

Inspired 2 Change

A Catalyst to Inspire Change



Changed People Change Companies

This is not a catalog of courses. It is an invitation to something different — a change agency that goes to work on the inside of people, so the results show up on the outside of your organization.

Whether you lead a company, run a school district, or convene a community, the people you serve deserve more than information. They deserve transformation.



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1 PURPOSE



The Transformation Business

We are in the transformation business, not the training business. Not the consulting business. Transformation. There is a difference — and that difference is everything.

Most organizations invest in programs that give people information. We invest in experiences that change the way people think, feel, and behave. Because information without transformation is just noise. And noise doesn't build cultures. It doesn't develop leaders. It doesn't move people.

People Move People

Our workplace isn't inside the walls of an organization. It's within the inner workings of people — their character, their convictions, their capabilities, their capacity to connect with and care for the people around them. That is where we go to work. That is where real change begins.

Our Product is Change.

We change people from the inside out. We provoke the kind of thinking that shifts perspective. We facilitate the kind of experiences that stir emotion and rewire behavior. We create the conditions for people to become who they were always capable of being — at work, at home, and everywhere in between.

One purpose. One relentless conviction — that when people change, everything changes.

Significant, sustainable, and scalable change is what we do at Inspired 2 Change.

We would love to do it for you!

Significant
Sustainable
Scalable



5 PILLARS

We Equip Leaders

We develop leaders to steward the lives of the people entrusted to their care.

We equip first-time, frontline, mid-level, and executive leaders to earn people's trust, inspire effort, and deliver results.

We Curate Cultures

We curate cultures of care that unleash people's potential to perform.

We help organizations build cultures where people feel cared for, challenged, and compelled to give their best.

We Empower People

We empower ordinary people to live extraordinary lives.

We give people the tools, language, and skills to live and lead extraordinarily.

We Elevate Educators

We elevate the confidence and capability of trainers & facilitators to create change.

We help ordinary presenters become extraordinary facilitators who master the instructional arts.

We Enhance Performance

We enhance performance to ensure everyone wins.

We help individuals and organizations move from surviving to thriving — closing the gap between where people are and the extraordinary performance they're capable of achieving.

Every organization we have ever walked into shares the same fundamental challenge — the gap between where their people are and where they need to be to win at life and work.

That gap doesn't close with a policy update or a one-day seminar

It closes when leaders learn to lead, when people feel genuinely empowered, when cultures are intentionally built, when facilitators know how to create real change in a room, and when performance is measured in the flourishing of the people producing it.

That is why we organized i2C around five pillars — not because they are a clever framework, but because they are the five places where transformation happens.

We Believe

People

People are not problems to be managed. They are potential to be unleashed. When organizations invest in the inner lives of their people — their character, their communication, their capacity to listen and lead — the return is not just better performance. It is a better workplace. A better culture. A better world.

Learning

Learning is not an event to be scheduled. It is an experience to be designed — one that moves people from the inside out, transforms the way they think, feel, and behave, and leaves them fundamentally different than when they walked in the door. When organizations invest in learning that goes beneath the surface, the return is not just better skills. It is better people. Better leaders. And a better organization built to last.

Change

Change is not something that happens to people. It is something that happens in them — when the right conditions, the right experiences, and the right guides create the space for something new to take root. Real change is never accidental. It is intentional, incremental, and always personal before it is organizational.

Unleash People's
Potential

Transform Lives
Through Learning

Change Within to
Change Without



How We Do it

We offer more than classes or training. We provide holistic end-to-end learning experiences.

Needs Assessment

We uncover needs and design solutions to address them

Pre-Work

We prime the pump, so participants come to class eager to learn & change

Learning Experience

We don't just train. We transform the way people think, feel, and behave

Post-Work

We follow up learning with communication, check-ups, assignments, and practice

Every i2C engagement is built around a simple but non-negotiable conviction — learning that doesn't change behavior isn't learning, it's entertainment.

We begin with a Needs Assessment to uncover what your people and organization truly need.

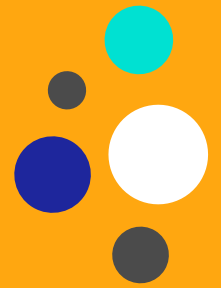
We prime the pump with Pre-Work so participants arrive ready to learn, not just willing to show up.

We deliver a Learning Experience that doesn't just transfer information but transforms the way people think, feel, and behave.

And we follow through with Post-Work to ensure the change that started in the room takes root and holds long after it ends.



Who We Serve



Barry-Wehmiller

Global manufacturing technology | 12,000 employees | Saint Louis, MO

David served as Learning Sensei for nearly 14 years, co-founding Barry-Wehmiller University and architecting Listen Like a Leader — a program that reached 14,000+ participants across more than a dozen countries. He trained nearly 500 certified facilitators to deliver the curriculum in five languages. The work earned a personal dedication in Raj Sisodia's Everybody Matters.

Tiara Yachts

Luxury marine manufacturing | 800 employees | Holland, MI

As Leadership & Performance Development Manager, David designed and facilitated leadership programs for 150+ leaders, created a novel book study process that transformed participant engagement, and implemented the PAPER onboarding system that boosted retention and employee satisfaction.

VentureSource

Global automotive supplier & market management | Michigan

David delivered a host of learnings in a multi-year contract the latest of which was **The Chemistry of Change** to VentureSource's leadership team, equipping them with frameworks for navigating organizational change and elevating communication across their global operations.

United States Air Force

U.S. Military | Global reach

David delivered leadership and communication training to USAF personnel, bringing i2C's people-centered change methodology into one of the world's most demanding organizational environments.

Sectors Served

Manufacturing

Automotive

Military & Defense

Healthcare

Academia & Education

Finance & Banking

Nonprofit & Community

Marine & Luxury Goods

Civic & Chamber Organizations

Workforce Development



Services & Product Offerings

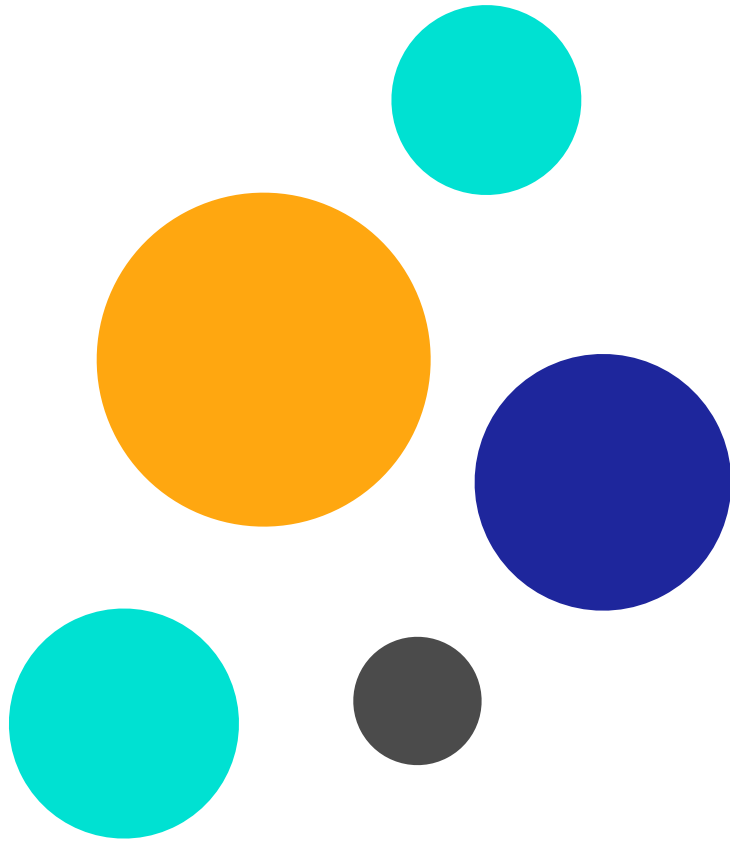
- Keynote Speaking
- Lunch 'n' Learn Workshops*
- Half-Day, Full-Day, & Multi-Day Courses*
- Leadership Development Programs
- Train-the-Trainer Programs
- Culture Curation Services
- Instructional Design Services

Inspired 2 Change delivers real, sustainable transformation through immersive workshops, keynote speeches, leadership development programs, train-the-trainer experiences, and fully customized curriculum — all built around transforming people inside your organization.

