AIM OF TRAINING

Is to become a successful CowSignals® trainer and advisor. Focus will be 50/50 on CowSignals and PeopleSignals. You will receive a ready to use package with checklist, trainer manual and power point CowSignals. We teach you to have more impact by asking better questions, open peoples' eyes and minds and help farmers and advisors with practical ready to use knowledge and tips. We use humor and confrontation techniques, the Look Think Act principle, the CowSignals diamond, the PeopleSignals concept and a keep it simple approach. It will be an intensive course in a cosy setting, with a lot of interaction, sharing of ideas and personal feedback.



## CERTIFIED TRAINER COURSE PROGRAMME (4 DAYS FROM 9.00 A.M TO 17.00 P.M)

Language will be English. We aim at small groups from 5 to 15 people.

**1.Cowsignals day training:** Morning technical lecture, general opinion forming.

Afternoon in barn between cows, doing the CowSignals workshop.

Evening: **prepare your own mini interactive presentation** (max. 6 minutes, 4 slides/ pictures) about a cowsignals or communication related subject of your own choice).

**2.Communication & presentation: PeopleSignals:** ROI Relation Organization Information & trainer manual, mini-presentations and feedback

Late afternoon: farm visit. Evening **diner together** with the whole group in nice restaurant

**3.Morning: communication**, some more mini –presentations. **Afternoon: do it yourself workshop in barn** with colleagues as participants.

**4.Morning do it yourself workshop in barn.**

Afternoon evaluation, signing contract, CowSignals trainer certification. How to go from here!

16.00 o'clock: end of training.

## FARM VISITS

We supply you with hygienic boots and coveralls because we will work in between the cows. So you do not have to bring any coveralls and wellingtons.

## QUALIFICATIONS

We work with vets, feed advisors, breed advisors, herd managers, hoof trimmers and barn designers. Background knowledge of dairy farming, health, feeding, breeding or housing is welcome, but more important is that you are open minded, cow-minded and have an interest in communicating and working with people.

## LOCATION

A: CowSignals training centre, Hoekgraaf 17a, 6617 AX Bergharen, The Netherlands

B: Hotel Hoogeerd, Maasbandijk 10, 6606KB Niftrik (Wijchen) (10 km from training centre)

+31246414032 [www.hoogeerd.nl](http://www.hoogeerd.nl) This is about 1.5 hour drive/train from Amsterdam Schiphol

Airport Holland or Dusseldorf Airport Germany. (Airport Niederrhein Weeze Germany and Eindhoven Airport Holland, are even closer by but very small) Taxi from train station in Wijchen or Nijmegen: Taxi Wijchen: +31(0)65244644.

Easiest is to rent a car on the airport (car pooling if possible, contact your classmates!)



## PRICE (4 DAYS TRAINING)

€ 1950,00 per person + VAT 21% (tax paid abroad can be refunded, ask your accountant).

**This includes:** lectures, workshops on farm, lunches, lecture room, coffee, tea, digital version of the English CowSignals PowerPoint presentation with many good pictures, workshop checklist, trainers manual, CowSignals trainer certificate, contract with the rights to use CowSignals® name and materials for this year. **Not included:** Franchise costs € 300,00 after one year, flight ticket, transport, hotel room with breakfast (around € 65,00 per night), diners and drinks at night.

## BOOKING

Send an email to [joep.driessen@cowsignals.com](mailto:joep.driessen@cowsignals.com) . We will send you an invoice for payment.

Once the payment has been received we will reserve your hotel room.

Please book & buy your own flight ticket. Cancellation costs within last month before the course are 50% of the training costs. Within 14 days 75%.

You are free to send a colleague.

Thanks you for your trust in our CowSignals® concept. We look forward to have you all over in our place for this very special Dutch Dairy experience. Feel free to contact us if you have any questions.

Kind regards,

Lidy den Bieman,  
Office manager CowSignals training company

Annelies Pernot  
Hostess of CowSignals training center

Joep Driessen  
Director of CowSignals Training Company