From a single Lunch 'n' Learn to a multi-month LeaderShape cohort to a culture-wide deployment of The Course, every engagement is designed to move people from insight to action.

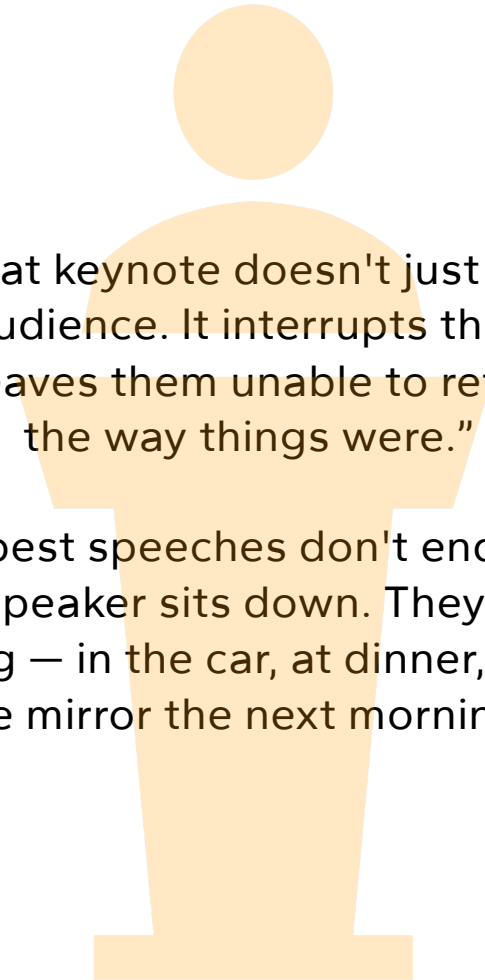
We don't do quick fixes or generic consulting — **we show up, dig in, and stay until the change takes root.**

*Select a topic, concept, or focus that addresses your needs from our expansive Learning Library (Pages 19-20)



"A great keynote doesn't just inform an audience. It interrupts them — and leaves them unable to return to the way things were."

"The best speeches don't end when the speaker sits down. They keep talking — in the car, at dinner, and in the mirror the next morning."



Keynote Speaking

Signature Keynotes

The Spectrum of Self

Live and lead out of a powerful Sense of Self

Every leader drifts from self-empowerment to powerlessness to power hungry. The question is: do they know it? This talk introduces i2C's Spectrum of Self framework — a model that helps people properly see themselves, recognize when they've slid off center, and develop the self-awareness to return to center. Fast.

The Listening Advantage

Leading others through listening in a noisy world

In a room of 150 business leaders, only 20 are adept at listening. This talk unpacks why listening is hard, why most leaders avoid it, and how mastering five listening behaviors can become your most powerful edge in life and leadership.

LeaderShape

The shape of your leadership shapes everything

Every leader takes a shape — and that shape determines how you see people, make decisions, and the legacy you leave behind. David introduces three distinct leadership shapes, each with its own purpose and consequence. Only one transforms people and positions organizations to win. Which shape are you?

Information informs.
A great keynote
transforms.

David VanderMolen, Chief Catalyst at Inspired 2 Change, doesn't just speak at events. He changes the room's temperature.

With a mix of whimsy, artful storytelling, and candid self-disclosure, he makes implicit principles of self-mastery, leadership, and communication explicit in ways that arrest attention and invite personal change.



Keynote Speaking

Popular Standalone Topics

Ideal for leadership conferences, chamber events, ISDs, corporate all-hands, and community forums. High-request topics include:

Empower People

How to give away your power and draw out people's potential

The People Principles

What people share in common and why it really matters

Three Hands

How heavy, open, and withered hands lead people & performance

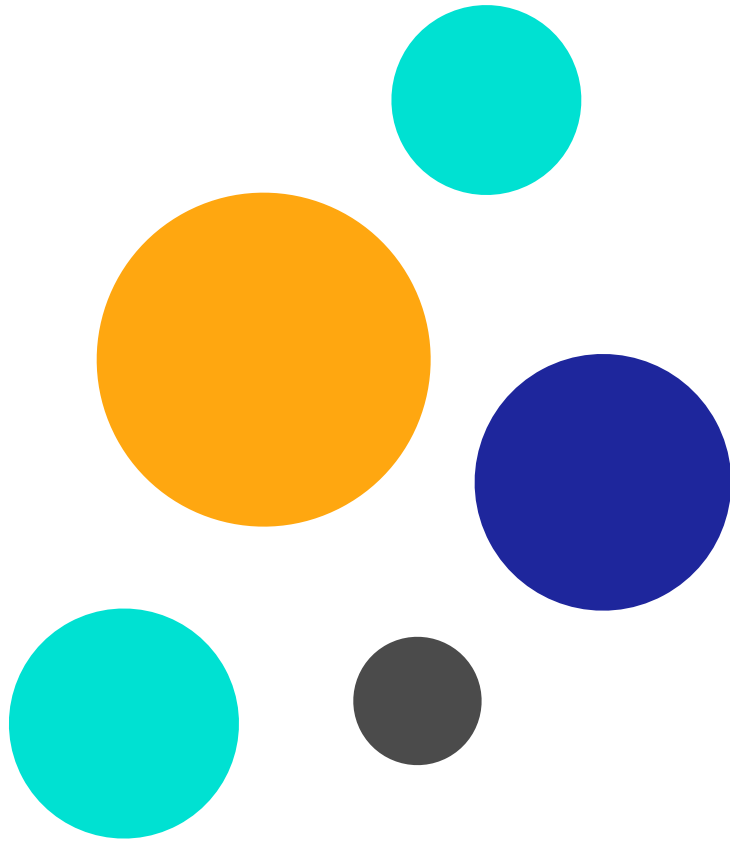
MisLeading

Why leaders disappoint people, fail to deliver, and damage organizations

Leadership Works

How doing the work of leadership will work for you





"The best Lunch & Learn doesn't just fill the hour. It follows people back to their desks and changes how they work the rest of the day."

"Sixty minutes. One sharp idea. Delivered well — it's enough to change everything."

"A great Lunch & Learn feels less like training and more like a conversation you didn't know you needed."

Lunch 'n' Learn Workshops

Signature Workshops

Recognition @ Work

See people. Say something. Change everything.

Most people don't quit their jobs. They quit feeling invisible. This Lunch 'n' Learn equips leaders with the practical language and habits to recognize and praise the people in their span of care — turning visibility into motivation, loyalty, and performance. One hour. One shift. A team that knows they matter.

The Six Elemental Truths

Why change feels like a threat before it ever feels like an opportunity.

Change isn't hard because people are stubborn. It's hard because of how human beings are wired. In this Lunch & Learn, David unpacks six elemental truths about why change triggers resistance, how the brain chooses predictable misery over uncertain improvement, and what leaders can do to create the conditions where people choose to change — and mean it.

The 3 People Helping Habits

The practice of helping people resolve their own problems.

The most helpful thing a leader can do is not solve people's problems — it's help them solve their own. This Lunch & Learn introduces the Three People-Helping Habits — Offer Acceptance, Express Empathy, and Practice Listening — a simple but transformative framework that changes how leaders show up in every conversation that matters.

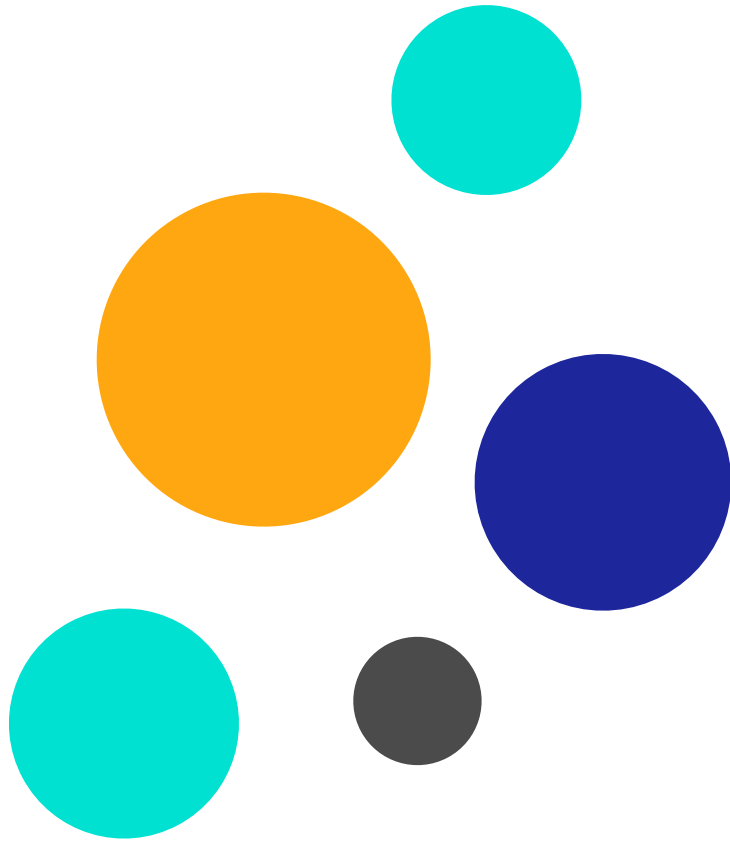
Some topics deserve more than a newsletter

A Lunch 'n' Learn with Inspired 2 Change turns an ordinary midday break into a focused high-impact learning experience that people actually talk about on the way back to their desks.

In 60, 90, or 120 minutes, David delivers one sharp idea with clarity, humor, and enough personal challenge to make it stick - no attention lost, no time wasted, no one left unchanged.

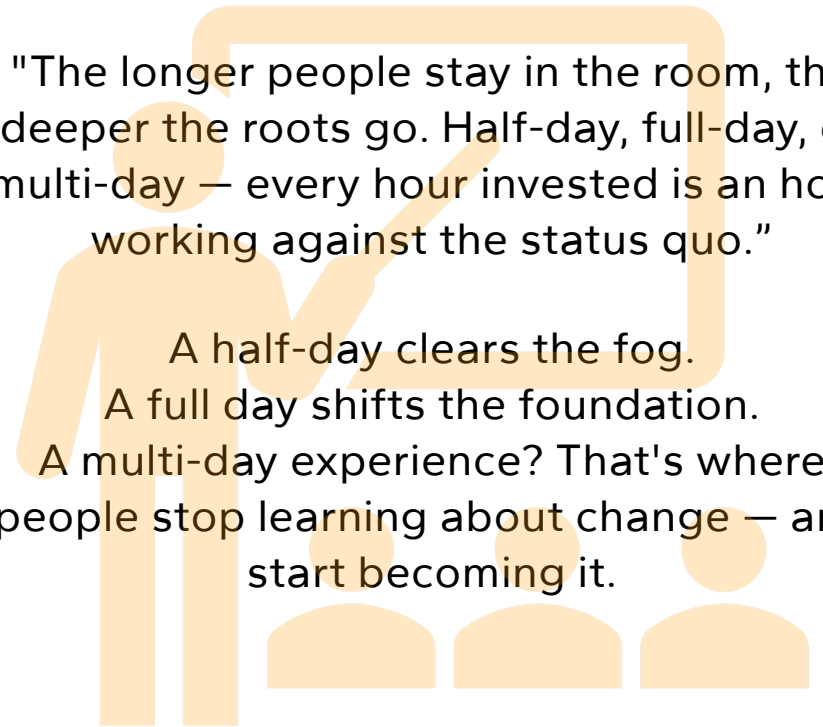
Select other topics and concepts that address your needs from our expansive Learning Library (Pages 19-20)





"The longer people stay in the room, the deeper the roots go. Half-day, full-day, or multi-day — every hour invested is an hour working against the status quo."

A half-day clears the fog.
A full day shifts the foundation.
A multi-day experience? That's where people stop learning about change — and start becoming it.



Half-Day, Full-Day, Multi-Day Courses

The Course

Connect. Help. Resolve

Some training programs teach skills. The Course changes people. It is a three-day immersive experience — or six focused half-days — that gets to the root of how people relate, communicate, and care for one another at work.

Built on the conviction that extraordinary relationships begin with one person deciding to show up differently, The Course gives participants the language, the habits, and the courage to do exactly that.

What Participants Discover

- Their behavioral style and how it impacts others (DISC assessment)
- The Three People-Helping Habits: Offer Acceptance, Express Empathy, Practice Listening
- How to approach difficult conversations with clarity and care
- The foundational mindset of transformational leadership
- How to leverage nonverbal communication in relationships
- How to confront others to achieve positive, not punishing, results.

Format: 3-day immersive or 6 half-days

Delivery: In-Person or Hybrid

Best For: All people; ideal as a culture-wide foundation program

Understand Yourself
Connect with People
Help People
Help Yourself

Select other topics or concepts that address your needs from our expansive Learning Library (Pages 19-20)



Half-Day, Full-Day, Multi-Day Courses

Listening 4 Leaders

Accept. Empathize. Listen.

The most undervalued leadership skill is not speaking. It is listening. Not passive, polite, wait-for-your-turn listening — but deep, reflective, you-feel-genuinely-heard listening. Leaders who master this skill unlock potential in others that management tactics never will. Listening 4 Leaders is a focused, one-day experience (or two half-days) that equips leaders with the art and science of reflective listening — what David calls listening in 3D.

Key Outcomes

- Leaders make others feel genuinely heard and valued
- Teams experience stronger collaboration and fewer communication breakdowns
- Leaders develop the habit of asking better questions and resisting quick fixes
- Organizations begin to build a culture of psychological safety

Format: 1 day or 2 half-days

Delivery: In-Person or Hybrid

Best For: All people; ideal as a leadership communication foundation

Offer Acceptance
Express Empathy
Practice Listening

Select other topics or concepts
that address your needs from
our expansive Learning Library
(Pages 19-20)



Half-Day, Full-Day, Multi-Day Courses

Communication @ Work

Change How Your Team Talks

Communication breakdowns are among the most expensive problems in any organization. They erode trust, slow decisions, fuel conflict, and chase good people out the door. Communication @ Work is built to change that — systematically, sustainably, and with measurable results.

This eight-week workshop series (approximately 21–24 total hours) goes far deeper than most communication training. Rather than tips and tactics, participants build core competencies of effective workplace communication from the inside out.

The Eight-Workshop Arc

- Understanding self and others through behavioral styles (DISC)
- The art of listening that actually changes things
- Empathy as a professional skill — not just a soft one
- Giving and receiving feedback with clarity and care
- Navigating difficult conversations without damage
- Building communication habits that stick beyond the classroom

Format: 8 workshops over 8 weeks (21–24 Hours total)

Delivery: In-Person or Hybrid

Best For: Teams, departments, or organizations ready for lasting communication transformation

Give Recognition
Offer Feedback
Ask for Change
Listen to Help
Lead Meetings
Improve Interactions

Select other topics or concepts that address your needs from our expansive Learning Library (Pages 19-20)



Half-Day, Full-Day, Multi-Day Courses

The Chemistry of Change

The Periodic Table of Change™

Change is not a mystery — it is a science. And like chemistry, the right elements in the right combinations produce something extraordinary.

The Chemistry of Change is an eight-workshop series built around i2C's signature Periodic Table of Change framework — 12 Core Elements and 5 Amplifiers that govern how change takes root (or fails to) in individuals and organizations.

The Framework at a Glance

- 12 Core Elements: the building blocks of sustainable change
- 5 Amplifiers: the conditions that accelerate or inhibit change
- Practical tools applied in real time to your organization's change challenges

Format: 8 workshops (flexible scheduling)

Delivery: In-Person or Hybrid

Best For: Leadership teams, HR/L&D professionals, organizations navigating significant transitions

Change is not a project, a process, or a plan. It is a human chemistry reaction. And like any reaction, it only ignites when the right elements are present, spreads when the right conditions fuel it, and endures when the right amplifiers sustain it.

Select other topics or concepts that address your needs from our expansive Learning Library (Pages 19-20)



Learning Library

Leadership. Communication. Learning



Every topic below can be tailored into a 60-, 90-, or 120-minute Lunch 'n' Learn or multi-hour workshop, or a standalone module within a larger program. Most are semi-customizable to align with your organization's specific learning goals.

LEADERSHIP

The Shape of Leadership

How to shape leadership for organizational success

Hats for Sale!

Mastering the five roles of transformational leadership

Leadership Works

How doing the work of leadership will work for you

Meaningful Meetings

A real-world rubric for effective group gatherings



Reflect 2 Lead

How to lead others at the speed of business

MisLeading

Why leaders disappoint people, fail to deliver, and do damage to organizations

Empower People

How to give away your power and draw out people's potential in your span of care

Communication

The 3 People Helping Habits

The practice of helping people resolve their own problems

Get Out of the Box

Helping people process change and take positive action

Self-Sabotage

The stories we tell about ourselves and others



Learning Library

Leadership. Communication. Learning

I See DISC People

Tailoring your communication to connect with others in their comfort zone

The People Principles

What people share in common and why it really matters

The Listening Advantage

Leading others through listening in a noisy world

The Inside Out Life

Living and leading others out of a centered sense of self

Ask for Change

Confront so people help you — and you don't harm them

Feedback Fundamentals

The building blocks of change and improved performance

Recognition @ Work

Promote visibility and prevent invisibility by recognizing people in your span of care

Learning

The 3 Responsibilities

The essential work facilitators do to make learning easy

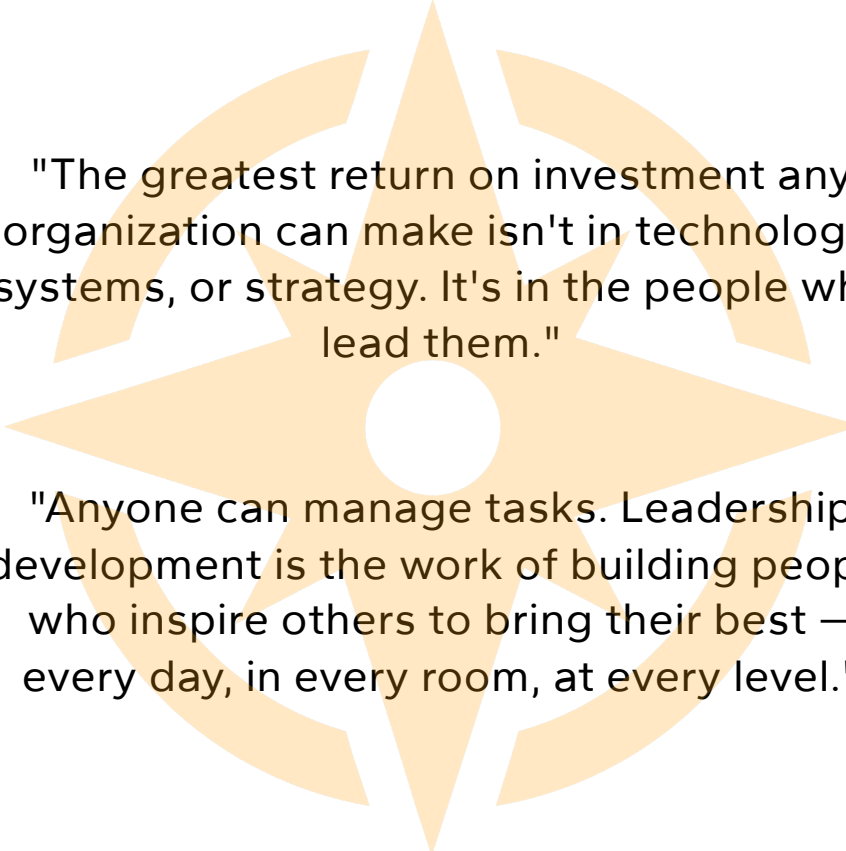
Engaging People in the Virtual Environment

Lead virtual events that perform and engage people

Facilitator Training

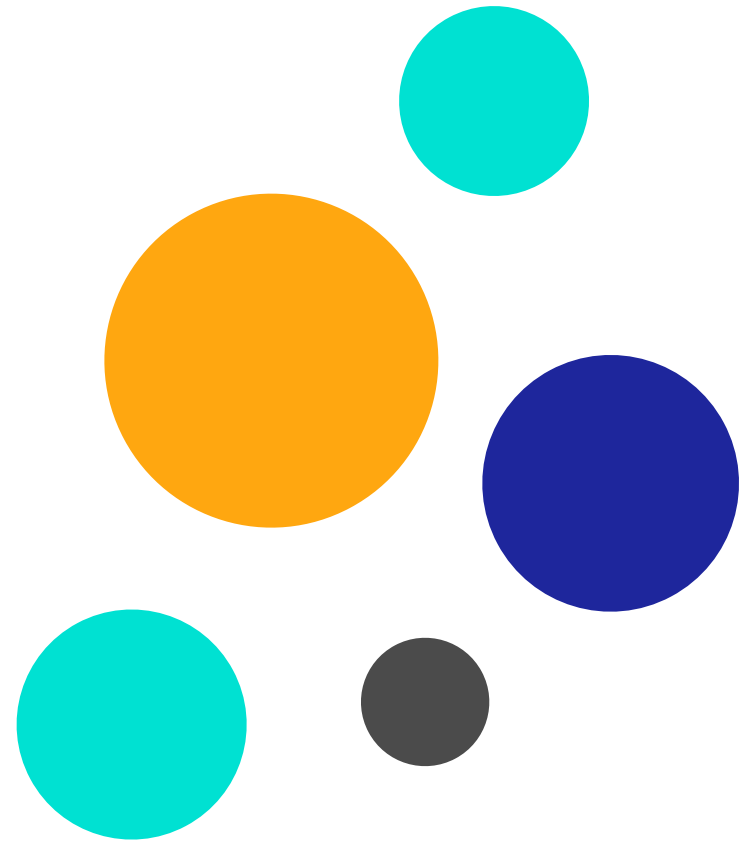
Mastering the 5A's model of facilitation to lead others into learning and significant behavior change





"The greatest return on investment any organization can make isn't in technology, systems, or strategy. It's in the people who lead them."

"Anyone can manage tasks. Leadership development is the work of building people who inspire others to bring their best — every day, in every room, at every level."



Leadership Development Program

LeaderShape

A Primer in People Leadership

Great leaders are not born. They are built — one conversation, one decision, one courageous moment at a time. LeaderShape is a twelve-session leadership development journey spanning six to twelve months that gives emerging and established leaders the foundation they need to lead with intention and impact.

Unlike single-day workshops that spike and fade, LeaderShape is designed for depth and durability. Each session builds on the last, creating a cumulative architecture of leadership insight that shapes not just what leaders do but who they are.

What the Journey Covers

- Identity and character as the foundation of leadership
- Communication, influence, and the art of earning trust
- Navigating conflict and leading through change
- Building team cultures where people thrive

Format: 12 sessions over 6–12 months

Delivery: In-Person or Hybrid

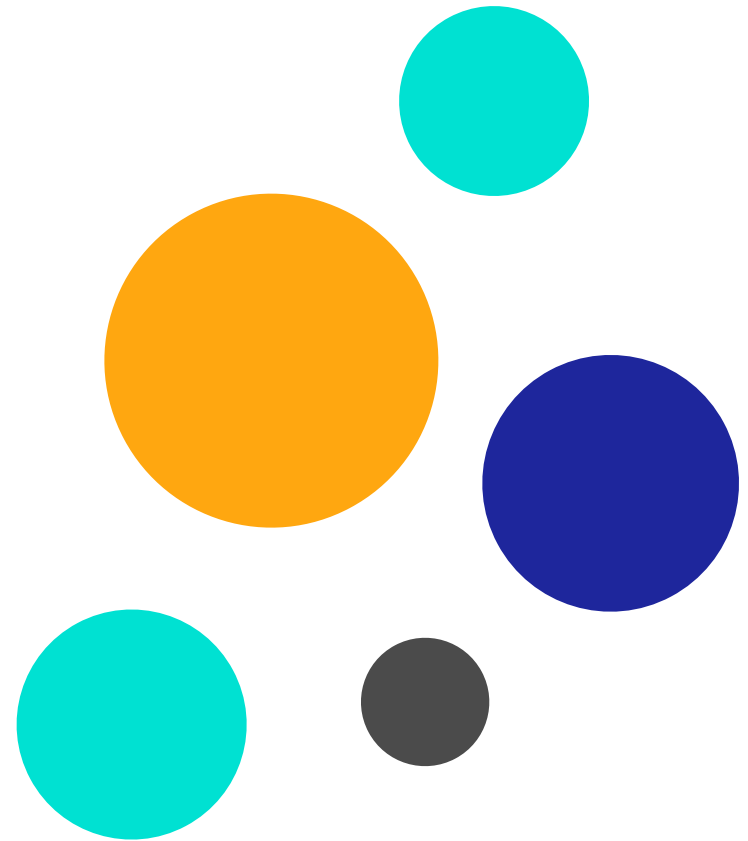
Stand Out
Move People
Get Things Done



"Anyone can stand in front of a room and talk. The instructional arts are what separate the presenter who fills time from the facilitator who changes lives."

"Teaching is a science. Facilitation is an art. Mastering both is what transforms a trainer into an agent of change."

"The most powerful thing an organization can do is develop someone who knows how to develop others. That's not just train-the-trainer. That's multiplying transformation."



Train-the-Trainer

Three Offerings, One Outcome = Change Agents

Facilitator Fundamentals

Available in one-, two-, or three-hour virtual self-paced sessions

Fundamental sessions introduce the core ideas and simple, practical tools that spark personal and professional change. These short experiences surface the everyday habits and assumptions that shape how people lead and work, offering quick insights that create immediate impact

Facilitator Foundations

Available as one, one and a half, and two day, in-person sessions

Foundational sessions deepen the essential concepts and strengthen the character and competencies needed for lasting change. Through extended practice and reflection, participants move from understanding the fundamentals to applying them with intention and consistency.

Advanced Facilitator Training (AFT)

Multi-day in-person live sessions with virtual pre and post work

Advanced sessions develop the presence, skill, and character required to guide others through meaningful transformation. Built for those who already grasp the fundamentals and foundational work, these experiences refine facilitation into a disciplined craft that shapes culture and elevates learning.

i2C elevates educators (teachers, facilitators, trainers, coaches, and leaders) to do more than educate, direct, or inform.

Design it
Present it
Teach it
Facilitate it
Manage it

We work to develop the full range of what it means to lead others through learning.



Facilitator Fundamentals

Tactical. Practical. Applicable.

Virtual Self-Paced Sessions



Design Disruptive Dilemmas

Craft thought-provoking dilemmas that disrupt assumptions, surface honest dialogue, and create the kind of productive tension that accelerates learning and drives meaningful change

Basic PPTX Tools

Navigate PPTX core presentation features with confidence to support & enhance your message

Framing 101

Applying the Five Framing Instruments to convey meaning and enhance learning

Presentation 101

Organize and deliver a clear, confident, and compelling presentation that captures attention

Give & Receive Feedback

Deliver feedback with clarity and care, and receive it with openness and curiosity

Lead Learning Activities

Apply the SEEDS model to confidently lead learning activities that elevate the learning objectives

Instructional OS

Identify, apply, and integrate the core principles and practices of i2C's Instructional Operating System

Reflect, Connect, and Project

Apply a structured engagement method to clarify thinking and refine their ideas to enhance group discussion

As a single-topic session, a bundled category package, or a full subscription that gives your team ongoing access to the complete library of virtual learning experiences.

Whether you are developing one skill or building an entire facilitation culture, there is an access option designed to fit your pace, your budget, and your goals.

Not every learning experience requires a full day or a full room. Sometimes the most powerful shift happens in a single focused hour.

i2C Fundamentals are designed for busy professionals who want real insight without the scheduling burden of a multi-day program.

Each Fundamentals session introduces the core ideas and practical tools behind one of i2C's signature facilitation topics — surfacing the everyday habits, assumptions, and blind spots that quietly shape how people lead, communicate, and work.

Facilitator Foundations

Engage. Prepare. Connect.

One, one and a half, and two day, in-person learning sessions



Learn Instructional Design

Designing 4 Impact

Foundations
Session #01

Instructional OS

Master Your Message

Create & Utilize
Learning Objectives

Transform with
Teaching Arcs

Make & Master Your
Materials

Create Disruptive
Dilemmas 2 Engage &
Change

1.5-Day Experience

Learn to Present

Presenting 4 Results

Foundations
Session #02

Instructional OS

Speechcraft & Powerful
Presentations

Start, Transition, & End
to Engage Others

Cultivate Nonverbal
Communication

Perform on a Panel
Discussion

Self Disclose 4 Success

Utilize Presentation
Tools

2-Day Experience
Includes: Teach Back,
Feedback & Debrief
Session

Learn to Teach

Teaching 2 Transform

Foundations
Session #03

Instructional OS

Teach to Objectives,
Need, & Opportunities

Frame Ideas 4 Impact

Recognize & Utilize
Teachable Moments

Illustrate Ideas to
inspire & Impact

Master Storytelling to
Instruct & Inspire

Link Concepts Across
Content

1.5-Day Experience
Includes: Teach Back,
Feedback & Debrief
Session

Learn to Facilitate

Facilitating 4 Change

Foundations
Session #04

Instructional OS

Master The 5A's
Facilitation Model

Lead Learning
Activities (SEEDS)

Lead Group
Discussions

Marshall Effective
Meeting Agendas

Engage in Effective
Q&A

2-Day Experience
Includes: Teach Back,
Feedback & Debrief
Session

Learn Learning Dynamics

Leading Real Learning

Foundations
Session #05

Instructional OS

Leveraging the
Dynamics of Learning

Pedagogy &
Andragogy in Action

Practice the People
Principles

Master the Clock,
Content &
Conversations

1-Day Experience

Advanced Facilitator Training (AFT)

Ordinary Presenter to Extraordinary Facilitator

Facilitator Foundations teaches the disciplines one at a time. AFT brings them all together — in one cohesive, cumulative, fully immersive experience that builds on itself day by day until every skill, every discipline, and every insight converges into a single, transformed facilitator.

What's Included:

- Three pre-work conference calls — Prewrite, Connection & Instruction
- 4.5 intensive in-person days of training, coaching
- Three live Teach-Back sessions with feedback and full group debrief
- All meals provided — breakfast, lunch, snacks, and group dinner
- Small cohort for maximum individualized coaching

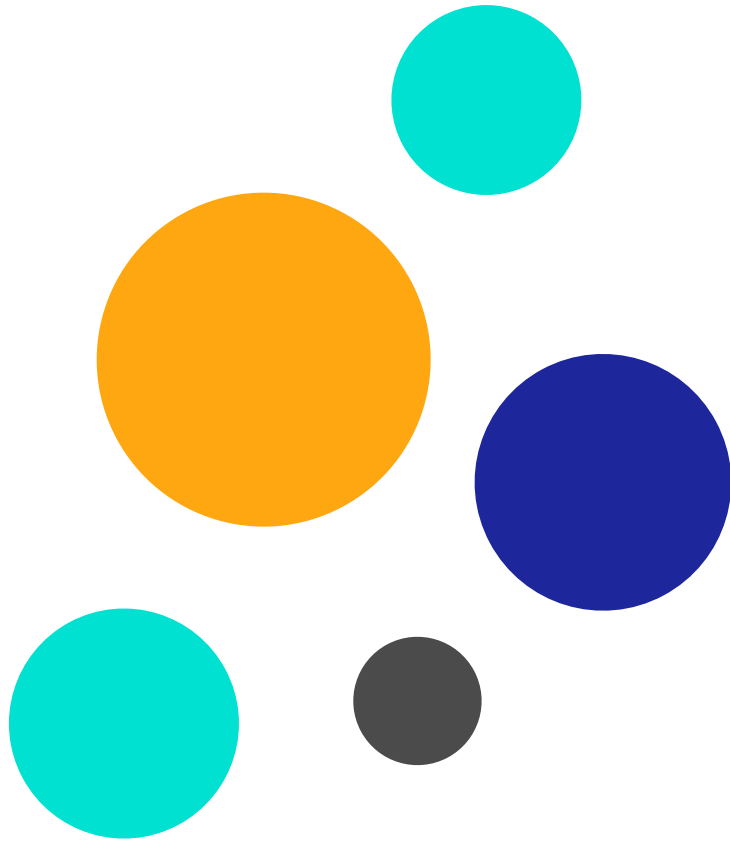
What You'll Master:

Every topic across all five Foundations sessions — Instructional Design, Presenting, Teaching, Facilitating, and Leading Real Learning — covered in depth, practiced live, and debriefed in community.

Immersive
Interactive
Impactful

Foundations prepares you for the room. AFT changes who you are in it.





"Culture isn't what you post on the wall. It's what people believe about how things actually work around here — and it can be curated, or it will be created by default."

"The most expensive culture problem isn't the one you can see. It's the one your people have quietly accepted as normal."

"You don't stumble into a great culture. You build it — intentionally, consistently, and from the inside out."

Culture Curation Services

Get Your Words Off the Wall into Your People

Codify

Define what leadership looks like here.

Clearly identify, document, and communicate the mindset, behaviors, and expectations that define your leadership brand — so every leader knows not just what to do, but who to be.

Attract

Recruit people who already speak the language.

Bring in leaders who have either a proven track record of people-first leadership or the hunger and humility to learn it. Culture starts at the hiring decision.

Develop

Build leaders with intention, not assumption.

Invest extensively in your high-potential, current, and new leaders — grounding them in the why and the way of your unique leadership culture so they lead with alignment, not just ability.

Evaluate

Measure what matters.

Assess leaders not just on performance metrics but on their alignment with, expression of, and embodiment of your leadership brand. What gets measured gets modeled.

Recruitment Relationships Retention Results

Our work doesn't stop at the training room door. i2C offers institutionalized learning and development designed to reach deep and wide within your organization — impacting recruitment, relationships, retention, and results at every level.

We help companies birth, bandage, and build caring organizational cultures.



Put Your Unique Culture in Every Corner of Your Organization

Collaborate with Inspired 2 Change to bring the unique words, values, and vision you post on your walls into the minds, hearts, and hands of your leaders and team members with our culture curation services.



Highly
esteemed
public leaders



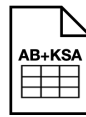
The Portraits
of Historical,
Key, & Current
Leaders



Our Spoken
& Special
Words



Our Core
Documents &
Tribal Stories



Our
AB+KSA
Models



Our Leader's
Responsibilities/
Job descriptions



Our
Leader's
Roles

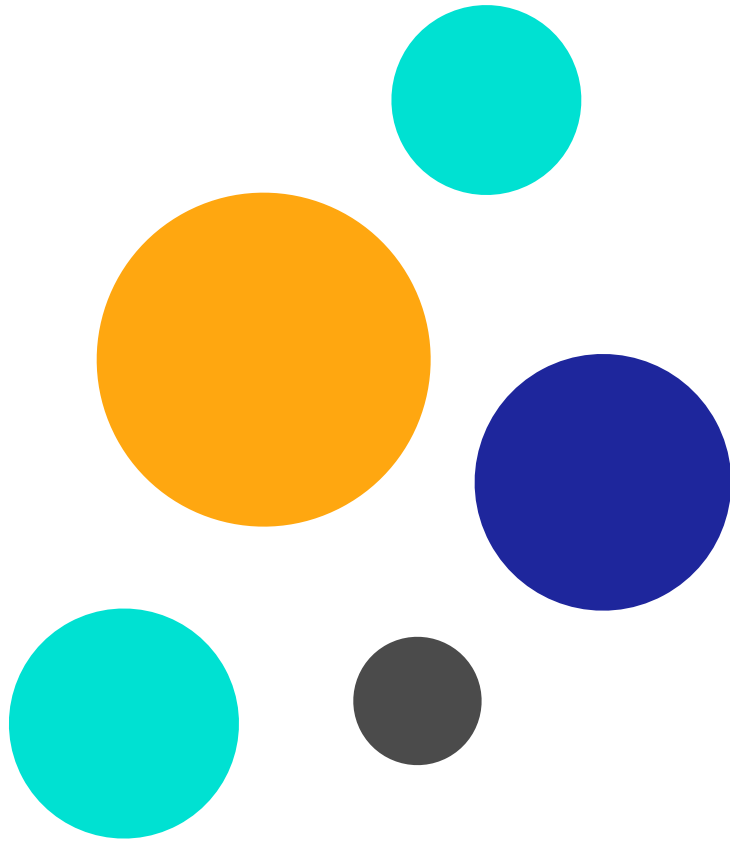


Our Leadership
Competencies



Our Strategic
Objectives





"Great curriculum doesn't happen by accident. It is architected — with intention, precision, and a deep understanding of how people actually change."

"The quality of the learning experience is only as good as the thinking behind it. Instructional design is where transformation is planned before it ever enters the room."

"Instructional design is the art of sequencing it in a way that moves people — from where they are to where they need to be."

Instructional Design Services

4 Step Process

Discover

Uncover what your people and organization truly need.

Before we design anything, we listen. We go beneath the surface to understand your culture, your challenges, and the gap between where your people are and where they need to be. Discovery is the foundation everything else is built on.

Design

Architect a learning experience built for your people.

Once we know what is needed, we build it. Every element — the flow, the content, the activities, the pacing — is intentionally designed to move people from insight to action. We create experiences built specifically for your organization.

Develop

Bring the learning to life before it enters the room.

Great facilitation doesn't happen by accident. We develop the materials, the facilitators, and the conditions so every learning experience delivers real change.

Deploy

Deliver the experience. Sustain the change

Deployment is where the work becomes real. We facilitate with precision, energy, and intentionality — and we don't disappear when the session ends. We follow up, check in, and stay engaged until the change takes root and holds.

What do you want your people to: think, feel, and do?

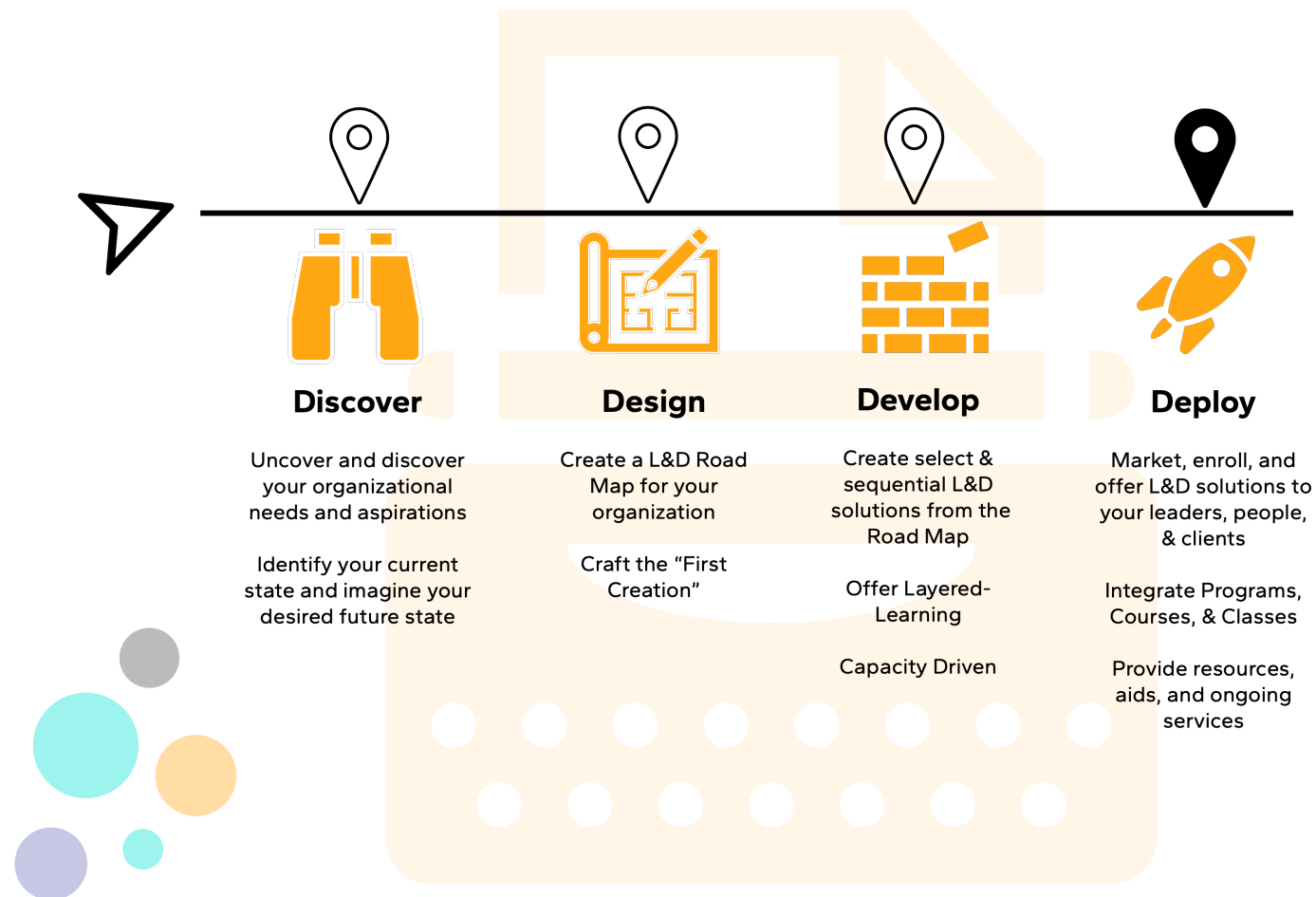
i2C partners with organizations to discover, design, develop, and deploy customized learning experiences built around your specific needs, culture, people, and organizational goals.

We collaborate through every stage — from needs assessment to rollout to ongoing refinement.



Instructional Design Services

Imagination to Creation to Transformation



Instructional Design Services

What Our Learning Lab Can Make For You

i2C's instructional design services go far beyond writing a training outline. We partner with organizations to create the full spectrum of learning infrastructure — from a single workshop to an enterprise-wide curriculum. Here is what we can design, develop, and deliver for you:

Courses & Workshops — Standalone learning experiences built around a specific skill, topic, or behavioral outcome — designed to engage, challenge, and change participants.

Full Curriculum — End-to-end learning journeys that sequence content intentionally across multiple sessions, programs, or cohorts to create cumulative, lasting transformation.

Train-the-Trainer Programs — Equip your internal staff to facilitate i2C-designed content with confidence, consistency, and the instructional skill to drive real change in the room.

Curriculum Revision — Breathe new life into existing programs that have gone stale, lost their edge, or no longer reflect where your organization is headed.

Assessments & Resources — Custom tools that measure knowledge, mindset, behavior, and readiness — before, during, and after the learning experience, and resources that aid in real-world practice.

Evaluation Tools — Post-program instruments that capture real data on learning transfer, behavioral change, and organizational impact.

Group Activities & Experiential Exercises — Facilitated experiences designed to surface insight, build trust, accelerate learning, and make content stick long after the session ends.

Full Event Design — From opening keynote to closing debrief, we design and facilitate entire learning events — conferences, retreats, leadership summits, and culture days — that leave people moved, not just informed.



Assessments Resources

The work of learning doesn't start or stop at a learning event.

We use assessments to engage participants prior to class and provide resources post class to help people practice and apply what they learned in class outside of class.

We can do the same for you, your courses and learning experiences.

The 6 Pillars of Civility

Practical Steps to Turn Incivility into Civility from the Inside Out

Internal | Principles | Mindset

1. See People as People, not Objects
2. Separate Your Ideology From Your Identity
3. Recognize Change Threatens Your Identity

External | Practices | Methods

4. Own Your Outcome
5. Fight Fair
6. Lose the Loaded Language

Usage Tip:

- Review before important conversations or meetings
- Pause and reflect on one pillar when you feel tension rising
- Review after difficult interactions to improve next time
- Share with your team or colleagues to build a culture of civility

In today's polarized environment, incivility has become normalized. Most Americans see civility as a goal, yet nearly all of us rate ourselves as civil. These 6 Pillars help close that gap by starting with internal change – so we can disagree without disrespect and turn conflict into progress.

Incivility 2 Civility from the Inside Out
www.inspired2change.net

The 7 Dimensions of the Learning Environment

What you design before you teach determines everything that happens when you do.

- Physical:** Set the stage before the curtain rises
- Emotional:** Make it safe to be human
- Intellectual:** Stretch them without breaking them
- Cultural:** See the whole person, not just the participant
- Social:** Craft the community that carries the learning
- Temporal:** Honor the clock, content, and conversations
- Course:** Design the journey, not just the destination

Create the Environment

In every learning experience, the environment is either working for your learners or against them. Most facilitators focus on what they teach – but the most powerful variable is the world they create before the first word is spoken. The 7 Dimensions give you a complete framework for designing that world intentionally, so every learner feels seen, challenged, connected, and ready to grow.

Usage Tip:

- Review all 7 Dimensions before designing a learning experience
- Audit your current learning experience. Which dimensions are intentional and which are accidental?
- Use the action statements as a pre-session checklist before class
- Unite with team to build a shared language for design & learning
- After each session, reflect on which dimension had the greatest impact, and which one you neglected.

"The job of the educator is not to lit a boulder but to light a fire."
— W.J. Hayes

The Classroom of Change
www.inspired2change.net

The Spectrum of Self

Where do you stand now – and how fast can you return to center?

Self-Deprecating

- Victim Mindset
- Self-Loathing
- Martyr Complex
- Powerless

Self-Aware

- Self-Assured
- Self-Reflective
- Curious Mindset
- Humble
- Confident
- Responsive
- Assumes Agency
- Empowered

Self-Aggrandizing

- Powerful
- Entitled Narcissist
- Self-Absorbed
- Victimist Mindset

Personal Power Band

I see myself not as I am, but less than I am. My perception of self is poor. I exaggerate my weaknesses and diminish my strengths. I am **powerless**.

I see myself as I am. I am no more and no less than I am. I properly perceive myself by owning both my strengths and weaknesses. I am **empowered**.

I see myself not as I am, but more than I am. My perception of self is presumptuous. I exalt my strengths and dismiss my weaknesses. I am **powerful**.

The Classroom of Change
www.inspired2change.net

6 Elemental Truths

What We Resist, Forget, and Forfeit with Change

- 1. Change is first and foremost a physiological event, not a rational decision.**
Self: When I consider this change, which physical sensations arise first – and what story do I tell myself?
Others: What signals show their body is in "fight mode, not 'negotiation' mode?"
- 2. The brain prefers predictable misery over uncertain improvement.**
Self: Where am I choosing discomfort over possibility – and how would it feel to lean toward more discomfort?
Others: What might make the other feel safer exploring new options instead of sticking with the familiar path?
- 3. Most resistance is identity protection, not stubbornness.**
Self: Does part of me feel like this change is a challenge who I am or how deeply see me?
Others: Is the other defending their current reality/identity rather than exploring how the change could fit?
- 4. Change requires two different kinds of energy – Activation energy and Aerodynamic energy.**
Self: Which do I need more of now: activation or aerodynamic energy?
Others: Does the other need "fire-starter" or "fire-tender" energy from us?
- 5. Change is socially contagious – in both directions.**
Self: Whose energy most influences my feelings about this change? What if I chose differently?
Others: Who on the team spreads the strongest mood, and how can we share their energy?
- 6. The single biggest predictor of adoption is perceived psychological safety around learning and failure.**
Self: What would I say if I felt totally safe – and what would make that feel just a bit safer?
Others: What might the other be holding back because safety isn't high enough – how could we raise it?

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How Gritty Are You?

Adapted from **Grit: The Power and Passion of Perseverance** by Angela Duckworth. Select one answer for each item. Don't overthink the questions. If possible, avoid selecting 3 as an answer. Go with your first answer. Candid self-appraisal is the beginning of personal change.

Status	Not at all like me	Not much like me	Somewhat like me	Mostly like me	Very much like me
1. New ideas and projects sometimes distract me from previous ones.	5	4	3	2	1
2. Setbacks don't discourage me. I don't give up easily.	1	2	3	4	5
3. I often set a goal but later choose to pursue a different one.	5	4	3	2	1
4. I am a hard worker.	1	2	3	4	5
5. I have difficulty maintaining my focus on projects that take more than a few months to complete.	5	4	3	2	1
6. I finish whatever I begin.	1	2	3	4	5
7. My interests change from year to year.	5	4	3	2	1
8. I am diligent. I never give up.	1	2	3	4	5
9. I have been obsessed with a certain idea or project for a short time but later lost interest.	5	4	3	2	1
10. I have overcome setbacks to conquer an important challenge.	1	2	3	4	5

Quick Insight

- Duckworth teaches two big ideas about grit. First, that **grit predicts success more reliably than talent or IQ**. Second, that **anyone, man or woman, adult or child, can learn to be gritty**.

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Change Pain Scale

How much emotional/psychological discomfort is this change causing you right now? (Check your number - 1 = almost none, 10 = intense & hard to function)

Status	No.	Image	Pain Level	Description
	10	🤖	Extreme Pain	Panic, despair, complete freeze or shutdown
	9	😱	Very High Pain	Overwhelming fear, anger, and helplessness
	8	😬	High Pain	Strong resistance, ruminating, and energy drain
	7	😓	Strong Discomfort	Actively avoiding or fighting the change
	6	😞	Significant Discomfort	Hard to ignore, affecting focus & mood
	5	😐	Moderate	Clearly bothering me, 50/50 distraction level
	4	😏	Noticeable but Manageable	Low-grade stress or annoyance
	3	😌	Mild Uneasy	Barely noticeable, easy to shrug off
	2	🙂	Very Mild Pain	Just a tiny "this is different" feeling
	1	😊	No Pain	Change feels neutral or even slightly interesting

Quick Usage

- **One-on-one:** "Where are you on the Change Pain Scale right now, 1-10?"
- **Team Check-in:** Use one shared scale; each person either checks the box to preserve anonymity or places initials in the box to indicate their pain level.
- **Follow-up Prompt:** "What's the main thing driving your number?" (This helps identify which element or amplifier is influencing the pain score—for example, high pain often means low Psychological Safety or high Power Threat.)

VentureSource
www.inspired2change.net

7 Resiliency Boosters

Adapt, Persevere, Recover & Thrive in Adversity

Resiliency isn't a Nicety, it's a Necessity

This resource recaps the **7 Resiliency Boosters** to help you transform challenges into opportunities.

Use it to assess your resilience, apply proven strategies, and build the mental, emotional, and professional stamina to thrive. Refer back often, practice daily, and watch your edge sharpen.

With each booster is a **Big Idea (Light Bulb)**, a **Key Action (Banner)**, and a **Reflection Question (Thinking Cloud)** to aid you apply these principles in your life and leadership.

- 1. Master Your ABC's:** Beliefs shape outcomes—change them to control your response. Identify adversity 3. Change Response. What belief am I choosing in this challenge?
- 2. Escape Thinking Traps:** Traps distort reality—escape them for clear, adaptive thinking. 1. Spot the Trap 2. Ask for Evidence 3. Reframe with Facts. Is this thought a fact or a thinking trap?
- 3. Pivot With Purpose:** Setbacks are temporary—pivot to find meaning and direction. 1. Reframe Obstacle 2. Reframe as Opportunity 3. Take Purposeful Step. Now, what's possible?
- 4. Tap Your Teams:** Resiliency is relational—teams amplify your strength. 1. Ask 1 Person for Help 2. Lean on Team 4. Support. Who can I tap for help right now?
- 5. Elevate Your Energy:** Assess energy. Prioritize recharging, and Balance energy input & output. 1. Daily Depart 2. Weekly Withdraw 3. Annually Reboot. What one thing can I do to elevate my energy today?
- 6. Regulate Your Emotions:** Emotions are signals—regulate them to turn feelings into focus. 1. Experience Emotions 2. Label Your Emotions 3. Choose a Response. What is this emotion teaching me?
- 7. Mine Gold From Your ORE:** Adversity holds value—mine lessons to emerge stronger. 1. Observe Obstacle 2. Reflect on Opportunities 3. Exercise New Actions. What gold can I extract from this challenge?

The Classroom of Change
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